

BUSINESS

ISLAND BUSINESS UPCLOSE

Tech-support firm adds territories, cars

Bright-yellow vehicles act as mini, mobile billboards for Nerd Force company

If Sunnyside resident Iir Sela has his way, he might one day become one of America's most prolific buyers of Scion XBs. Since launching his business, Nerd Force, in 2003, Sela has purchased three Scion XBs for use as company cars, and he recently ordered four more.

The bright-yellow vehicles act as mini, mobile billboards for Nerd Force, whose on-the-go representatives supply on-site computer and technology support.

The company, based at 1582 Richmond Ave., Graniteville, is comprised of a network of what Sela refers to as "certified nerds," independent service contractors who work together in providing their services to small businesses and consumers.

"Our certified nerds are very proficient in troubleshooting and implementing the latest technology," Sela said. "But most importantly, they possess the great customer-service skills that are necessary to succeed in this business."

Some of the services provided by Nerd Force include installations, networking,



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troubleshooting, upgrades, repairs, software configurations, spyware and virus removal, internet security, data backup, data recovery, Website design, hosting and one-on-one training.

Nerd Force serves clients in all five boroughs and New Jersey, and as its territory expands, so will the size of its Scion fleet.

"We chose the yellow Scion XB as our official vehicle because it has a unique look," Sela said. "With the addition of our unique name and logo, they are very eye-catching advertisements while they zip around Staten Island and the rest of New York."

The cars also serve as mobile offices, "equipped with anything our technicians need to get the job done," Sela said. "This gives our certified nerds the ability to respond to service calls almost



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Nerd Force CEO and founder Iir Sela, left, and Nick Raymond, the firm's senior technician, stand beside two of the company's Scion XB autos in the parking lot adjacent to Nerd Force headquarters in Graniteville.

instantly."

Nerd Force has begun the process of expanding its service area beyond New York City and is aiming to "replicate its current successful business model throughout the United States," Sela said.

Although the company already has some clients in New Jersey, it is enlarging its client base there with an enhanced presence.

"We will now have some-

one devoted to clients in the Garden State," said Sela, who is additionally embracing business opportunities on Long Island and in Westchester.

"We are adding ... technicians and independent contractors who will be serving customers under the Nerd Force name," he said.

The contractors, Sela explained, "pay us a monthly administrative fee and mar-

keting fee," for which they receive referrals from Nerd Force's call center, along with business support.

"We have an extensive screening process," Sela said, which requires applicants to have "five years of experience in the field, a minimum of an A-plus tech-support certification, and the ability to demonstrate strong customer-service skills."

Nerd Force also resells

brand-name equipment, including computers, hardware, software and accessories.

The business may be reached toll-free at 800-979-NERD (6373), and visited online at www.nerdforce.com.

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