



BusinessNOW Central Kubota, LLC.

— By Sandra Strong

Central Kubota, LLC.

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Hours: Monday-Friday: 8:00 a.m.-5:00 p.m.
Saturday: 8:00 a.m.-2:00 p.m.

As the company continues to grow and the customer base increases, it's only natural that things would change for Steve Widrick, owner of Central Kubota, LLC. The properties next door to the dealership's original location were purchased, thus doubling the size of their "outdoor showroom." More lot area meant the addition of a new line of Kubotas. "We added a construction contract line," Steve said, "and that allowed us to add a great deal more inventory."

The new line of Kubotas includes excavators, compact track loaders and skid steers for construction. Additionally, hay tools and higher horsepower tractors are available for those in agriculture. "Our customer base still includes the weekend ranchers," Steve shared, "but we are seeing a large growth in commercial sales, both in construction and agriculture."

Steve's son, Justin Widrick, has taken on a much larger role in the company with the expansion. Currently, Justin's duties include sales, inventory control, invoicing all whole-good sales and making sure the lot stays organized. His philosophy about the industry is spot on. "If you don't grow," Justin said, "you are actually going backward." Inventory control for Justin means keeping six to nine months' worth of inventory on the lot throughout the year.

Other staffing additions to the family-owned business include Steve's daughter, Jamie Quiros, and her husband,

Christian Quiros, who moved back to Texas from Costa Rica a year ago. As the receptionist, Jamie's voice is generally the first customers hear when calling and the first smiling face seen when visiting Central Kubota. Christian, along with several other long-term staff members, works as a shop technician.

Faithful employees that have been with Central Kubota for years include Steve's brother, Jay Widrick, and salesman Larry Thedford. "Jay has been with the company as the controller since day one, but he didn't come on board full time until a couple of years ago," Steve added. The staff now totals 14, including those previously mentioned.

Kubota is continually expanding its product lines, and to meet those demands, Steve added a fully equipped service truck to provide quality care and repair for Central Kubota's customers. Each service call from Kubota customers is given individual consideration.

Since the beginning, Steve has believed in offering what his customers want when they want it. "Our mission statement is still to be a premier retailer of tractors, while implementing services that offer a lasting value to our customers," Steve said. "Our goal will always be to exceed customers' expectations today and into the future."

Central Kubota's location is great, and the visibility of Kubota's bright orange branding color seen from the Interstate has helped grow the company to its current size. A tall sign with Kubota's logo and Central Kubota's name has been installed for better exposure of the dealership. Also, the large lot area is easily accessible for customer pickups and inventory deliveries.

Steve foresees great things for the future of Central Kubota, as well as Waxahachie and its surrounding areas. "The 287 Corridor is going to continue to expand," Steve stated. "In time, North Ellis County and South Dallas will meet. It's inevitable." **NOW**