

COMBA Update Client Profile



Principal(s): John Larkin
Eric Richardson

Address: 830 S. Remington Rd

City/State/Zip: Bexley, Ohio 43209

Phone: 614-403-2479

Fax: 614-986-8573

Email: jlarkin@surespec.info

Website: www.surespec.info

Type of Business: Engineering support services; virtual catalog, library, blueprint and CAD design services.

Years in Business: 4

Scope of Services: To provide Electrical and Mechanical Engineers with a better way to review and specify electrical and mechanical products. To provide a solid and proven resource for fire, suppression and security system blueprint design and review.

Service Radius: World wide

Number of Employees: 2 Full Time 8 Part Time

Major Projects or Clients: Some of the largest engineering firms in the world and some local fire and suppression companies in the USA.

Why did you go into business? To build a company that contributes to what I think is important - Fire and Safety.

Why is your business a success? We live by our credo "The vision to see, The Courage to do and the Passion to Achieve".

Company Goals: To become the leading internet resource for system products and review and to build several branch offices across the USA to provide engineering support services.

What's your position or main responsibility to the company? Sales and Marketing - Eric is the Wizard behind the curtain who can make every crazy idea I can come up with work. Amazing!

What's the best aspect about your position? Building long term relationships with our clients.

What's the worst aspect about your position? Not having enough time to build long term relationships with our clients.

The best business advice you received? Don't give up ownership for the quick buck.

The biggest business mistake you made? Putting my trust in people who can't live up to their commitments.

What MCBAP services do you take advantage of? Networking and brainstorming with like-minded people.

How has the MCBAP office helped your business? Marketing and networking. Being able to work with people who have a working knowledge of what it will take to be successful.

Tips for persons wanting to open a business: Do your homework and speak to people who can offer good advice.

What would you like people to know about your company? Log onto www.surespec.info, it speaks for itself.

Favorite book: I'm a big business magazine guy. Any book about marketing and business works for me.

Favorite musician: Dave Matthews, (a must see at least three times a year).

Best place for a business meal: NorthStar Cafe

Favorite food: Sushi/Italian

Hobbies: Playing guitar and taxi cab service for my kids

Family: Heather (future wife) three kids - Matt, Jamie and Valerie