



OAKEN
EQUIPMENT

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"BOBCAT MACHINES ARE MONEY-MAKERS!"



Joe Palfy, sales specialist, Bobcat of Toronto and Amjad "AJ" Mughal, owner of AJ Luxury Pool Builders Inc. pose for a picture at AJ's Etobicoke yard.

AJ Luxury Pool Builders Inc. has been providing top-quality products with top-quality service to their high-end customers in the Toronto and GTA area for 23 years. They also have three sister companies: AJ Excavation, AJ Waterproofing, and AJ Underpinning. They do a lot of work for electrical companies (trenching), commercial plazas, prep work for interlock & paving companies, and residential waterproofing, underpinning, shoring and pool installations. They are also fully insured WSIB, and safety is a top priority in his company. AJ even went to Paris, France to take a course on French drains because in his opinion it's the best form of waterproofing as you don't see houses leaking there.

Amjad "AJ" Mughal, the owner, is an architectural engineer but when he moved here from the U.S., he got into the excavating business and never looked back. He found out when he first started in the business



doing excavating for other companies for pool installations, his architectural engineer background made him more desired. Two years ago, he decided to open his own pool company installing high-end concrete and vinyl pools. The company's main goal is to provide its high-end clients with the best service with honesty and integrity. "In today's world, it's important to give them top quality products and service and not overcharge them. Also, educate and help them by not letting them build something that is going to cause issues later. This goal is what AJ says is why his company has 85% repeat/referrals from current customers.

"We are very useful as a subcontractor to many companies as we have multi-compact equipment. We currently own 14 Bobcat® machines. We used to use the Bobcat 324 compact excavator for waterproofing basements excavating down 7' but now we are using the Bobcat E32 compact excavator with an extendable arm that digs 11' with a swivel attachment, which makes this one now the best Bobcat machine for waterproofing! During the thaw-out season, the ground is extremely slippery. We do a lot of backfills during this time and we can depend on the Bobcat compact track loaders to get us through this. Wheeled machines will get stuck. Also, for grading as well, tracks hug the ground," stated AJ.

When asked why he chose Bobcat machines? "They are very user-friendly. We used to rent

them first before buying them. Bobcat of Toronto is very conveniently located, parts are in stock, and service is fast therefore, downtime is low. Bobcat machines themselves have really improved over the years. They are always innovating. They are affordable and comfortable to operate. Very versatile. Any operator can operate them. Great quality, reliability, durability and they last. Bobcat machines are money-makers. I prefer to deal with one company for everything. I have been working with Joe Palfy, sales specialist for Bobcat of Toronto for six years now, but have been dealing with his company since I started. Joe has the same motto as I do. Clients are the first priority. Period. Fulfill their needs. He cares about business just like me. I would not hesitate to recommend Bobcat machines or Joe Palfy and Bobcat of Toronto for your next machine purchase."

Thanks AJ.



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