

Photo: WireNut Home Services



Trent Urban, CEO of WireNut Home Services.

Nice Guy Finishes First

A Conversation With Trent Urban, the CEO of WireNut Home Services



By Joy Blackburn, MSA Staff Writer

There are services you may not think about until something goes wrong: Your plumbing, electrical, heating or air conditioning. When an emergency strikes, most of us turn to Google and call whom ever shows up at the top of the search. But if that name is WireNut Home Services, odds are, you'll never call anyone else again.

Exaggeration? They've got the customer-retention data to back it up — the employee-retention data, too. What's more, WireNut took home the Best of the Springs award for eight consecutive years, and they are the only company in history to ever win the Better Business Bureau's Excellence in Customer Service award seven times! Clearly, they're doing something very right. I recently sat down with Trent Urban, the owner of WireNut, and talked with him about that 'something.'

"It's our motto," Trent told me. "Enriching Lives One Home at a Time,"

Of course, I chuckled. Mottos don't really mean much, do they? Still, I was struck. You'd expect, "fast, reliable service," or "low prices guaranteed." But, "enriching lives one home at a time?" How does a plumber even do that?

"It doesn't start with the technician who



Photo: WireNut Home Services

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Top: Trent Urban brings home the Community Involvement award.

Middle: Trent receives one of the record seven Excellence in Customer Service Awards at the Better Business Bureau's awards dinner.

Bottom: Trent along with his son Gavin and business peers at the 5th Annual SGI Gala in San Antonio.



Photo: WireNut Home Services

enters the home," Trent emphasized. "It's a company culture that affects every worker." Dispatch, vehicle maintenance, management, sales, support personnel; all are oriented according to this motto. And yes, the difference is tan-

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gible. WireNut's website sports nearly thirty thousand 5-star reviews (you read that number correctly). You'll also find video of current employees praising the company's culture for changing the way they view their jobs.

The customer base continues to grow and now reaches into Denver, Pueblo and Boulder County, all serviced out of the Colorado Springs office.

"Isn't that difficult," I wondered?

Trent paused before answering, "We just couldn't replicate our culture in satellite offices. We have local numbers in each market, but everything comes through Colorado Springs. This may limit our growth, but it's a worthwhile trade-off."

Nikki Pfeiffer met Trent after winning the Fox21's monthly 3-Degree Guarantee charity program that's tied to the station's local weather forecast. For every



Photo: WireNut Home Services

WireNut crew and vehicles circa 2018, ready to roll. The employees under Trent's command are on average the happiest and longest serving in the industry.

day the forecast is within 3 degrees of the day's actual temperature, the station and WireNut each donate \$30 to an audience-selected charity. For the month of November, 2020, the audience chose MS Alliance of Southern Colorado. The \$1,800 check Nikki received on-air was the second largest in the program's history.

"I liked Trent right away," Nikki told me. "I was so impressed with his demeanor, and his professionalism both on and off the set. He showed real interest in our organization, and about how his donation would

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Photo: Fox21News website



Holiday Outreach

Since 2015, WireNut has been spreading joy through a kind of Pay It Forward holiday program. With the store's permission, WireNut staff wander the aisles and approach shoppers at random, offering to pay for their entire cart of purchases. The carts range on average from \$50 to \$200. The surprised shoppers are grateful, often to the point of tears.

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Photo: Sarah Hempelmann



Right: Candace Wiggins was shopping for gifts for a next door neighbor when WireNut approached her to pay for her cart. "We get more than they do," says Warren Peacock of WireNut. "We love it." Photo: Sarah Hempelmann

Top: Fox21 News's Rachel Saurer reports on WireNut's Holiday program. **Left:** WireNut helped Juliana Ponce get a gift down from the top shelf, then surprised her to tears when they offered to pay for her entire cart.



Nice Guy Finishes First *continued*

benefit our members.”

“I love these conversations,” Trent agreed. “They really give me a chance to steep in the character of our community.”

WireNut contributes to the charity each month in addition to sponsoring the weather segment. “Absolutely it would be cheaper just to run a commercial,” Trent laughed. “But I prefer this kind of outreach where we’re putting other people in the foreground.”

Their promotions are a natural extension of the company culture. In fact, it was WireNut that approached Fox21 with the idea for a charity giveaway. Fox21 took that idea and tied it to the local weather forecast with the 3-Degree Guarantee. “This is one of my favorite programs,” Trent admitted. “I don’t have to be braggy, I can keep the spotlight on the charity.”

Trent has a lot he could be “braggy” about. At a young 45 years of age, he owns a company that currently has more job openings than most of his competitors have on their entire staff. “I get calls all the time from private equity firms, looking to buy me out,” Trent told me. He’s offered more than enough to retire quite comfortably. The first time they called,

the figure wowed him enough that he talked it over with his wife.

“It was a pretty short conversation,” Trent confessed. “What would I do with my life? What would happen to the lives of everyone here at WireNut? What about the customers who have been loyal to us for years? And I realized my life has more meaning,” he concluded, “if I’m here working to better the lives of others,”

The calls from private equity firms are now met with a quick, “No thank you.” Trent will remain at the helm, enriching lives one home at a time. I’ll confess that I’m no longer chuckling. In fact, by the end of my conversation with Trent, I knew one of those homes would be mine. ✨

Helping Neighbors

WireNut Home Services approached Fox21News in 2019 with the charity give-away idea that became the 3-Degree Guarantee. Since it began running, the program has donated nearly \$40,000 for local charities. The MS Alliance of Southern Colorado was the lucky recipient of \$1,800 in December. It was the second largest check in the program’s history.

“This money will make a real difference for real people right here in our community,” said Nikki Pfeiffer, Executive Director of MSASOCO.

That’s exactly what Trent Urban had in mind; honest help for local residents. He shows up on the set each month in jeans and a button down shirt, and keeps the focus on the recipients. “This is one of my favorite programs,” he said simply. ✨

Nikki Pfeiffer (center) is awarded a \$1,800 charitable donation for the MSASOCO from Keni Mac (left) of Fox21 News, and Trent Urban (right) of WireNut Home Services.



Photo: Fox21News website

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