

S & F

TELECOMMUNICATIONS



When It's Your Business On The Line

Case Study

Prudential

Serls

Prime Properties

Hopewell Junction, NY



Prudential Serls is a full service real estate company with six offices in Dutchess and Putnam counties. They have approximately thirty new home sites and 200+ sales associates serving residential and commercial markets. Jim Lamb, Prudential Serls' IT Director, remembers, "When I came on board, there was a project to revamp one of our phone systems, and we had already received many proposals. I liked S & F the best. Joe Fey was the most personable, knew the most, and had good prices."

"Since then S & F has helped us as we expand. Phones and our web site are critical to our business, and S & F's technical staff is there for us any time. They go out of their way to support us. S & F has designed and installed the voice and data-cabling infrastructure, Internet support, and phone system for our new office building, in all our sales offices and in our model homes."



Jim Lamb, Prudential Serls' IT Director, "The personnel at S & F are all around nice, supportive, professional people."

S & F Telecommunications

Toll Free: **888-289-4581**

Columbia & Greene counties: **518-828-5860**

Capital District: **518-453-9360**

Hudson Valley: **845-331-4483** or **845-452-6242**

Western MA: **413-442-6776**

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Consulting ○ **Installation** ○ **Support**

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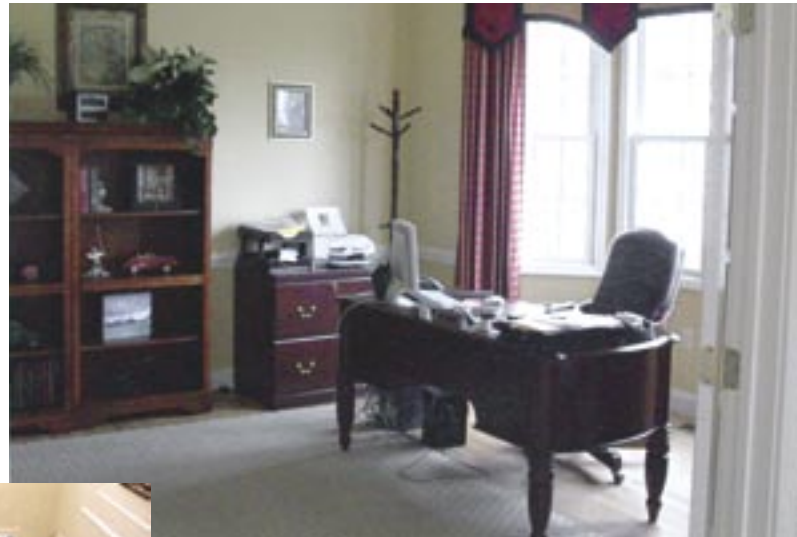


Jim Lamb notes, "I looked into the service record for everyone who gave us bids. S & F is willing to go anywhere for support and willing to do anything we need, big or small."

"S&F" started with us by replacing the cabling and phone system in one of our offices. It went so well we had them redo the rest (of our offices). They give great advice through the whole process from project concept to design, implementation, and troubleshooting. We have two to three hundred phone lines in different locations with different vendors. We need knowledgeable people supporting us."

"We are now looking to move to Voice Over IP (VoIP), and are working with S & F planning the migration. They are very up to speed on technology and bring new options to my attention. Phone lines are not the most reliable in rural areas, and they understand that this impacts our choices."

"Over the past five and a half years they have refurbished all our offices, including new construction and an 1860s Victorian structure with plaster walls. They did a great job on all of them giving us advice on what would work best in that structure and location. They keep us involved and help us learn about technology. To us service is the most important aspect. If our phones are out or someone needs assistance, they are here. I picked S & F because I know they will be there when I need them. We put S & F information in our model homes because they have been so good for us."



In our Legends development, S & F installed a sample phone system with intercom.

