



The PARA Dealer Difference

PARA is an organization of professional retailers whose members are committed to offering consumers a different audio and video electronics shopping experience.

Demonstrating the promise of today's technologies

Experience the difference...When you visit one of our showrooms, you'll be able to see, touch and hear the latest products incorporating the newest technology. We have them on display and hooked-up; ready to perform at their peak. Our specialty is demonstrating what they can do for you. We sell WOWs!

Compare products

We display and stock a variety of the top names in audio and video. Come in...Hear or see the difference. Let us show you!

Ask questions, we are your experts

That's why we're here. Our professional sales associates are trained on the products we sell. We're informed about the latest developments in technology. We've got answers to your technology questions!

Solutions made simple

Our professional sales associates spend time with you: discussing your needs, explaining your options and showing you how each solution can enhance your life. From one product to an entire system, from one room to whole-house and beyond, we're here to help.

The finest installation technicians

From a simple delivery to in-home setup to a full-scale custom installation, we have friendly, professional technicians who will call on you and make sure you get the maximum performance from your purchase.

Service with the sale

Customer service during and after your purchase—from answering your questions to providing you help in operating your product, we're here. Should a product require repair, we provide repair support and more.

Locally owned and operated

There's probably a PARA dealer showroom near you. Look for the PARA logo.

