

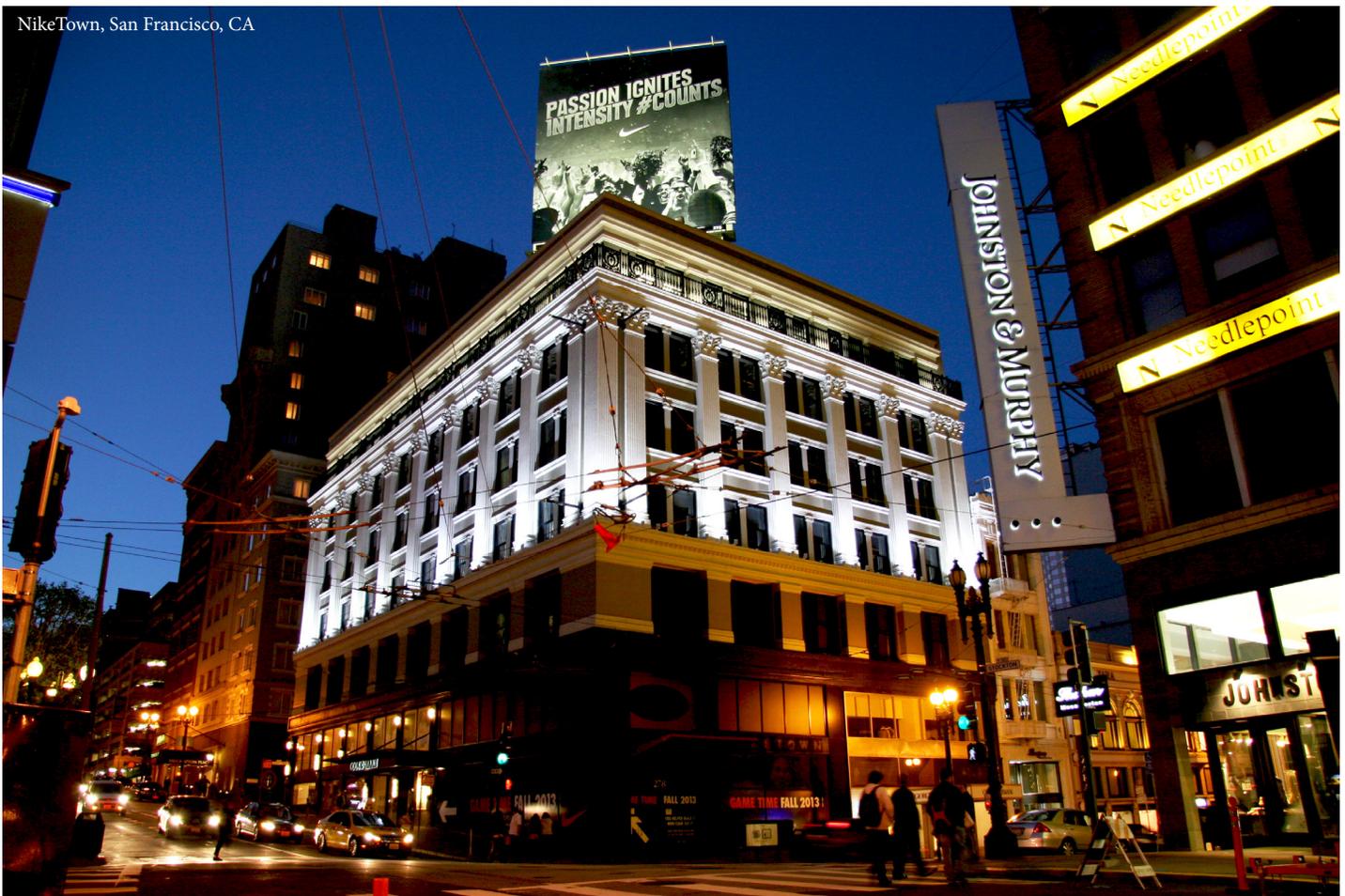
# SRBX New Member Spotlight

Nestled in the foothills of Auburn, Century Lighting and Electric has been serving the Sacramento region since 1984. Upon entering the office building, one gets the distinct feeling that something is different about this company. As you may expect,

was on the horizon. He purchased a piece of property in Auburn and built a few buildings, including a storage building for his light bulbs and equipment. As the shift became apparent that the internet and big home improvement stores were taking over

and provides an extra-mile service.

Keith knows Century is unique, stating that “Starting a business 30 years ago and continuing to adapt, as needed to the changing market and providing



the lighting is different. It's bright but soft and the use of LED lighting is high-tech and innovative. The office atmosphere is buzzing, the phones are ringing, employees seem happy and energetic but it's something more- it feels a little like family.

Keith Estes, Founder and CEO, started selling light bulbs out of his station wagon. In 1984, the need for a light bulb salesman was still in demand but Keith knew change

the light bulb industry, Keith expanded his business. He became not only a provider of light bulbs but became the one-stop shop for commercial light maintenance. He hired electricians to maintain Century's accounts to avoid redundancy in maintenance calls. With licensed electricians servicing each account, issues were addressed immediately without having to call out additional servicemen to complete the job. This saves money for Century's customers

great jobs for many people is one of the biggest accomplishments for me.” Century has adapted by offering a completely customizable service program that has proven its worth to property managers around the region. Further, they also have the largest fleet of fully stocked, high-reach bucket and service vehicles in Northern California. This gives them the ability to provide fast, reliable and efficient service anywhere in northern California. As

# Century Lighting & Electric



LED lighting is becoming more popular, Century has become an expert in design and installation of this new energy efficient lighting system.

The market does pose challenges, Keith notes, “educating customers to new energy efficient technologies and how to properly compare companies and products and true value has been a test of our resilience in our industry.” He feels confident he has built a solid reputation and an accountability system even in a tough market. This strong foundation has allowed Century to expand

their business outside of commercial lighting maintenance into being a full service electrical contractor within the commercial design/build arena. Keith’s building that originally served as a storage facility has now grown even more, opening the commercial division and adding twenty-five additional staff.

Joining SRBX was an obvious choice for Keith and his service managers when deciding to expand the business, “SRBX offers an excellent source of education and provides great support through the

opportunities to network, learn from other members and use of the Plan Room.”

Keith and Century Lighting and Electric have built a distinguished family owned and operated business. They continue to serve the community within their church and through other community related sources. While Keith is proud of his accomplishments professionally, he is proud of his “...relationships with people. I have had many opportunities to help people from my years as a Scout Master helping many young boys achieve the rank of Eagle Scout, to serving and supporting a children’s ministry in Guatemala, to helping people in their career path while employed with my company.”

While the lighting in the office is high-tech, creative and beautiful – it’s the family environment and true integrity at Century that makes them stand out!

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