

# Roca Realty 1070 Lynwood Street



YOUR FIRE AND SECURITY SOLUTION

Responsiveness and personal care help to efficiently manage an issue at a long-standing AFA customer's facility.



## CASE STUDY

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At AFA Protective Systems, there is a heritage of long-term relationships with clients, which is a great source of pride. Customers stay with AFA because of our exceptional service and our commitment to our customers. As a matter of fact, many customers have been with AFA for decades. Roca Realty is one of those customers. So when Sheri Warshaw, Roca Realty's President, had an issue with her panel on a Friday afternoon, she knew AFA would be there for her.

## PROBLEM

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Roca Realty is a family-run real estate organization managing commercial and industrial properties in the New York City area. Roca Realty has used AFA for their Fire Alarm services, including monitoring, inspection and maintenance at several buildings in Queens, Brooklyn and Nassau County. “We have been with AFA for as long as I can remember,” said Sheri Warshaw. “My father used to deal directly with Philip Kleinman (AFA’s CEO for 26 years prior to his son Robert, the current CEO). After all these years, if there is ever an issue, I just call and AFA responds.”

On a Friday afternoon, AFA’s central station called Mrs. Warshaw to inform her that it was not receiving a signal from 1070 Lynwood Street, an industrial building in East New York, Brooklyn. Sheri Warshaw immediately called her local AFA representative, Matt Greco. “Sheri called me and sounded concerned,” said Greco. “The building is an industrial facility, so there was nobody on-site to do a fire watch, especially going into a weekend. When she told me she was on her way down to Brooklyn from Connecticut, I told her to turn around, we got this.”

## ANALYSIS

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Matt Greco took it upon himself to go to 1070 Lynwood Street at 6pm that Friday. “That’s our job, that’s why she pays us. She shouldn’t have to come down on a Friday afternoon,” said Greco. On the ride over, Greco called AFA’s service team to come out to investigate the problem and rectify the communication issue.

AFA’s service manager then dispatched a technician right away in order to troubleshoot and reprogram the equipment. Greco met the AFA service technician on-site to explain the communication issue. AFA’s team was quickly able to locate the issue and restore the system to normal. “I kept Sheri in the loop the whole time, and she couldn’t have been more appreciative that her building was protected,” said Greco. By 7pm, AFA’s central station was receiving proper signals from 1070 Lynwood.

## OUTCOME

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“I’ll be a customer for life,” Sheri Warshaw told Greco as he was driving home from her facility that night. This is a typical example of an all-around great effort by AFA to solve a problem for a loyal customer. AFA was able to quickly respond, providing peace of mind to its customer. Mrs. Warshaw knows that help from AFA is always just one call away.

She and Greco still speak weekly. “If Sheri can’t get down to the buildings, I am more than happy to go for her. She likes knowing there is someone she can call if there’s a problem. I am always happy to help.” Sheri Warshaw and Roca Realty continue to rely on AFA and Matt Greco for all their fire alarm and security needs.