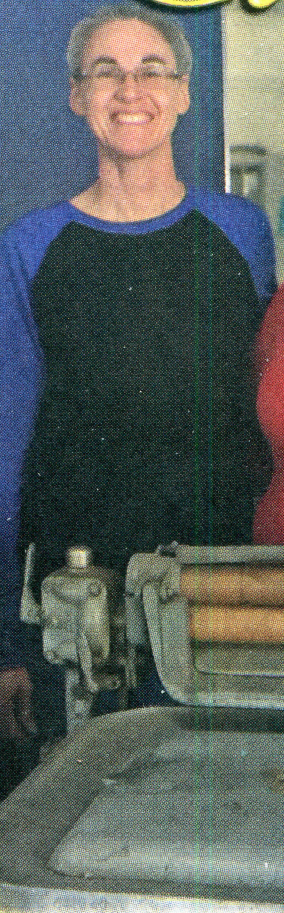
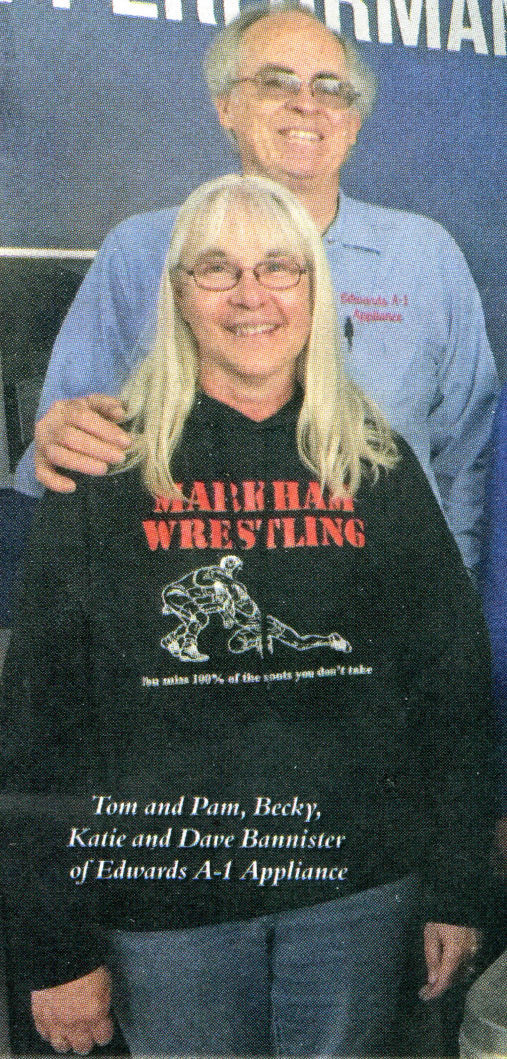


# PERFORMANCE

# The Clipper

29 Years of Excellence 1989-2018

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Zone 1, 2 & 3



Tom and Pam, Becky, Katie and Dave Bannister of Edwards A-1 Appliance



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## The Clipper REVIEW

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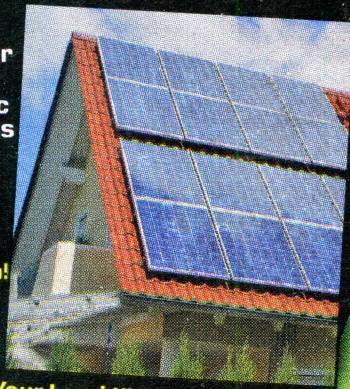
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## THE CLIPPER Business Review

Get To Know Your Local El Dorado County Businesses

# Edwards A-1 Appliance

## Buy or Fix? The Edwards A-1 Appliance Solution



By Peter Tyner

Sharing the stories of our local merchants.

Uh-oh, the clothes dryer is getting louder and losing heat. Do you get it fixed or buy a new one? Big box store or Google? Now, or later?

