

Meet Candido Figueroa of Auto A/C World

November 2017

Today we'd like to introduce you to Candido Figueroa.

So, before we jump into specific questions about the business, why don't you give us some details about you and your story.

I first started working Automotive Air Conditioning in 1984 as a distraction from my busy Management Position in the travel industry. I enrolled in Miami Lakes Technical School program in 1984. By 1987, the travel industry was just too much to handle and I decided to start my own business. It was very hard in the beginning. Going from a weekly paycheck to not knowing when the next job would come in. It was challenging to say the least. Luckily my father was in the commercial air conditioning business. So basically his customers would become mine. Along the way, I made very good friends in the car sales industry and they also lent a hand. By 1992 I had grown just enough to add an employee. Not knowing how I was going to pay him since I was having a hard time myself. I just figured that four hands could probably produce more. In 1995, Auto A/C World Inc. was established and continually growing. By 1997 I had three employees and realized that things were going well. I patiently started looking for the perfect place to purchase and grow even more. By 2002 I purchased the building where we are now located. Along the way, expansion was a thought but the economy plunged and those dreams were put on hold. Now in hindsight, it was probably better that way. I still enjoy talking to my clients and actually being hands-on in all aspects of the business. I must say that I have been very blessed to have had great Employees that have stuck with me thru thick and thin. I most certainly have great Customers who have trusted me and have always recommended me. With technology has brought a new type of customer that have taken to the internet to find me. Again thanks to all those who have trusted me and my company.

We're always bombarded by how great it is to pursue your passion, etc - but we've spoken with enough people to know that it's not always easy. Overall, would you say things have been easy for you?

Not by any means. Money is what makes money. So basically if you do not have money to advertise then you are at a disadvantage. If you do not have money to buy in quantity you are at a disadvantage. You have got to be patient and have a 5 and a 10-year plan. Always looking at it and improving on it to meet your goal. Even today I have a five-year plan and a ten-year plan and work on it twice a month to make sure I am on track. If not I have to find a way to get on track. It does get easier after the first 5 years. It becomes a habit and you just keep going with it. **MUST NEVER GIVE UP**

We'd love to hear more about your business.

Auto A/C World we specialize in automotive air conditioning. We service the Tri-County area of Dade, Broward and Monroe Counties. Although with the internet we are getting more folks from West Palm, Naples and even Orlando. Never thought that a local service business would have such a positive impact on the internet. I think the fact that I am still hands-on helps the brand. But I think that listening to your customers and answering their questions is what sets us apart. I am most proud of the confidence our customers have in us to perform the job that is needed.

What were you like growing up?

Baseball, Hot dogs and apple pies, that's all. Just a regular kid having fun. A good home to come to and great people that helped me grow.



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