

BizSnaps

A Snapshot look at local businesses



Serenity Locksmith
Jim Pritchard, Owner
Janesville, WI
608-756-3090



Business Hours: 7 days a week.

When was the business started? April 1991.

Describe your products/services. Auto and house lockouts. Rekey lock cylinders, duplicate keys. Keys by code for autos, motorcycle keying. Clone early transponder keys. Safe combination changes. Install knobs and deadbolts.

What product or service that you offer differentiates you from your competitors? All locksmiths are professionally trained & have continuing education on a yearly basis.

How did you get interested and/or started in this business? When I was a kid I enjoyed taking things apart to see how they worked. Locks fascinated me the most. I took my first locksmith course at age 18.

What kind of training or background do you have? Before becoming certified I finished six correspondence courses on all aspects of locksmithing. I worked for a year with locksmiths in Indiana while working at GM. After being certified I took the buyout from GM and moved back to Wisconsin to start my business.

What have you learned from this business? To be prompt and on time.

What are your future plans for your business? I like to take it day by day and continue to build a client base. I am always exploring new security technology.

What or who has had the most influence in the way you do business? I've learned the most from the people I work for. It's important to be flexible & meet people's individual needs.

Do you have a favorite saying that applies to your business? "Peace of mind." That's what serenity is all about.

What have been some of the challenges you've faced and how did you work them out? Automotive locksmithing has made major changes in the last 13 years on a yearly basis. It has gotten more complex and intricate. Computer and electronic locking systems have become more popular. I attend educational classes every year.

What do you find most rewarding about this type of work? There is something new and different every day. Being my own boss and having my own business was the best thing I ever did.

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