

Sandy Benson

OWNER

Custom Audio Video

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CUSTOM AUDIO VIDEO

Your Home Technology Specialists



WINNER
Best Audio
Video Company



Custom Audio Video, located in Bluffton, South Carolina, was established in 1996 as a premier location for experiencing audio, video, lighting, security, Smart Home technology and integration. The unique and beautifully hand-crafted millwork in the showroom provides a wonderful ambience to experience custom home technology at its finest.

Sandy and her husband Rob moved to Bluffton from Erie, Pennsylvania in 1993. Together they established Custom Audio Video with Rob's previous experience as a custom home builder and an incredible vision for the future of home technology. With his sudden death in 2001, Sandy found herself with full responsibility of their two young boys, James and Bryan, and the thriving audio and video business. But with perseverance and a lot of business-savvy, Sandy has since expanded Custom Audio Video beyond the custom home market to provide quality products and installation services to schools, churches, multi-dwelling units, clubhouses and townhomes. "I think if women stay strong and true to themselves, they can be successful no matter what type of business they are in," says Sandy.

Walk into Custom Audio Video and you will see a design center displaying a variety of state-of-the-art audio, video, lighting control and home automation products. "We carry everything from modestly priced quality systems to some of the finest integration technology systems available anywhere in the world," she says. "Our showroom and warm personable staff allow us to educate the client on technologies they are interested in, and show them how they operate without sales pressure. We think in terms of taking care of our clients with outstanding service, and exceeding their expectations."

Sandy attributes a large part of her success to the 30+ employees who work at Custom Audio Video. Retaining experienced technicians and knowledgeable employees is of paramount importance in delivering complex technical services to their customers. "Our employees have been such a huge source of support and inspiration for me," she says. "Fortunately, we all have shared goals for the success and growth of the business. We all strive for the final commitment of true customer satisfaction."

In addition, Sandy attributes her success to God, her two sons, and most importantly her mom and dad. "They have taught me perseverance, how to treat others with respect and kindness, and how to stick together even during the hard times," she says.

Sandy also enjoys working and living with her family in Bluffton. She loves Bluffton's small town ambience with its big city "hustle and bustle." As a business person, she is excited about the tremendous growth and influx of a diverse population. "I think everyone who lives here tries to keep things up-to-date and exciting," she says. "I am very lucky to be part of this community."

So what does Sandy Benson do to relax when she finally has some down-time? "Between owning a business, raising two teenage boys and going to the gym to stay in shape, just curling up on the sofa and watching television is a luxury," says Sandy. "That is more of a vacation for me than anything."