

# BARON'S MAJOR BRANDS APPLIANCES

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## PRESS RELEASE FOR IMMEDIATE RELEASE

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### **Baron's Major Brands Builds its own Customized Sales and Service Software** *Owner, Mike Baron, announces plans to market software throughout appliance industry*

**Plaistow, NH February, 2008** – Recently named ‘Retailer of the Year’ by the Retailer Merchant’s Association, Baron’s Major Brands is pleased to announce the intent to market the software that helped them achieve this great label. The software will be marketed under its own brand, ‘Reliable SoftWorks’ and will be made available for sales and distribution throughout the industry.

Created by Baron’s in-house IT Manager, Andy Frazier, the software was designed to alleviate some serious problems they were having with an outdated system they had been using since the early 90’s. “It was a good system for what was needed back then, but Baron’s is a growing business and that system could not grow with us. It simply could not continue to meet our needs. After many ”band-aid” fixes, system instabilities, reporting inaccuracies, printing problems and constant complaints by our employees, we started looking for a better solution.” said Frazier.

Baron’s developed a set of expectations as far back as 2003 and researched many software packages since. They were looking for a solution that was easy to operate and not priced in the stratosphere. At one point Baron’s thought they had found a solution but when they actually tested it in their service division, they found it was cumbersome and drew too many complaints from users. According to Frazier, “It caused one of our service people to quit, it wasn’t workforce ready, it was impossible to get useful information from it and cost the company money because it didn’t generate reliable reports. It was a nightmare.”

Mike Baron, owner of Baron’s Major Brands, knew that Mr. Frazier was a Certified FileMaker Pro Developer and with the dismal failure of the new software they tried, the company was in a fix. They needed service software fast so he asked Andy to put his genius cap on. “My primary objective was ease of use; it had to be “user intuitive” and ready to go. I knew that I could count on Andy to come up with something. I had seen some examples of what he could do in the past and figured we had nothing to lose. When I got my first glimpse of what he was creating a light bulb went off; this was the solution we were looking for. The service software module that Andy came up with was a perfect fit for our needs. What used to take 2 weeks to train a new person with our old system, now takes less than 2 hours. It looks and feels like our current labor force has been using it forever. They just picked it up naturally. Our employees love it because it is so easy to use and manage and the customization of the reporting capabilities is limitless. I was blown away,” said Baron.

That was when Mike Baron decided he wanted to go into the software business. According to Baron, “From that point on, I knew this was a product like no other on the market. I also know my colleagues in the industry are having the same software issues we were having. When I sell this product to them, they will thank me for it. Andy and I worked together to create a point of sale system that would tie in seamlessly with the service system. Now we have a complete, end-to-end software solution and we are ready to go to market.”

The software ties together customer records, quotes, sales orders, deliveries, inventory (with barcodes), sales invoices, returns, vendor invoices, service orders, parts, electronic warranty submission and more, in a way that cuts training time down from weeks to hours, and offers reporting capabilities that will make the entire management team happy. Plus, the system can be customized to fit any business need. For more information on Reliable SoftWorks software solution, contact Mike Baron at [mike@baronsmajorbrands.com](mailto:mike@baronsmajorbrands.com) or call (603)382-4224.

**About Baron’s Major Brands:** Baron’s Major Brands is a family owned business that has succeeded and consistently grown for over sixty years. Well known for its commitment to quality appliances and superior customer service, Baron’s continues to grow against intense competition. Baron’s success is gained through their enlightened employment practices, happy, well-trained sales staff and in-store service support, offering in home service with expertise in repair. Baron’s stands by all products sold.

With locations in Concord, Laconia, Salem, and Plaistow, our professional showrooms and competitive prices make shopping a joy, while our knowledgeable staff understands our products from selection to installation, operation and service.

For more information on Baron’s Major Brands go to: [www.baronsmajorbrands.com](http://www.baronsmajorbrands.com)