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success stories

TAOS COUNTY AND THE MORENO VALLEY

Sears A Small Store with a Big Heart

By Sandy Penny

When Lisa Pierce took over the Taos Sears store in July 2007, it became her fourth Sears store. In the last seven years, she has developed thriving locations in Cortez, Gallup, and Durango. In her 25 years in business, her mission has never varied. She has always tried to find out what the local community needs and provide it to the best of her ability. She says, "Sears is committed to a business model that closely matches mine. They provide excellent quality products, lots of options and satisfaction guaranteed. I wouldn't want to work with a company that offered any less." Pierce also mentioned that Sears has a policy of matching prices, and if you buy an item at Sears and then bring in a price from another local store, they will not only match the price, but give you an additional 10 percent of the difference.

In Taos, Sears has a local team of employees who are all as dedicated to customer service as the corporate model demands. Manager Josie López, has been serving Sears customers with a smile for over six years, four in Española and two in Taos. She knows her products and her customers, and she does a great job bringing them together. Lori Estep is new to Sears but has ten years of retail customer service experience. Dee Martinez has worked for the Taos Sears as long as anyone can remember. The store opened 15 years ago. There are three warehouse and delivery employees to take good care of your purchases, Shawn Arpin, Juan Gómez and James Durán.

When the new owner evaluated what Taos customers needed and wanted, she expanded the stock so that items could be bought and delivered or picked up immediately. Sears works with a lot of construction contractors, and offers an excellent range of water- and energy-efficient appliances, including washers and dryers, stoves and refrigerators. Pierce says, "The people in Taos are very environmentally conscious, so we try to provide options that meet their specifications." One loyal customer said he has been shopping at various Sears locations since the 1960s.

In other departments, you can find a great selection of exercise equipment, electronics, home entertainment items, and big-screen and flat-panel TVs, all big sellers during Christmas. One recent customer said he wouldn't buy his tools anywhere else. He said Craftsman tools are the best, and this small Sears has just the right ones he needs for Taos. Another gentleman was thrilled with his purchase of a new snow blower, and that's understandable with the amount of snow we've had this year. Other lawn and garden items are about to arrive just in time for spring. Pierce noted that each store is different, and they stock them according to local needs and wants.

Most elder people remember the Sears and Roebuck catalogs of their youth, but there's a new wrinkle for this modern age. Anything Sears sells can be ordered online from Sears.com and shipped to your local store for pickup - free of charge. In a remote town like Taos, this can save you a lot of money. This was just launched last November, and it has been a huge success.

If just being a good store is not enough, Sears is also committed to being a good neighbor and giving back to the community. It participates in food drives, contributes to homeless shelters, and donates appliances and other items for home renovations for the needy. The Taos store also donates door prizes to civic groups, schools and churches, and it is particularly supportive of kids, sports and education. Shopping at a community-focused store is just good sense.

Manager Lori Estep showing an energy efficient refridgerator

Sears History

According to the Sears Archives web site, while the earliest catalogs featured only watches and jewelry, the new Sears and Roebuck, by 1895, was producing a 532-page catalog, with many other items. This book offered shoes, women's garments and millinery, wagons, fishing tackle, stoves, furniture, china, musical instruments, saddles, firearms, buggies, bicycles, baby carriages and glassware.

Manager Josie López helping customers.

Sears customer buying snow blower.

DieHard Kenmore CRAFTSMAN

at a glance

Sears

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In the Cruz Alta Shopping Center South of Albertson's and next to Family Dollar

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