

## Summary of Services

This list contains *most* services I will provide. During my five years at Best, I did some jobs that didn't fall into neat categories on the list, but most if not all of those projects fall under the **Custom Modifications** service category. About 75% of incoming repairs default to **Clean and Service**

General Services		
<b>Play Assessment</b>	Check for leaks/cracks, valve alignment, stray vibrations, valve compression, obstructions, anything that falls under " <i>my horn isn't playing right and I can't find out why</i> "	<b>Free</b> with appropriate repair, \$35 if repair declined
Misc. Play Condition ( <b>P/C</b> )	Tasks in this category include broken tubes, patch-making for cracks and holes, and severely stuck slides. <b><i>*Usually added to a clean and service ticket.</i></b>	\$100/hr
<b>Dentwork</b>	Using a combination of mandrels, rods, and dent balls, all dents can be removed from a trumpet with patience and good judgment. This charge applies to significant dents or those in hard-to-reach places.	\$100/hr charged in 15min increments
<b>Soft Soldering</b>	Remove old solder (sometimes involves removing additional solder joints), clean the surfaces, and solder together un-attached parts. Braces usually require dentwork in addition to soldering if broken by impact.	\$20/solder joint, often combined with <b>Dentwork</b>
Silver Solder <b>Brazing</b>	Broken sub-components require high-temperature silver solder that always requires several additional steps off of the instrument.	\$100/hr charged in 15min increments
<b>Valve Guide Replacement</b>	Noisy/ worn valve guides can be replaced with new metal or nylon guides individually cut for a precise, smooth fit.	\$20/piston

Trumpet (Cornet, high trumpets, mellophone)		
Misc. Play Condition ( <b>P/C</b> )	Tasks in this category include broken tubes, patch-making for cracks and holes, and severely stuck slides. <b><i>*Usually added to a clean and service ticket.</i></b>	\$100/hr
<b>Clean and Service</b> (lacquer and raw brass)	Ultrasonically (or acid) clean inside and outside, scratch brush patina as needed, polish slides, minor dent work only, replace valve felts and corks, water key corks and springs only (except PVA).	\$95 plus materials
<b>Clean and Polish</b> (silver and gold)	Same as <b>Clean and Service</b> , but with added polish to remove scratches and tarnish to make silver and gold instruments bright and shiny as new.	\$125 plus materials
<b>Lacquer Stripping</b>	Remove the old lacquer with a chemical stripper, refinish per request, includes <b>Clean and Service</b> .	\$350
Full Cosmetic <b>Overhaul</b>	Remove previous finish, perform all dentwork and body alignment, remove all scratches, finish to bright polish, satin, or any combination, and lacquer or silver plate.	\$1200+ (consult required)
<b>Valve Job</b>	Refit old, damaged, or worn pistons to their casings by straightening pistons, honing the valve casings, plating with copper and nickel or just nickel, and fitting to .0005" clearance.	\$600 for three pistons
<b>Custom Modifications</b>	Any other modification, including custom leadpipe drawing, replacing bells, pitchfinders, custom rings, disability accommodations, etc...	\$120/hr charged in 15min increments

Horn (French Horn)		
<b>Clean and Service</b> (lacquer and raw brass)	Ultrasonically (or acid) clean inside and outside, scratch brush patina as needed, polish slides, minor dent work only, replace water key corks and springs, replace valve bumpers and align valves	\$300
<b>Clean and Polish</b> (silver, gold, and raw brass)	Same as <b>Clean and Service</b> but with added labor time for polishing raw brass horns to a bright-luster shine. Includes ragging and lightly machine-buffing the bell, body, and slides. <b><i>*Not recommended for older horns</i></b>	\$450
<b>Rotor Bearing Service</b>	Remove excessive vertical and horizontal clearance to silence noisy rotors on old, worn, or damaged valves.	\$150 for four rotors
<b>Lacquer Stripping</b>	Remove the old lacquer with a chemical stripper, refinish per request, includes <b>Clean and Service</b> .	\$600
<b>Full Cosmetic Overhaul</b>	Remove previous finish, perform all dentwork and body alignment, remove all scratches, finish to bright polish, satin, or any combination, and lacquer or silver plate.	\$1800+ (consult required)
<b>Valve Job</b>	Refit old, damaged, or worn rotors to their casings by building up plating and hand lapping for precision fit.	\$800 for four rotors
<b>Custom Modifications</b>	Any other modification, including custom leadpipe drawing, replacing bells, pitchfinders, custom rings, disability accommodations, etc...	\$120/hr charged in 15min increments

