

## MAJORS RECORDS & VIDEO REMAINS A PREMIERE ENTERTAINMENT DESTINATION ACROSS GENERATIONS

Written by Elizabeth Alterman

Majors Records & Video has been meeting the entertainment needs of music and movie lovers for close to six decades. Originally opened in Brooklyn in 1961 by Edward Pavia and his business partner, Tony Giammanco, the entrepreneurial pair moved the store to Staten Island

in 1971 and located from Hylan Boulevard to Majors Discount Department Store to Pathmark, Forest Avenue Shopper's mall (35 years) and then to its present location (for the last three years) at 12 Barrett Ave. For more than 50 years, Majors Records & Video remains the landmark destination for collectors, casual shoppers and all lovers of movies and music.

"We've been selling to grandfathers, fathers, children, and those children's children," Pavia said. "That

point has really hit home for us lately as over the past few weeks, customers have been telling us, 'You know my grandfather used to shop here.' It's really nice to hear."

### You Want It, They'll Get It

What's made his business such a success, Pavia believes, is its commitment to serving its customers and providing them with entertainment options they can't find elsewhere.

"We offer next-day, special-order service and that's

something that people really like," Pavia said. "We might not have it in stock, but if you like it and you want it, give us a deposit and you'll have it tomorrow. That's something that customers go crazy for. They'll say, 'You don't understand, I went to nine stores, I've been looking for a year,' and we say, 'Good, come on in and you'll have it tomorrow.'"

### Restoring and Resurfacing

Majors Records & Video buys back vinyl, DVDs, CDs and Blu-ray Discs, by appointment Monday through Friday between 9 a.m. and 4 p.m. But before offering any for resale, Pavia uses state-of-the-art equipment to resurface and restore the items to the point that there's "not a scratch on them."

"They're clean as a whistle," he said. "They're like new, and, of course, everything we sell is guaranteed, so customers can buy with confidence."

Pavia's ability to return old, worn and scratched CDs, DVDs, Blu-ray Discs and video games to their original condition is another service customers love, as it means they don't have to give up on beloved items or replace them.

For those with home movies they'd like converted from VHS to DVD or tapes transferred to CD, the entertainment leader has transferred thousands of weddings, anniversaries and graduations to other formats.



### Everything Old Is New Again

Pavia notes that he and his colleagues have their fingers on the pulse of the entertainment scene, thanks to their savvy customers who keep them informed about the latest trends months before they explode in the mainstream arena.

"We are very progressive because we listen to the street. The best informers are our customers. They know what's happening and what's coming months before it's released. We listen to our customers and learn what they want — and then generally we have it before anyone else," Pavia said.

When it comes to the fastest-growing segment of the industry, vinyl albums have been enjoying a resurgence for the last three years.

"Audio buffs who are really into sound recognize that 'downloaded products do not capture the highs and lows the way vinyl does. To someone who loves and appreciates music, they'll find rhythm patterns in vinyl that are lost on CDs and down-

loads. Companies are starting to make more vinyl so customers aren't dependent on trade-ins. Technology has gotten better, so if you put a record down, thanks to today's equipment and mastering, the sounds are incredible as compared to 20 years ago. It's a lot warmer," the business owner explained.

Though Majors Records & Video has faced challenges over the past few years as downloading (both legally and illegally) has hurt the brick-and-mortar business, Pavia said his entertainment mecca is going strong and always is ready to adapt to whatever changes come its way.



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