

# A Message from the Owner

Dear Prospective Customer,

During the twenty years I've been in the service industry, I learned that **'delivering true customer satisfaction'** was the specific attribute service companies had the most trouble with. Even so, most of them strive to distinguish themselves on this very principle. The trouble is, everyone in an organization must be sold on the principle to make it work, and most of them fail to make the principle a company-wide goal.

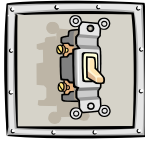
With my previous employer, my stint in management became mired in conflict. My business philosophy was challenged on every level of corporate politics. Most corporate managers are sold on the stock market philosophy of making money: sell cheaper products and labor at the highest prices you can by using the art of deception; make the customer believe they are getting more value for the higher price.

I have a different philosophy. I believe that truly satisfied customers will boost sales by providing repeat business, and generate higher quality leads through referrals. By the same policy, delivering true value to the customer reduces cost by eliminating recalls and warranty repairs, and scales back advertising costs through reputation building. Unable to sell this philosophy to my colleagues, I decided to try it alone. Although Service General has yet to achieve the robust sales volumes big corporate managers would be looking for, I believe in building a company one customer at a time. Keep those customers happy. The rest will take care of itself.

Bryan S Burgess, Owner  
Service General



**SERVING THE DALLAS METRO AREA**  
PHONE: (214) 724-0000 ~ FAX: (888) 724-5560  
[WWW.SG-TX.COM](http://WWW.SG-TX.COM)



ELECTRICAL



INDOOR LIGHTING



OUTDOOR LIGHTING



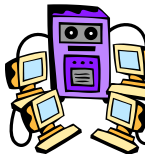
VENTILATION



MATV/CATV/DSS



TELEPHONE



DATA CABLING



**SPECIAL OFFER FOR FIRST TIME CUSTOMERS**  
**~ No Service Fee With This Coupon ~**

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Schedule your appointment today! Call us at (214) 724-0000  
Offer Expires August 31, 2014

Technician	Date of Service	Invoice Number
Net Invoice Amount		

## ELECTRICAL



### DIAGNOSTICS & REPAIR

Flickering lights, dead circuits, tripping breakers, GFCI circuit problems; we find them, fix them and tell you why it happened.



### LOAD CENTER UPGRADES

Need additional circuits but your breaker panel is max'd out? Service General can help.



### TEMPORARY POWER

Need power to that new construction site? Need power to that RV? Tired of lugging a generator to the back forty? We have the answer.



### EQUIPMENT DISCONNECTS

Supply power circuits and equipment connections for air-conditioners, pools, spas, water gardens and fountains are our specialty.



### APPLIANCE CIRCUITS & RECEPTACLES

Add a power outlet for your new dryer, range, microwave, window unit, dishwasher, or water heater.



### WIRING DEVICES

Get rid of those unsightly extension cords. Let us add new branch circuits, receptacles and switches for added safety and convenience.



### ARC-FAULT CIRCUIT BREAKERS

Introducing the latest weapon against electrical fires. This device actually senses the arcing and kills the circuit before combustion takes place.



### TIME CONTROLS AND ENERGY MANAGEMENT

Simplify your life and save money at the same time. Set it and forget it with time switches and automatic control devices.



### REWIRES AND REMODELS

Replace that knob-and-tube wiring or get that new room or remodel wired by experienced professional technicians.

## LIGHTING



### CEILING FANS & LIGHT KITS

They save energy, money and sweat. They also add style and comfort to any room. Choose from our product line or purchase your own; you get the same professional installation either way.



### INTERIOR LIGHTING

Want to modernize that tired old décor? You'd be surprised what a little paint and some new lighting can do. We'll do the lighting. You're on your own with the painting.



### REPLACEMENT RECESSED LIGHTING TRIMS

Finding compatible replacement trims for recessed lights can be a challenge. If they make it, we will find it.



### LANDSCAPE LIGHTING

Ready to get rid of that cheap plastic low-voltage lighting set? We have a wide variety of attractive, high quality, durable metallic outdoor fixtures that will put you ahead of the Jones'.



### LIGHTING CONTROLS

Wall timers, occupancy sensors, motion switches, remote controls and home automation are all a part of maximizing security, minimizing cost, and giving you (the one who cares) complete control. Ask about our extensive product line.



### LIGHTING DIMMERS

We have them all. Incandescent, magnetic low-voltage, electronic low-voltage, programmable, remote control and complete dimming systems. From simple push-rotary dimmers to fluorescent dimmers and dimming ballasts, to space age multi-scene mood selectors: you name it, we install it.

## SYSTEMS WIRING



### DOOR CHIME SYSTEMS

Whether you need a simple 2-note chime, musical chime, replacement transformer, door button or a complete system, Service General will ring your bell (so to speak). We also service and repair residential intercom systems.



### MUSIC INTERCOM SYSTEMS

Installation, service and repair of Nutone and M&S Systems equipment.



### MATV, CATV, SATV ANTENNAS & CABLING

Antenna installation, wall jacks and systems cabling for mast antenna, community antenna and dish antenna systems.



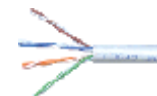
### FM-VHF-UHF AERIAL ANTENNAS

Installation, service and repair of mast antenna systems.



### TELEPHONE SYSTEMS CABLING

Need a new jack? We provide cabling, wiring devices and cross-connect wiring for residential and commercial analog and digital systems (proprietary equipment excluded).



### DATACOM NETWORK CABLING

Category 5 and Category 5e data network cabling for 10-Base T and 100-Base T network hubs.



### VIDEO SURVEILLANCE

Hardware and software to provide video surveillance and recording from your TV, VCR, or computer monitor; even over the Internet.