

BUSINESS PROFILE

Father and son growing a business together



The ACT Computer team: Bill, Justin, Bart, Klaus, Jurgen, Tom, Andy

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In these hard economic times, too many companies go by the saying "it's not personal, it's business". For Klaus Schwanitz and his son Jurgen, business is nothing if not personal. This intrepid father and son team opened ACT Computers in 1995, and since then, the pair has been putting their technological savvy as well as their people skills to good use serving the Vero Beach community.

Originally from Germany, Klaus worked in computer security technology all his life, and instilled a love of computers in his son's heart from a very early age. Jurgen happily recalls childhood years spent taking apart computers and hardware his father brought home for him. They lived in Germany until 1991 when they moved to the US, first to Pennsylvania, and then to sunny Vero Beach about a year later, where they decided to settle down and make their home and eventually start their business.

ACT, or Advanced Computer Technology, is a full service retail and repair center with eight professional technicians hard at work to offer personal customer care to each and every client. ACT was opened at its original store on South US1 in 1995, and remained there until March of this year, when they moved to their current location in the K Mart shopping plaza off of US1.

From their new and improved location, the Schwanitz men and their family of employees stock a complete selection of computer hardware and software, and also offer web design as well as network installation and on site training. They repair everything purchased from their store in house, and even if a device was purchased elsewhere, ACT will deal with the manufacturer and repairs, saving their customers the headache.

In addition to the retail end of ACT, Klaus and Jurgen pride themselves on their speedy turnaround time of 24 hours for most repairs. They realize how dependent many of us are on our tech devices and how many businesses are computer reliant, so the Schwanitz

duo ensures their customers are never left waiting without their device.

With ACT, there is always a person available to answer they phone and to assist customers with their tech issues, so customers are always met with help instead of hassle. For added convenience, ACT happily accepts walk ins and also has several service trucks to offer the fastest, most convenient repair service in town, no matter the size or location of the job.

As important as fast service is in the technology industry, there is nothing more important, or rare, in business than personal attention. While a customer is lucky to get a salesperson's attention in a large chain store, Klaus and Jurgen are especially adept at getting to know their customers and their needs, which then allows them to recommend the best product to suit each individual. This personal approach to customer care has won ACT many new and return customers, as well as numerous awards, such as the Press Journal's People's Choice Award.

When it comes to computers, many people are unfamiliar with the latest technology and tend to overbuy, so Klaus and Jurgen advise their clients to start with what they need, and step up later if they necessary. Since ACT is able to upgrade and enhance virtually any computer, it is always possible for their clients to beef up their hardware down the road, and at a much more reasonable cost than buying what's newest or most popular.

It would seem that keeping the most comprehensive computer service store in town running would take up all someone's time, but Klaus has an entire second calling in life as an author. Already publishing a tally of eight books, some in English and some in German, Klaus has found yet another way to accomplish his calling of simply "making people feel good". He has written a non-fictional biography about a fourteenth century french knight, as well as a historical fiction series with four books and counting.

Klaus' book series chronicles the sto-

ry of a gentleman thief living in 1890, his travels with his clever girlfriend Diane, and his eventual reformation. Obviously, Klaus blows the stereotype of the introverted computer type right out of the water. A common theme in all his pursuits is just making people happy, whether by assisting his custom-

ers through the harrowing process of computer purchase/repair, or by taking readers on an entertaining journey with a satisfyingly happy ending.

With the Schwanitzs and their skilled team of technicians, ACT Computers truly is a family success story, and like Klaus, we can all appreciate a great story.

