

Wilson Finley Company Opens Retail Distribution Center

Wilson Finley Company, a one-stop shop for dozer, excavator, heavy machinery and front end loader parts, headquartered in Raleigh, N.C., recently set up shop at 444 Warehouse Court, Taylors, S.C., (Greenville) to take advantage of the region's economic and construction boom, as well as to meet customer demand.

The new Greenville location serves as a retail distribution center for EarthQuest rubber tracks, bucket teeth, cutting edges, grader blades and steel undercarriage components for dozers, loaders, excavators compact track loaders and mini-excavators, which includes the same products that the company's other six locations already offer.

All of these products are housed in the new location's 6,000 sq. ft. warehouse.

"Each location tailors their inventory to that market's needs," said Jay Davis, general manager of Wilson Finley. "We are all in the Southeast — from northern Virginia down to northern Florida — and different markets certainly have different demands. We are flexible, and we encourage customers to let us know what they need. We will absolutely answer their needs."

New Location, New Leadership

Wilson Finley recently brought on Hobart Lewis as branch manager of the new Greenville location. Lewis came to the company with a background in law enforcement, as well as HVAC.

"The customers really like him, and he is a lifelong resident of Greer, which is right next door," said Davis. "He is very well known and highly thought of in the community. He is a



Hobart (L) and John Lewis stand with rubber tracks that are being prepared to ship.

good find for us."

Lewis' son, John, is helping him with the managerial duties in Greenville, serving as the assistant manager.

"His background has been in the landscaping industry, so he has hands-on experience with both mini-excavators and compact skid steer loaders, as well as mid-range crawler equipment, which is what we specialize in. Anything from D3 to D8 is our sweet spot on the dozer side. And, on the excavator side, is pretty much anything from our main 20-ton and smaller, maybe some 30-tons," said Davis.

Putting Customers First

It's all about customer service, according to Lewis, who says that time is money.

"We have customers that come in and pick something up and get in and out in five minutes, or they can stay and chat

for as long as they choose," said Davis. "We are not going to hold them up. We are going to take care of their business as soon as they get there and help them get back to where they need to be, if they choose."

"We are also reaching out to our current customer base. The new Greenville branch has enjoyed taking care and servicing our customers that had been previously buying from Greensboro, Charlotte and those areas. Now, they don't have to go that far. Hopefully, they can establish some new customers as well."

Wilson Finley Company

Wilson Finley Company has been providing quality heavy equipment parts to the construction industry for more than 50 years. The company continues to serve customers both locally and worldwide with reliable shipping to international destinations in addition to repair and service at our six branches across the Southeast, including Richmond, Va.; Raleigh, Charlotte and Greensboro, N.C.; Greenville, S.C.; and two Atlanta, Ga., area locations.

"We are family-owned and operated, and we have the fourth generation of the family involved in the company today — we are very proud of that," said Davis. "We keep the customer's best interest in mind and provide the highest quality parts at the lowest possible price. That's a goal we have met for over 50 years."

For more information, visit www.wilsonfinleyparts.com. (This story also can be found on *Construction Equipment Guide's* website at www.constructionequipmentguide.com.) CEG

WILSON-FINLEY COMPANY

www.wilsonfinley.biz

IF IT CRAWLS, WE'VE GOT IT

Representing The World's Leading Manufacturers of Construction Equipment Parts

UNDERCARRIAGE PARTS FOR
BULLDOZERS, EXCAVATORS,
& LOADERS

RUBBER TRACKS
Now In Stock
FOR MINI EXCAVATORS
& COMPACT TRACK LOADERS

We Have the Highest Quality at the Guaranteed Lowest Prices!

WE OFFER 4 FULL SERVICE SHOPS & 10 TRACK PRESSES

We Install, Service, & Maintain What We Sell

BUCKET TEETH IN STOCK

Futura

wear technology

Stocking Rollers, Sprockets, and Idlers
for: Bobcat, Komatsu, Kubota, Takeuchi,
Gehl, Mustang, & Case New Holland,
****NOW John Deere & CAT****

NOW 7 Locations to Serve You!

Raleigh, NC HQ	(800) 334-8182
Raleigh, NC Parts & Service	(800) 331-6952
Richmond, VA	(800) 323-0476
Atlanta, GA	(800) 654-2142
Charlotte, NC	(800) 331-7974
Greensboro, NC	(800) 331-6988
Greenville, SC	(864) 631-1722

Family owned & operated since 1955!

WWW.WILSONFINLEY.BIZ

Follow Us on Facebook!