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Kellys News

FRIENDLY, AFFORDABLE, DEPENDABLE SERVICE YOU CAN COUNT ON!
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Kelly's Appliance is a factory authorized servicer for, Thermador, Insinkerator, Bosch, and Gaggenau.

Office Manager's Profile: Dave Kelly

David Kelly grandson of founder Robert Kelly started working full time in the business in 2009, when he was 21 years old. David is a Sonoma County native he was born in Petaluma and raised in Rohnert Park. He attended public schools in Rohnert Park and graduated from Rancho Cotate High School in 2006. He attended Devry University in Fremont, CA. He currently lives in Rohnert Park with his wife Jaimie.

Since David joined the company, Kelly's has tripled in the number of technicians and size of the company. In his off hours David enjoys gaming with his friends, as well as playing on Kelly's Bocce Ball team on Thursday nights.



Some of the highlights from the 2015 ASTI Convention in New Orleans!!

Bottom Picture:
Here we learned about a new product that alerts you when your dryer vent is clogged up and needs cleaning!



Kelly's Appliance takes on NOLA

February proved to be a busy time for all of us at Kelly's Appliance. While busy fixing appliances, our technician Mark and office manager Dave took a little break to attend the Appliance Service Training Institute convention in beautiful New Orleans. The convention is one week long and very informative. All of the major appliance brands such as LG, Kenmore, Whirlpool, Maytag, etc. are all in attendance providing training for our technicians to enhance their knowledge as well as develop new skills. Dave got to sit in on many business classes as well as talk to other leaders in the industry to compare business styles and discuss new trends in the appliance industry.

“How Long Should My Appliance Last?”



Why don't the new appliances last like the old ones? In my parents day major household appliances were built to last “forever.” I get asked this question on a daily basis. The first thing I did was research if this is actually true. It isn't your imagination: Consumer products don't last as long as they used to. Here are some thoughts about why that is, and how long you can expect major household appliances to last. In 2007, the National Association of Home Builders and Bank of America Home Equity released the "Study of Life Expectancy of Home Components," which included these estimates for how long various appliances should last before you should think about replacing them.

- Gas Range: 15 years
- Fridge: 13 years
- Trash Compactor: 6 years
- Dishwasher: 9 years
- Microwave: 9 years
- Washer: 10 years
- Dryer (elec or gas): 13 years
- Garbage Disposal: 12 years

Keep in mind that these numbers are eight years old. In my experience the life of these appliances has decreased even more since 2007. In the study the researchers found that most consumer products do not last as long as products built 20-30 years ago.

One of the reasons is that manufacturing today is doing more assembly work than it was in the traditional sense, like back in the 1950s and 1960s, where you not only made the product but all of the components. Even when a company manufactures a product in America, many of the components often come from overseas nations that don't always have the best standards. A product is only as good as its components



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This is a question that we here daily. Truth be told appliances these days just aren't as durable as the ones your mom had growing up.

And there is plenty of incentive to make those components as cheaply as possible to stay competitive. Many of the compressors used in today's household refrigerators were made in countries like Brazil, Italy and Korea. But those countries outsource to other countries that can make things even cheaper. Everyone's chasing that cost reduction.

Much of what drives that cost reduction is of the rising cost of raw materials, says Roger Beahm, executive director of the Center for Retail Innovation at Wake Forest University School of Business.

"Competitive and trade pressures keep the manufacturer from raising prices too fast. So manufacturers look elsewhere to find ways of offsetting these raw-material cost increases. These factors reduce product longevity and for some products, durability," Beahm says.

Read over these average useful lives of the equipment around your own home. But don't fret: If anything in the house is near the end of its life, there are still some things you can do to squeeze out extra time and avoid a costly replacement.

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- **Dishwasher, 9 years:** Newer and more expensive models don't necessarily have longer lives. The more extra features a dishwasher has, like an electronic readout, the more things can potentially break. But staying on top of maintenance (like cleaning the filter) and small repairs will prevent bigger problems down the road.
- **Garbage Disposal, 10-12 years:** The biggest thing that affects a disposal's life span is how often it's used. A large family that cooks at home will need to replace the garbage disposal sooner than a bachelor who eats out. Although never using the disposal will cause premature death also. Small efforts, like using a strainer and always running water when operating the disposal, will pay off with a longer life.
- **Range or Stove, 13-15 years:** Gas stoves last longer than their electric counterparts by 2-5 years, on average. Good everyday care will help extend the useful life, such as cleaning the stove after every use and regularly checking the burners.
- **Refrigerator, 13-19 years:** The top end of this life expectancy range belongs exclusively to increasingly rare single-door refrigerator units. More common freezer-top and side-by-side models can last 17 and 14 years, respectively. Small repairs to things like failed door gaskets or malfunctioning ice makers are expected, but a broken compressor usually signals the end for a fridge.
- **Washer, 10-14 years, and Dryer, 10-13 years:** The life of a laundry machine is completely dependent on how often it's run. A family average of eight loads a week will yield an average of a (low) double-digit life. And type doesn't have a huge effect—front-loaders and top-loaders both have their own problems.

MARKS TIP: PREVENTING MOLDY GASKETS ON WASHERS



While front load washers are great at saving energy and water they can be magnets for mold and a mildew stench. Front load washers are built with lots of rubber around the door to prevent water from seeping out. The problem is that those seals create spaces for soapy water to gather, and if it can't dry out completely, it's the perfect breeding ground for mold. Even if you can't see it, stick a Q-tip in the seam of the gasket and you will most likely find your Q-tip covered with mold. I know cleaning a washing machine seems silly, as your washer should be doing the cleaning. However, you can tell that your washer needs to be cleaned by simply opening up the door and taking a whiff. Does it smell like mildew? If so here is a simple way to clean your washer gasket:

Take a rag and spray bottle full of 1 part bleach 10 parts water. Spray the gasket and use your rag to get inside the creases and folds of the gasket.

To help prevent this from happening again take these steps to help maintain a mold free washing machine:

Wipe the door gasket and glass dry once you're done.

Clean the detergent dispenser and any attachments once or twice a month.

Run a dehumidifier if your laundry room is damp.

Keep the washer door ajar between loads to allow air to circulate (If you have small children, keep the laundry-room door locked).