Here's a clue--do what two generations of foothill residents have done. Call or visit Edwards A-1 Appliance for the straight scoop on new, refurbished or repair service to washers, dryers, refrigerators and microwaves. You'll find the iconic Edwards building on Placerville Drive east of Home Depot. A no-frills store, the bare plank floor and well-worn service counter suggest you've wandered into a 1950s movie set, but the gleaming rows of new Maytags, Whirlpools, Kitchen-Aid, Amana, Bosch and GE's tell a very contemporary story.

The warmth and sincerity of the staff is disarmingly genuine and more than a match for those nagging questions you harbor regarding repair-replace for the kitchen and laundry appliances. Owners Don and Pam Stabler always want you to know your real options.

"Why buy a new machine if a repair is a better answer for you," says Don, the life-long appliance guru. "We'll always give you our best opinion."

The highly trained Stabler squad expertly services most brands, and sells mostly new machines, plus a few refurbished units. You can learn a lot about appliances at Edwards A-1, such as How do I select a model that really fits my situation, What are the real differ-



Don Stabler of Edwards A-1 Appliance

ences between brands, How can I extend the products' useful life, and What's the real difference between similar-looking washing machines priced a hundred dollars apart?

Don's niece Katie Stabler can answer any question on any appliance. She waves a friendly greeting from the service counter while handling a phone call regarding product longevity.

"Appliances used to be built for the long run," explained the 12 year veteran of the Placerville store. "But technology has shortened that life cycle pretty much across the board. Computer chips and motherboards produce lots of whiz-bang extras, but they can also reduce the expected product life." In many cases the 20-plus years of projected use has been cut in half. "We can explain the trade-offs in plain English, when it's time to replace a washer or dryer."

She also points out there are different guarantees covering certain vital parts such as the magnetron in a microwave, and the freezer fan in a refrigerator. "Some manufacturers provide better warranty coverage than others for those critical parts. We make certain our customers understand how the guarantees work in each case. It's always good to have that discussion."

In-home service is done promptly and at a reasonable cost. In-store repairs could take a few extra days, depending on the backlog. New or refurbished appliances are delivered quickly and installed professionally by installer/repair technician David Bannister, a 20 year employee, who began in high school.

That's how it works at Edwards A-1 Appliance. The Stabler family, Don, Pam, Becky Clark, and Katie along with

David Bannister produce an environment where appliance issues get solved and customers feel satisfied.

For Don and Pam Stabler it's been a long and fulfilling journey. Don's parents started the appliance business after WW2 in Woodland, California. The duo split off from the Woodland operation in 1986 in order to buy Edwards A-1, originally started

balances floor sales traffic with phone inquiries.

Maintaining a successful profile against large companies with massive advertising budgets is not a problem at Edwards. Becky Clark knows why. "Exposure in local newspapers including the Clipper brings first-time customers, but word-of-mouth advertising brings them back,



The showroom with new stove models.

in 1961, and thus made Placerville their home. Don's family continues with the Woodland store.

Not surprisingly, the whole Stabler family was raised in the appliance business. As a kid, Don would go to his dad's appliance store after school where he learned it all firsthand. He still works every facet of the operation. Pam handles financial and administration. Daughter Becky Clark performs in-store repairs, Katie serves customers, and David does in-home installs and repairs.

"The fact is," said Katie, "Each of us can do every job when needed." David makes up to 8 house calls a day including new installs, while customers bring in smaller appliances to Becky. Katie

over and over." Competing with big box stores is rigorous but effective. "We all sell appliances for roughly the same prices depending on time of year," offered Becky. "But at Edwards A-1 we offer more attractive installation and delivery terms. It's helpful we're local and have built a great reputation these 30 years. It's also a plus we don't use outside contractors for installations, we have David. And he does it right."

Edwards A-1 Appliance is located at 698 Placerville Drive, 95667. Call any team member at 530 522 4273. Store hours 8 to 5:30 Monday through Friday, and 9 to 3:00 on Saturday. Check out the web site at edwardsa1.com.

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