



"Thinking without action is a daydream. Action without thinking is a nightmare. Basically, don't just think about what you want to do in business, but take some action."

Recap: Jurgen Achterfeldt admits he never knew the document storage business existed until a friend advised he look into it. "I found a lot of inaccuracy and sloppy workmanship," he says. "I realized with my background in the high-tech world and the need for precision, this marketplace was ripe for new blood." Record Center Innovations, the end result of his research, is now the largest independent records management company in Arizona. Medical, legal and insurance companies alike can take advantage of services like records management, document storage, document imaging and certified destruction.

Road less traveled: "It's a hard business to get into," Achterfeldt says. "Getting customers to change their record management company is probably as painful as changing banks. Unless you're really unhappy with your vendor, people don't like to do it." Achterfeldt entered the fray at the perfect time as another company encountered problems and lost the faith of its customers. One of the hardest aspects of the business to overcome is the overhead cost. The steel racking used to store files can cost anywhere from \$250,000 to \$300,000. "You add a lot of up front costs [before getting clients]," he says. "Once you're committed, you're really committed."

Endless growth: "In this business there's something called organic growth," Achterfeldt says, "which means we'll grow 15 to 20 percent each year without any new customers because our customers continue to generate more records to be stored." With an employee base of 300 and growing, the company has surpassed Achterfeldt's expectations and he looks forward to possible expansion.

● **Record Center Innovations**
Jurgen Achterfeldt, President/CEO/Founder

Industry: Document storage, management and destruction

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