Trombone (Tenor, Bass)		
<b>Clean and Service</b> (Bell Section only)	Ultrasonically (or acid) clean inside and outside, scratch brush patina as needed, polish slides, minor dent work only, replace water key corks and springs, replace valve bumpers and align valves	\$50(Straight) \$80(1 valve) \$100(2 valves) plus materials
<b>Clean and Polish</b>	Same as <b>Clean and Service</b> but with added labor time for polishing raw brass horns to a bright-luster shine. Includes ragging and lightly machine-buffing the bell, body, and slides.	\$90(Straight) \$130(1 valve) \$150(2 valves) plus materials
<b>Slide Job</b>	A basic <b>Slide Job</b> includes cleaning the insides and outsides of inner and outer slides, polishing all slide bearing surfaces, checking all slide dents, and straightening all tubes.	\$90
<b>Slide Rebuild</b>	<b>Rebuilding</b> a trombone slide includes all of a <b>Slide Job</b> in addition to complete disassembly of the inner and outer slides. All slides are checked individually for straightness and any dents/deformities. It's then carefully reassembled with perfect alignment and spot-lacquered as needed. <b><i>*Recommended for significant dentwork on the handslide crook</i></b>	\$175
<b>Rotor Bearing Service</b>	Remove excessive vertical and horizontal clearance to silence noisy rotors on old, worn, or damaged valves.	\$35/valve
<b>Lacquer Stripping</b>	Remove the old lacquer with a chemical stripper, refinish per request, includes <b>Clean and Service</b> .	\$900
<b>Full Cosmetic Overhaul</b>	Remove previous finish, perform all dentwork and body alignment, remove all scratches, finish to bright polish, satin, or any combination, and lacquer or silver plate.	\$1500+ (consult required)
<b>Custom Modifications</b>	Any other modification, including custom leadpipe drawing, replacing bells, pitchfinders, custom rings, disability accommodations, etc...	\$120/hr charged in 15min increments

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Middle Brass (baritone, euphonium, alto horn)		
<b>Clean and Service</b> (lacquer and raw brass)	Ultrasonically (or acid) clean inside and outside, scratch brush patina as needed, polish slides, minor dent work only, replace valve felts and corks, water key corks and springs only (except PVA).	\$160(3v) \$200(4v/compensating) plus materials
<b>Clean and Polish</b> (silver and gold)	Same as <b>Clean and Service</b> , but with added polish to remove scratches and tarnish to make silver and gold instruments bright and shiny as new.	\$260(3v) \$325(4v/compensating) plus materials
<b>Lacquer Stripping</b>	Remove the old lacquer with a chemical stripper, refinish per request, includes <b>Clean and Service</b> .	\$350
Full Cosmetic <b>Overhaul</b>	Remove previous finish, perform all dentwork and body alignment, remove all scratches, finish to bright polish, satin, or any combination, and lacquer or silver plate.	\$1200+ (consult required)
<b>Valve Job</b>	Refit old, damaged, or worn pistons to their casings by straightening pistons, honing the valve casings, plating with copper and nickel or just nickel, and fitting to .0005" clearance.	\$600 for three pistons
<b>Custom Modifications</b>	Any other modification, including custom leadpipe drawing, replacing bells, pitchfinders, custom rings, disability accommodations, etc...	\$120/hr charged in 15min increments

Tuba (Piston, Rotor, 3v, 4v, sousaphone)		
<b>Clean and Service</b> (lacquer and raw brass)	Ultrasonically (or acid) clean inside and outside, scratch brush patina as needed, polish slides, minor dent work only, replace valve felts and corks, water key corks and springs only (except PVA).	\$225(3v, piston) \$250(4v, piston) \$300(3v, rotor) \$325(4v, rotor) plus materials
<b>Clean and Polish</b>	Same as <b>Clean and Service</b> , but with added polish to remove scratches and tarnish to make silver and gold instruments bright and shiny as new.	\$350(3v, piston) \$375(4v, piston) \$425(3v, rotor) \$450(4v, rotor) plus materials
<b>Rotor Bearing Service</b>	Remove excessive vertical and horizontal clearance to silence noisy rotors on old, worn, or damaged valves.	\$150 for four rotors
<b>Lacquer Stripping</b>	Remove the old lacquer with a chemical stripper, refinish per request, includes <b>Clean and Service</b> .	\$200+ <b>Clean and service</b>
Full Cosmetic <b>Overhaul</b>	Remove previous finish, perform all dentwork and body alignment, remove all scratches, finish to bright polish, satin, or any combination, and lacquer or silver plate.	\$2500+ (consult required)
<b>Valve Job</b> (piston)	Refit old, damaged, or worn pistons to their casings by straightening pistons, honing the valve casings, plating with copper and nickel or just nickel, and fitting to .0005" clearance. <b><i>*Honing casings requires removing the valve section from the rest of the instrument, so compromises of cost and time must be considered.</i></b>	\$300/piston (consult required)
<b>Valve Job</b> (rotor)	Refit old, damaged, or worn rotors to their casings by building up plating and hand lapping for precision fit.	\$1000 for four rotors
<b>Custom Modifications</b>	Any other modification, including custom leadpipe drawing, replacing bells, pitchfinders, custom rings, disability accommodations, etc...	\$120/hr charged in 15min increments

