

# BUSINESS PROFILE

## A&A Cabinets "A Business Based On Trust"

By Tom Geoffroy

Spend a few moments with Al Reiser, president and owner of A&A Cabinets and you will see; this man is passionate about what he does. With his quick smile and disarming personality, you understand why he is so successful. Al loves his business and he loves people too.

A&A Cabinets has been the company of choice for hundreds of satisfied customers for over a decade. After spending a few years learning the business while working for a large corporate leader in the re-facing and cabinetry industry; Al realized he could do a better job at a much better price if he launched out on his own. That was the birth of A&A Cabinets.

Named after him and his father, Albert, Al's mentor, A&A Cabinets had its start in the back of his brother's panel shop in Bayville. After humble beginnings, Al built his business to a successful, efficient cabinet building enterprise others look at with envy. The secret to

success for A&A Cabinets is the dedication and work ethic of its founder. Doing the job right the first time has caused the favorable reviews of A&A Cabinets' clientele. "It is much more cost effective to do the job right than going back to fix a problem," according to Al. "The customer is happy and it helps the bottom line."

Seeing Al Reiser at work brings visions of the pink rabbit that keeps "going and going and going!" Al prides himself in his excellent customer service and quick turnaround time for every job. In most cases, a potential customer can call for information; and on the same day have a visit from the owner and a price quote to do the job. Since A&A Cabinets has their own shop they can make their own doors so there is no wasting time ordering products from outside suppliers. There is better quality control and in the event of design changes or minor repairs; they are taken care of quickly. Al oversees the whole job from start to finish.

If everything goes right you could have your entire kitchen done within a week with the on site installation taking only one day. That is excellent service!

There is nothing more frustrating than to hire a contractor only to wait for them to show up or call you back. That will not happen when you call A&A Cabinets. Al is sensitive to people's lives and does not want to put them out or inconvenience them at all. Al Reiser has built a reputation for being punctual and he always goes above and beyond what is promised and expected. He knows how important it is to finish a kitchen cabinet job in a timely fashion. Not only does it need to be done quickly and professionally but no job is complete until the mess is cleaned up. When A&A Cabinets finishes a job, the customer thinks they have stepped into "Mr. Clean's Kitchen." They always leave the place better than they found it. You can trust A&A to do what they say they will



At A&A Cabinets, the owner doesn't mind getting his hands dirty.



Al Reiser, president and owner of A&A Cabinets, delivers service with a smile.

do, and when they say they will do it.

A&A Cabinets has built a reputation for quality work at an affordable price. Since

the client is always happy, they continue to speak highly of the job well done to all of their family and friends. It is not unusual for A&A Cabinets to work on several kitchens and bathrooms in one neighborhood. In one instance, after doing work for a school, Al found himself in the kitchens of the principal, and several hard school personnel. This has happened on many occasions. This kind of advertising is what makes A&A Cabinets the business of choice for cabinets in kitchens and baths.

Al will go on about 500 appointments a year and do about 150 jobs a year. That is a successful record that would make any small business proud.

While A&A Cabinets is a full service company, they have found a niche in cabinet re-facing. Custom cabinets can be made, and A&A has done that kind of new work, however, for that just like new look, at an affordable price, re-facing is the way to go. After making and installing new doors, re-facing bases and replacing counter tops, adding customized handles, and new hardware and draw slides; an old out-dated kitchen or

bathroom is transformed into the modern era at a fraction of the cost. Al says, "I experience my own version of extreme makeover every time I transform a kitchen into a customer's dream come true."

If you are thinking about redoing your kitchen or bath, A&A Cabinets is the vendor to call. With a hard-working dedicated staff and an owner who takes a hands on approach to business, you cannot go wrong. Customer satisfaction is the most important thing according to Mr. Reiser. "People to people contact is what I love," says Al. The personal touch is so rare these days. It is nice to know there are still small businesses that thrive because of exceptional quality and customer care.

A&A Cabinets has a manufacturing facility in Lakewood, and Al will see you in your own home to show you samples of what he can offer you. You can make an appointment by calling 732-370-6888. Also, please visit them online at [www.aacabinetsnj.com](http://www.aacabinetsnj.com). Don't be surprised when the owner answers and you have an appointment the same day.