

Reliable expertise for your electric needs

By Brittany Mulligan

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COCOA BEACH — Reliable, trustworthy and experienced are the only three words you need to hear when choosing an electrician to help solve your latest problems.

Beach Electric, 334 N. Orlando Ave., Cocoa Beach, has been serving residents up and down the county since 1981. Founded by Tim Rhoads after leaving the United States Navy in 1979, Mr. Rhoads brought his expertise as an electrician to the area.

"When I went in the submarine service I went into a nuclear power and electrical school," Mr. Rhoads said. "Then, it ultimately changed after I was on diesel submarines for a while. They started phasing out all the diesel submarines, and I went back to school and became an interior communications technician, taking care of atmosphere control, guidance systems and on-board communications systems."

Beach Electric serves residents, commercial and industrial needs from south of Titusville to north of Melbourne. As a complete service electrical company, Mr. Rhoads says Beach Electric provides service for anything and everything except for new construction.

What best makes Beach Electric stand out is its quality service with technicians who have a wide variety of

experience. Technicians have been sent out to work on two military ships and a cruise ship to a residential area with an unusual low voltage system that relies only on Beach Electric for help.

"The majority of people haven't had the broad experience that all our employees have," Mr. Rhoads said. "All my techs have had such an array of experience, and with my knowledge and my General Manager Oscar, they can come talk to us, and we can figure it out, no matter what it is."

When it comes to scheduling appointments, the office staff - Jeanne Marie and Marlaine - at Beach Electric understands the importance of good communication with customers. Clients will be notified ahead of time when the technician is on the way or if they happen to be running late.

"It keeps the customer from having to deal with the same kind of thing you do with cable and phone companies long wait times," added Mr. Rhoads.

One of the issues customers may face is with finding a company that has technicians with troubleshooting skills who know what to look for.

"One out of every hundred electricians might be a good troubleshooter," Mr. Rhoads said. "Troubleshooting is a particular skill. You need to know where to start, what to look for, and be able to segment it so that you can eliminate things along the way that you



Alex Schierholtz/Staff Photographer

Beach Electric has been fulfilling residents' electric needs since 1981 and can provide 24/7 emergency services.

know aren't the issue, and you can get to the problem. That's where the expertise comes in, and all my guys are really good troubleshooters. This saves customers time and money."

Beach Electric has been serving the area for 38 years with 24/7 emergency service, free estimates and knowledgeable staff.

The company offers service and repairs for panel and meter replace-

ment, security and landscape lighting, LED and specialty lighting, dock and pool wiring, new and remodel electrical, lightning and surge protection, pump and water heater wiring, ceiling fans installation, and all electrical repairs.

Beach Electric is open from 8 a.m. to 4:30 p.m. on Monday through Friday.

For more information, call (321) 783-7030 or visit www.beachelectriccb.com.

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