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## Market

### Current Industry

**High Level Brass Repair** (Custom, high quality, R+D institutions catered towards professionals and collegiate advancement)

- Best Instrument Repair (Oakland, CA), (Formerly, now shut down)
- J. Landress Brass (New York, NY)
- O'Malley Horns (Chicago, IL)
- Mike Del Quadro (Las Vegas, NV)
- Oberloh Brassworks (Seattle, WA)
- Brass Ark (La Crescenta, CA)
- Osmun Music (Acton, MA)
- Pope Horns (Boston, MA)

**Bay Area Local Stores** (Shops with repair shops on-site, play condition, mostly school and amateur community members)

- JAMS Music (Dublin, CA)
- Lamorinda Music (Lafayette, CA)
- C&L Music (Concord, CA)
- Rockin Robbie's (Concord, El Cerrito, CA)
- Wind and Brass (Albany, CA)
- Park Avenue Music (San Jose, CA)
- Danville Music (Danville, CA)
- Ingram and Braum (Pleasanton, CA)
- Hornucopia (San Carlos, CA)
- Bronstein Music (South San Francisco, CA)
- Forrest's Music (Berkeley, CA)
- Saxology (Berkeley, CA)
- Ifshin Violins (Berkeley, CA)
- Allegro Music (Fremont, CA)

## Market Summary

The entire market for a musical repair shop falls into only a few categories: schools/institutions looking for repairs for fleets of instruments; amateur community members that play for fun, but will often spend “day job money” on high quality instruments and modifications/repairs; students that look for play condition solutions to keep their instruments working through school; and working professionals that are deeply possessive and attached to their instruments.

For me, as the emerging shop from the dissolution of Best Repair, I already have customers with my storefront in mind when they think of their future repairs. Additionally, there is lots of school work to pick up in Best’s wake. Because of the timing of the closure, most schools have already sent their instruments to other stores, but since every shop’s demand has been increased by 100-200%, turnaround times have been severely impacted. I’ve been talking with some shops (JAMS, Rockin Robbie’s, C&L, Lamorinda), and they have promised at a basic level some amount of subcontract work for me to help alleviate their workload.

Between working professionals, semi-pros, and community members, the best marketing is word of mouth. The overall experience working with me will be critical. During my time at Best, I’ve heard countless horror stories about former employees and other stores that yield “not going back” sentiments. My goal is to create a great experience for every customer so when they go to their next rehearsal, they’ll tell their neighbors, “Taylor out in San Ramon cleaned my horn and he did a great job. There were no problems with it after he returned it, he was clear about the price, and he got the job done on time.”

Unlike professionals, students are less likely to tell their stand partners about their experience at a repair shop, but instead will ask their teachers for advice. Through connections I already have in the area (attending school in SRVUSD, privately teaching in the area, some coaching and chaperoning with Dougherty Valley HS, Cal High, De La Salle HS), my goal is to have teachers speak highly of me to their students. Because of 3120’s great location--central, near a major freeway, safe, and with parking--students in the area will be able to come to my shop easily, have a good overall experience, and will likely return.

Another student-focused market is rentals and although I could make lots of passive income by offering rentals, it presents an awkward situation when I can’t offer all families of instruments for rent. The industry standard is to rent a fleet of flutes, clarinets, alto and tenor saxophones, trumpet and trombone. As a brass only repair shop, if I couldn’t service half of my own fleet (flute, clarinet, saxophone), I would not be comfortable at all renting an instrument (especially to families with young students) that I couldn’t guarantee.

Performing only brass repair presents some challenges that I’m prepared to address. I never was trained on woodwinds (flute, clarinet, saxophone, double reeds), so my options for services immediately became limited when I decided I didn’t want a partner or employees to begin. I can make up for that lack of service by diving deeper into the quality and level of service of my brass work. I offer a higher standard of expertise on historical instruments, custom design, and craftsmanship than regular play-condition stores could. Additionally, I would like to offer a small selection of high quality used instruments for sale. After my experiences working in retail for a year in 2018 and the consignment market at Best, I don’t want sales to be a major



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aspect of my business plan in any way. I recognise that people buy online and take the instrument to a shop to tune-up after the fact.

**Competitive edge** for services provided:

- Large ultrasonic tank for cleaning large instruments
- Milling machine and lathe allows fabrication of custom brass parts for historical reproduction or unique projects
- Draw bench allows for drawing new leadpipes for trumpet and trombones (brass instrument R+D)
- My personal strength is dent work--intricate, patient; highly regarded in the musical community, desirable for historical restoration