

businessprofile

BY BRIAN SPERO

SHELLEY'S STEREO

High-Quality Home Entertainment



Inside and outside Shelley's Stereo. Conveniently located at 6201 Topanga Cyn. Blvd., in Woodland Hills, Shelley's offers the latest state-of-the-art stereo and audio systems.

For Alon Moscovitch, owner of Shelley's Stereo & Video in Woodland Hills, working with high-end stereo equipment has always been a labor of love. "Music has always been a very important part of my life," Alon told me on a recent visit to his store, which is a hobby shop for audiophiles. "At around 14 I realized that equipment made a huge difference," he continued, "so I started visiting hi-fi stores [Shelley's was one of them], and that sort of got me interested in being around the gear." When he was old enough, Alon started working in the stores he loved to hang around in, and before long he was deeply ingrained in the culture, following his passion for music and an equal passion for putting things together. Alon finally landed a job in the shipping department at Shelley's in 1987, which originally opened in 1959 and has always been known for the fine equipment they carry.

In 2000, having worked his way up to store manager, Alon was offered a chance to purchase Shelley's, and jumped at the opportunity. "Ever since then I've been pretty much undertaking the transition of this business into the next realm, which basically is focused much more on custom and high-end integration." Most clients come to Shelley's for the personalized ser-

vice, knowledge of the staff and, of course, the sought-after brands that they sell—many of which can't be purchased easily anywhere else. "We're really sort of a home for a lot of people," Alon says.

As you enter Shelley's you are greeted by a vintage 1970 MA6100 McIntosh integrated amplifier that serves as a quick reminder that this is no RadioShack. There's even a room that Alon has set up, with comfortable chairs, a big flat-screen TV and a high-definition projector,

so that his customers can truly experience what a world-class home entertainment system looks, feels and sounds like.

"The products that we carry are very, very carefully chosen to perform," Alon explained. "Rather than products that are driven by features and marketing, the products that we choose in any price range really represent value." In place of the usual brand names, at Shelley's you'll find labels like Magnepan and Snell loudspeakers,

Linn, and of course, McIntosh, which according to Alon represents what Shelley's Stereo is all about. "It's the pride and joy of what we do. It's an all-American product designed and built like the old ways of doing things...that solid way of going about building a truly well-made, long-lasting, good-performing product."

"We cover pretty much anything that has to do with home entertainment. We cater to the two-channel audiophile who loves music and

focuses on his system in such a way that his expectations are high and he's looking to put together a system specifically designed to his liking," Alon explained as he demonstrated a typical system that Shelley's installs, complete with a keypad remote control wired into the wall, giving you total control whether you want to listen to music, watch your favorite show or a DVD on a television or a projector in surround sound. "Then we move on to a customer who has those same expectations, understands and knows what a sound system should sound like, and who's on a budget.

We carry a range of products for that type of listener regardless of what the budget."

As I sat with Alon, it became clear that this really isn't just your everyday stereo store. At one point the phone rang just as Alon was explaining the science that goes into designing the perfect system for an individual, a process which includes an in-store listening session designed to pinpoint what the client's ear really enjoys, and a visit to the home to take into consideration the space, as well as the client's aesthetic needs. On the line with Alon was a client of over 15 years who was in the final stages of completing a project that will tie in more rooms of his house to his mainframe system. The two began to discuss the installation of a

new product on the market called a "music server," which is like a computer hard-drive that allows you to store and access your entire music collection in one place. Alon took the call at 10:00 a.m. on a Monday morning and talked him through his concerns like an old friend. This close contact with customers is just another thing that makes the Shelley's experience so special.

"The people that work here are all very passionate about what they do and about the actual result of what we create here," Alon stated proudly. "We very carefully choose the products that we carry. You can think about it as basically having a toolbox of solutions. We make sure that we have the best solution for every application. And then our focus on our clientele. We really, really get to know our clients. It's the kind of place that you can come back to in 10 years and still see the same faces."

As I prepared to leave the shop just minutes after it officially opened, the floor was already abuzz with activity. There were installers coming through the back door ready to tackle the day's work, and regular customers making themselves at home around the front register, clearly happy to be running an errand to this stereo store. Alon had been called away to action a few times, but he had a final important note to add about what Shelley's really represents to him: "Because I enjoy my home life, and what I've done at home in terms of an entertainment standpoint, I put a very strong emphasis on integrating what we do to accommodate the [client's] lifestyle and create a much better home experience for them." Shelley's has provided service to many happy customers over the years, from San Francisco to San Diego and everywhere in between, which, for a music lover like Alon, is the sweetest music of all. ♦



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