



The Top 5 Questions You Should Ask When Selecting an Audio Video and Security Technology Partner.

- 1. How will your Technology Partner measure the success of the projects?**
 - Fearing's Mission is to: "Deliver a great customer experience and a superior outcome ever time". To ensure success, we ask customers to rate their experience and outcome at the end of each project. Our goal is to have 95% of our customers rate us an 8 or higher on a scale of 1-10, and we have annually achieved that goal since establishing it in 2016.
- 2. What steps does your Technology Partner take to ensure you are getting the latest and most relevant and reliable technology that will advance your business, enhance your home, and simplify your life?**
 - As mentioned in answer 1, one of Fearing's Core Values is: "Continuous transformation", and we have a Vice President of Technology and Innovation dedicated is to look into the future to see what technology is trending, so we are always delivering the right technology that brings you the best ROI.
- 3. Does your Technology Partner have established Core Values that become the foundation and guide to the recommendations and decisions made to ensure customer's best interests are preserved?**
 - Fearing's has 5 Core Values that are represented by the acronym **D-MARC**, a trade term for the "point of demarcation". "**D**" represents: Do the right thing, always. "**M**" represents: Make a difference every day. "**A**" represents: Altruism, customer and team before self. "**R**" represents: Relentless pursuit of excellence. "**C**" represents: Continuous transformation through technology, process, and learning. These Core Values guide everything we do.
- 4. Does your Technology Partner have the scale and reach you need to deliver projects in other states or countries?**
 - Fearing's has several Wisconsin partners that have facilities outside of Wisconsin and we have traveled with them across the United States and to Singapore, Shanghai, and the Netherlands. The dedication of our staff to "do-whatever-it-takes", allows Fearing's to go where the customer needs us to go, whenever the customer needs us to go there.
- 5. Does your Technology Partner maintain a broad set of technical expertise to minimize the number of vendors you must engage on any given project?**
 - Fearing's has a wide array of disciplines: A/V, Security, Cybersecurity, Automation Systems, Network Cabling, Cell Repeaters, and more. We call it Total Source. This allows you to have one single vendor and one point of contact for many services, reducing your need for multiple vendors.