

Everybody Loves Sam!

It all began in the early 1990's at 1821 Queen Street East. The new development between Woodbine, Queen and Kingston Road, formally the Racetrack, brought not only new homes but new businesses. Many start ups arrived quickly and left just as fast. It was the heady time of "BlackBerry" and I for one wanted nothing to do with the new, confusing technology of the time. Reluctantly, and with squeamish foreboding, I entered the Rogers store located at 1821 Queen Street East, prodded by my good friends and owners of my employer, Re/Max Hallmark Realty. Deb and Ken thought it was time for me to enter into the then sophisticated world of the tech smart, baffled & void era of the "new age". As stubborn as I was I decided it was at the very least necessary to humour them. My planned personal preface was to report back that I had indeed taken a look, but preferred my dinosaur of a pager. I had not been prepared to meet the best & most knowledgeable employee at that Rogers location.

I have to admit, Sam Shahram had a mega watt smile. It helps that he also possesses an easy and reassuring manner as well as the patience of a saint. By the time I left 1821, I thought I had, in my possession, a device that could instruct me with every last detail in my life, including breakfast preparations! Well, it wasn't all that easy. There was a huge learning curve involved and I desperately wanted to revert back to my baby blanket, a simple pager and accessory phone! My fumbles and foibles, trying to familiarize myself with that first BlackBerry, were endless. Sam always had the time to knowledgeable and cheerfully answer all my questions, program the device to adhere to my every simple wish at just a touch. It was an amazing experience, until Sam disappeared. I walked into 1821 one day and there was no Sam! It seemed as if the new staff were aliens; their understanding and problem solving skills nowhere near the genius of Sam. For the next few months I learned that it wasn't just me that had such trust and dependance in Sam's skills but most of the Beach. Finally, through word of mouth I found him in a little dusty location on the Danforth near Broadview. What a relief!

Sam has never just simply sold a phone. He takes an interest in the customer, listens carefully, makes suggestions and provides the most genuine customer service. Sam secured his very own Rogers location at 944 Kingston Road to the resounding applause and appreciation of his customers. Most Real Estate Companies and their agents, 55 Division police and staff, countless corporate company employees, all flock to 944. Some do so just to say "hi" and many looking into technology transitions. He carries BlackBerry, Apple, Androids and happily helps sort out what works best for your personal needs. Repairs are second nature to Sam. I guarantee if Sam can't fix it, it's time to move on. Sometimes, Sam will take a quick look at your Rogers bill if he thinks your costs are too high and will find more economical plans to suit your communication practices, travel schedules and general lifestyle. He has all the accessories, chargers and adaptors, cases and countless gizmos, but most of all Sam has genuine panache. If you are Sam's client, your parents and children probably are too, and he greets everyone by name with that big smile.

Sam's Rogers location is a bright fresh space, bundled up in manageable intimacy. People always want to talk to Sam and his well trained staff, Adrian and Ron, who are great! "There is always a solution" and "When a customer leaves happy, I know I have done my job" are the mottos Sam lives by. He has grown his business into a personal journey peppered with professional aplomb. I just hope we make Sam as happy as he makes us. With gratitude and appreciation, every time we leave his store it should be with a smile on our faces.

Submitted by Jillinda Greene

Email jillinda@jillindagreene.com or contact her at 416-230-3849 to give her your ideas about unique landmarks in our communities and to see your Sneak Peeks in the pages of snapd in upcoming issues.