



*Robert Wiggins*

## LIGHTING GENIE

80 Somerset Street  
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[www.Lightinggenie.com](http://www.Lightinggenie.com)

*By: Rachel Ricucci*

Follow the lights downtown to a lighting store called the **Lighting Genie**. **Lighting Genie** sells all types of lighting including chandeliers, table and floor lamps, and ceiling fans. The owner, Robert Wiggins, brings over 30 years of experience to his store; he used to work at Circle Lighting for 25 years until they retired. Robert maintained many of the same loyal customers from Circle Lighting. He has a following of his own now that has kept him afloat and has many thanks to extend to Circle Lighting for the continuous flow of business. He mentioned having a very good working relationship with them.

**Lighting Genie** began out of Robert's house until it landed in its new home (near downtown Somerville) where it has been for one year. The location on Somerset Street is very visible as it's a busy street. The store itself is an eye catcher and very welcoming with its glowing lights in the windows which seem to call out for attention.

**Lighting Genie** can get all of the same products and brands that the larger lighting stores can. Robert said if he has a resource he will find a way to get it. This store also offers heaters, pendants, bathroom exhaust fans and medicine cabinets. The mirrors he carries can be ordered in different sizes and finishes. There is variety in the products that are sold there. For instance, Robert sold a large chandelier to the Brook Arts Center in Bound Brook; he also sells commercial lighting that is suited for parking lots and offices.

Robert provides very prompt and

personalized customer service. He also handles the shipping, which is free for Somerville customers. As for the lighting and electrical expertise that he brings to his customers, Robert commented "There's a lot you have to know – it's a big deal." There's a technical aspect to knowing how the lighting fits with electricity and Robert said he's still learning.

Robert advertises in local magazines and specifically in one called Blueprint Magazine. He said his main targets for the business are interior designers, electricians and home builders; he would like to bring in more of the repeat business that these professions provide. He'll also contact designers directly by e-mail and introduce himself. Robert also advertises via word of mouth, referrals and business cards. He'll also use technology to his advantage by adding listings in online directories.

Keeping in touch with customers happens via phone, e-mail and text, per Robert. He understands that people are on the go. Robert will answer his customer's questions quickly and stresses that he can provide excellent customer service and prompt help unlike the larger lighting stores. "I'm different from the competition – communication is the key." Talking to customers outside of business hours and being reachable is something he'll do often to provide quality service.

Looking ahead at the growth of the company, Robert said it won't be long before he hires some part-time help. "Business is starting to snowball – I'm getting a lot of positive feedback."