



Trifecto aims to make home automation easy

By Kim Mikus | Daily Herald Columnist

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Two suburban men who formerly worked for the electronics retailer Tweeter, where they installed entertainment and environmental systems in homes, have launched their own company with the same focus.

Chad Arbogast of Gurnee , and Chris Brenner of Mount Prospect own and operate Trifecto Audio Video. The Des Plaines company designs, integrates and installs one-touch home theaters complete with plush movie theater seats, pop and popcorn machine, candy counter and ticket booth. They also tackle multiroom music, smart lighting, advanced temperature control, safety and security and green technology.



Trifecto Audio Visual owners Chad Arbogast, left, and Chris Brenner specialize in home automation.
Tanit Jarusan | Staff Photographer

"We cover it all," Arbogast said. He added that the two men consider themselves audio and video designers, as each product is different and customized to the client's needs.

"We create a whole lifestyle and customize the home," Arbogast said.

All elements of the home-automated systems are linked to one another by cutting-edge technology and controlled by one central source, Brenner said. He added that the systems provide convenience to homeowners while saving them energy, time and money.

The entrepreneurs often partner with designers and architects on projects. They say word-of-mouth and referrals have worked best for their growth over the past year.

"We look to have clients for life," Arbogast said.

Before launching the business, Arbogast, 35, was working at a Tweeter store in Las Vegas. Brenner, 27, started working as a stock boy for a TV shop years ago. He worked at Tweeter for the past seven years.

Brenner noted that because theirs is a small company, they are able to offer more one-on-one contact with the customers. The price to set up a basic home automation system is about \$15,000, he added. For information, call (847) 296-6767 or check out www.trifectoavp.com.