

Fresno County Farm Bureau

Friends of the Family Farm Sponsor

Fresno Equipment Company strives to exceed customer expectations

Founded in 1960 by Mark Vucovich and William Hansen, Fresno Equipment Company has provided equipment for the Central Valley with dedication to customer satisfaction for more than 50 years. Fresno Equipment Company has been a Fresno County Farm Bureau member since 1970 and became a *Friends of the Family Farm* sponsor in 2011.

Starting from the ground up

Mark was an entrepreneur and built his business from the ground up. John Deere was looking for a private dealer to expand and was not a dominant product line locally in 1960, so Mark had to build market share and create loyalty among growers, many of which the company still benefits from. He supported the community and took pride in helping growers with their special needs.

Mark acquired full interest of Fresno Equipment in the early 60s. Mark's daughter, Marsha, joined the company following her college graduation in 1977. Mark passed away in 1980 and Marsha is now Fresno Equipment's sole owner and president. She takes great pride in the company remaining family-owned since it opened.

Customer service is the main emphasis

Fresno Equipment has two locations, one in Fresno and the other in Five Points. Both locations provide sales, service and parts departments to better serve their customers. "Customer service is our main emphasis," Marsha explained.

Fresno Equipment is a John Deere agricultural and turf equipment dealer. They have a full line of tractors, harvesters, combines, cotton pickers, sprayers, planters, hay equipment and tillage tools. The company also provides John Deere GPS products and services. Their concentration is the John Deere ag line, but they focus on the turf line as well. Besides the equipment lines, Fresno Equipment also carries the John Deere merchandise line, including hats, shirts, toys, games and more.

The company provides a variety of allied product lines, such as WeissMcNair nut harvesting equipment, Rears sprayers and shredders, and Pellenc America Inc. grape and olive harvesters, which are multi-use including spraying, pruning and harvesting. Other lines they handle are Exact, Gearmore, Schmeiser, Landpride, Frontier, Morbark, Bubco, Domries, Balzar and Porter.

Exceeding customer expectations

"I appreciate our customers and their loyalty," Marsha said. The company maintains its originality by giving back to the community and remaining fully-responsive to customers at all times, while also anticipating needs.

"Salesmen are really account managers; they get to know a grower's operation and establish an understanding of equipment needs to provide solutions that help maximize growers' productivity," Marsha said. "Our goal is to exceed their expectations."

The service departments are responsive to customers in the field and in



the shop. Both locations are equipped to handle any size job. The Five Points location also has a specialized cotton picker repair shop. Each location has four fully equipped service trucks for on-farm service work. The parts departments are fully stocked and have seven local drop box locations to reduce travel time.

The company promotes preventative maintenance and helps growers maintain equipment to avoid costly repairs. Fresno Equipment also provides service, safety and operator clinics as well as training for growers.

Emphasis on training

"If a customer has a tractor down, we will dispatch a technician to the site to repair it in the field and ensure timeliness," Marsha said. The company has John Deere trained technicians that have all received schooling to keep up with the changing technology in the tractors.

In addition, the Fresno office has a training room equipped with updated technology to provide opportunity for staff to engage in Internet-based education via webcam and Internet communication.

Marsha said she is proud of the employees at Fresno Equipment Company. They are product experts in sales, parts and service, and are committed to fulfilling the needs of customers.