



Quality Matters
RV Repair, LLC

MAY
2015

HISTORY OF OUR COMPANY

Quality Matters started out in 1999 with a tool box in the trunk of a Grand Am and a stack of business cards in hand. It was a bare bones starter kit.

Q: What prompted us to start a mobile RV repair service?

A: There was nobody else out there doing it.

In 1999 Gordon left his job as a diesel truck mechanic and Esther left her job as the manager of an RV rental company to strike out on their own in the mobile RV repair service. They filled an empty hole in the RV industry in southeastern PA and the business was an immediate success. Their experience and reputation grew as the territory expanded each year. By 2004 they were busy enough to hire a full time technician and additional office staff to handle the ever increasing work load. For a number of years, Quality Matters prospered and grew, being the only mobile repair service in the area. In 2007 Gordon suffered a back injury that took him out of the work force. During that time, a technician joined the team that proved to be incapable of walking in Gordon's shoes. Gordon came back on board in 2008 but was not able to work at full capacity. Also in 2008, other mobile service options became available within the territory as RV technicians saw the success of Quality Matters and left dealership jobs to go mobile. Revenue dropped as a result of this new competition. This caused Gordon and Esther to head south to develop a "Snow Bird" territory to generate year round income for the company. **Please turn the page to hear the rest of the story!**



*Vision without action
is merely a dream.
Action without vision
just passes the time.
Vision with action
can change the world.
Joel Barker*



*Our first business was horses. We traded them in for an RV
We have always been on the go. We are mobile!*

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Gordon and Esther Pannell

Founders and Owners of Quality Matters RV Repair

The Rest of the Story . . .

The Florida territory was seeded in the first quarter of 2009. The northern territory was left to hibernate during the winter months and if any jobs came in, the technician hired in 2004 was ready, willing and able to handle the work load. However, all good things seem to eventually come to an end and without going into detail, suffice it to say that by the end of the 2012 season in Pennsylvania, Gordon was once again working solo. For the remainder of 2012 and all of 2013 the owners of Quality Matters experienced a setback as they grieved the loss of relationships that were important to them and redirected their business goals.

If you're going through hell, keep going.

Winston Church

Back to the drawing board . . .

A father and son team expressed an interest in learning the RV trade and apprenticed with Gordon during the summer of 2013. It was not a good fit. Another young man with strong potential apprenticed with Gordon the summer of 2014 and would have been a perfect fit had he continued with the plan to go to school to get his certification. This is now the third winter that Quality Matters has had no presence in the Pennsylvania territory during the off season. That lack of presence has had a negative impact on the summer season as well.

Do not let circumstances control you.

You change your circumstances.

Jackie Cahn

*In the middle of every
difficulty lies opportunity.*

Albert Einstein

Decisions, Decisions . . .

Gordon is not getting any younger. The hassle and expense of transitioning from one territory to the other is getting old.

Mobile competitors in the PA territory are providing service at significantly lower labor rates and have mopped up the market of easy and basic RV repairs.



The bulk of the jobs that come in while in the PA territory is for big grunt work jobs, such as storm damages, rotted roofs, rebuilding slides, and electrical & hydraulic issues that the competitors have tried and failed to fix. It is the grunt work jobs that Gordon is physically incapable of doing anymore. **It is time to bid a . . .**



... Fond Farewell to PA

Florida offers the warm environment that keeps Gordon's back from hurting. It is with a deep sense of sadness and loss that we bid a fond farewell to Pennsylvania and the loyal customers we have had over the years. Lancaster county has been home to Gordon since birth, and to Esther for her entire adult life. All of their children were born in Lancaster county. It was not an easy decision to make but it was a necessary one. After the past two winters, it would not take too much arm twisting to entice you all to become snow birds and visit us in Florida!! Please keep us on your contact list.



*"Change means movement. Movement means friction.
Only in the frictionless vacuum
of a nonexistent abstract world can movement or change
occur without that abrasive friction of conflict."*

Saul Alinsky



*When one door of happiness closes,
another opens,
but often we look so long at the closed door
that we do not see the one that has been opened for us.*

Helen Keller



Scenes of Florida * Come on down!



Contact Info

Give us a call for a list of awesome RV resorts on the southwest coast of Florida!!! We'll keep the lights on for you!

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Quality Matters RV Repair brings you a glimpse of warmth, color and adventure!!!