



**CONSUMER
CHOICE AWARD
2018
VANCOUVER**

VANCOUVER CONSUMERS MEET WITH... SIMON MITCHELL *from* PREMIUM FENCE CO.

Premium Fence Co. is a two-year Consumer Choice Award winner in the category of Fences, in the region of Vancouver. The company has been in business since 1985 and is the leader in Fence Replacement for Strata's in BC.



CONTACT INFORMATION:

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WHAT DOES IT MEAN FOR YOUR COMPANY TO BE VOTED BY CONSUMERS AS YOUR CITY'S BEST?

I feel that it is a direct reflection of the way we treat our staff. Happy Staff = Happy Customers.

WHAT IS IT ABOUT YOUR COMPANY YOU FEEL SETS YOU APART FROM YOUR COMPETITORS?

We care.

HOW WILL WINNING THIS AWARD AFFECT THE WORK YOU DO MOVING FORWARD?

It will help us to maintain our culture of creating raving fans!

WHAT IS THE BIGGEST RISK YOU HAVE EVER TAKEN IN BUSINESS? Installing a new fence type for the first time. It's always a challenge trying out a new product, and sometimes its a bit risky.

BUSINESSWISE, WHAT IS YOUR NEXT BIG STEP? Our next big step is to branch out to other cities in British Columbia outside of the Metro Vancouver area.

GETTING TO KNOW SIMON MITCHELL

MY BUSINESS MOTTO IS... Treat others the way they want to be treated.

WHAT I LOVE IN MY JOB... Being able to provide steady employment for so many people.

RECENTLY I LEARNED... That it's not worth having an in-house marketing person. It's much more effective to outsource all the components of your marketing plan to specialists/freelancers.

MY BIGGEST MISTAKE IS... Not taking issue fast enough with staff that don't treat customers properly. One bad apple spoils the whole bunch.

DAILY I ALWAYS TRY TO... Read my personal and business goals.