

SPOTLIGHT on LOCAL BUSINESS

Vacuum Center offers top products, services

La Jolla Vacuum Center father-son team Kerry and Jordan Lee have remained successful by adhering to the age-old business practice of providing good service at a reasonable price.

The centerpiece of the family's business is the German-based Miele brand and its flagship Capricorn model, which has all of the electronic controls in the hand grip.

"They're the top-rated filtering vacuum in the world," said Jordan Lee, assistant manager. Touting Miele vacuum's other qualifications, he added, "Those motors will never go bad."

Miele's dependability is also what keeps customers coming back.

"People that own a Miele will typically buy another Miele because they like it that much," Jordan said.

The Lees carry on the tradition of the family-run shop with a vast selection of products, including vacuums and every imaginable accessory and attachment, such as cleaning solutions, spot removers and a rug shampooer, which can be bought or rented.

"Being a service center we repair almost every make and model of vacuum," said Jordan Lee. "We also carry every bag, every tool and filter, most parts you could want."

Jordan Lee said he and his father



La Jolla Vacuum Center's Jordan Lee.

have been emphasizing that they can and will match prices online.

"We don't want customers to feel like they have to go online to get a deal," he said. "They can come to our store and get the same deal here."

The Lees also have the advantage that they own the building their vacuum shop is in at 520 Pearl St. Their overhead is low and they can pass that

on to their customers. A family-owned specialty store like this, unfortunately, is a dying breed.

"We're not going anywhere," said Jordan. "We're going to be here in the future."

For more information, call (858) 459-1130 or go to www.lajollavacuum.com



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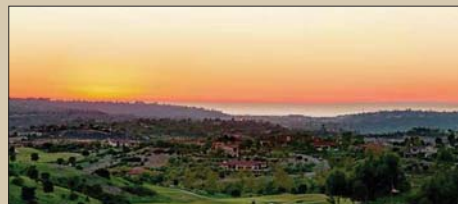
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