

2017 **EXISTING** BUSINESS OF THE YEAR



Jason Wright Electric

Owner	Jason Wright
Nature of Business	Kansas City's Concierge Electrician
City, County	Olathe, Kansas, Johnson County
Website/Email	www.jasonwrightelectric.com
Structure	Corporation
Began	1995
Employees	12
KSBDC Consultant	Stephanie Landis



Jason Wright has built his business and reputation by being **The Electrician That Cares**. He attributes his success to clearly understanding the needs of his customer.

Committing to care beyond his customer's electrical needs starts with Jason, but he ensures that all of his field and office personnel feel the same. Jason did not start out as a leader of a 12-person, seven figure electrical company; he learned and grew through on-the-job training and constantly challenging himself to listen to his customers.

In 1995, when Jason first launched his business, he secured a unique opportunity to take care of a large, high quantity commercial project. As that client's business model started to change, and after eventually losing that primary contract, Jason was forced to re-evaluate his business. Relying on his skills and knowledge obtained while under contract, Jason determined that his best opportunity was to transition to the residential market.

This was a scary proposition as Jason Wright Electric needed an entirely new marketing strategy as well as a full rebranding. In identifying his next steps, Jason knew he wanted to deliver more than electrical installations; he wanted to deliver fearless personal service.

It was at this point that Jason turned to America's SBDC Kansas. While working with his advisors, Jason began to define his transition plan. Taking time to do the visionary work, including financial projections and goal setting, Jason was able to transition from a "one major client utility contractor" to a successful and diversified electrical contractor.

In order to ensure the ongoing success of Jason Wright Electric, Jason is committed to continual improvement in his business as well as in his own professional development. He expands his business acumen by participating in CEO Roundtables, GAME (Growth through Action, Measurement and Engagement) strategic planning workshops at the KSBDC, training and business planning with Nexstar, and ongoing counseling with KSBDC advisors.

These continued efforts have assisted Jason in making critical decisions that have favorably impacted his business including increased hourly rates, design of an effective customer relations process, and development of key performance indicators. The result has been consistent 25% growth, double the number of employees, and increased market share.

Jason is now the leader of his business. While it was difficult to leave the field, Jason now spends his time bettering his employees and processes with the ultimate goal of creating an extraordinarily caring environment for his customers.



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