

Frequently Asked Questions (FAQ's)

Why do you feel that you are one of the "Top" DJ's in the area?

Over the years, I have met, seen and/or spoken to countless other DJ's and have received endless feedback and input. I offer a unique mix of:

a.) PROFESSIONALISM.

I am always completely professional in the way I dress, act, and treat your guests. I am very easy going, considerate and thoughtful. I have done many, many events and know how to read and respect my audience. I am always on time, prepared to play what you have requested, and always willing to go the extra mile when asked.

b.) EXPERIENCE.

I have done so many successful events that I know what works and what doesn't. I know what to expect, can offer suggestions, and can smoothly handle even awkward situations.

c.) PERSONALIZED ATTENTION.

This is your special day and I go out of my way to personalize your event and treat every client like a King and Queen. I will follow YOUR agenda. You tell me what you'd like me to announce, what to play, etc. and you can rest assured I will follow all of your requests to make this the event you've dreamed about. Unlike other DJs, you do not have to worry about talking to a salesman who assigns random DJ's.

d.) MUSICAL KNOWLEDGE.

No matter what music format you like, I have it, know it, and can play it. I also keep the crowd dancing by always knowing what to play next, when to slow it down, when to speed it up, etc. Also, the music you hear will all flow together very smoothly. There will be no dead air in-between songs, instead the songs will all flow together to make dancing time more fun.

e.) WORK ETHIC.

I work as hard as anyone you will meet to exceed your every expectation. I frequently exceed my clients every single vision of their big day. I have set the bar VERY high for myself and I am ALWAYS finding ways to improve. I always feel I can improve in some way, somehow. My references will be more than happy to vouch for this also.

Feedback from clients and guests says a lot; but when other professionals (such as Photographers, Venue Owners, Catering Managers, and Videographers--who have seen **A LOT** of DJ's) compliment me, I really know how I compare to others.

What do you cost compared to other DJ's?

I am the highest rated and highest priced DJ service in San Antonio and surrounding areas and for good reason. I know DJs that are \$300, \$500, \$1000 and everything in between. Most DJs will quote you a price higher than their actual booking price then they will offer you outrageous discounts to where you feel like you are getting a great deal, but in reality, you are being changed right at the price they wanted to change you all along based on their service level.

It's true, you get what you pay for. The question is, which "level" of DJ is appropriate for your event?

Anyone that finds the entertainment an important part of their day probably needs MORE than they realize. A quality DJ will always provide so much more than music. **It is a priority that is money well spent.**

My "style" is to give you the required attention before and during your event. This ensures that I will know exactly what you want and need for your event to be a tremendous success. I will pronounce names correctly, and facilitate the order of events with the other professional vendors.

You will always get what you pay for with me (most clients state that they got even more than they paid for) - the utmost in professionalism, reliability, service, flexibility, experience, talent, and musical expertise.

How do you distinguish yourself from other DJ's?

First and foremost it would be my personalized service you receive from the first time we speak until the end of your event. I make myself available to you most anytime you need me. I answer my business phone up to 10:00 pm every day. I am also someone who is always striving for perfection in every aspect of DJing. I am always trying to improve, whether it be by buying more music, getting the newest equipment, and/or expanding my ever growing Djing knowledge.

I have a very low-pressure approach to booking events. I tell you what I can offer, we chat about your day, then you decide. I will not call you pressuring you to return a signed contract, I offer one DJing style—Artistic, Fashionable and Fun.

Do you require a payment to secure my date?

Yes, \$500.00 first payment is used to secure my services for your day. The total balance is due **14 days** before your event.

How far in advance do we need to reserve our date with you?

I believe that you should not book anyone until you are confident of your decision, then don't wait a moment longer. On average my services are secured 10-14 months in advance and for some special dates, up to 24 months in advance.

Do you meet with prospective clients?

Yes, if you find this necessary. We can meet before booking to get an understanding in person of what I can provide. We also meet approximately one month before the event to ensure every detail has been covered including correct pronunciations, exact time lines, etc. Many clients live out of town and even out of state and are 'coming home' for their event. By way of telephone and email, I will still be able to plan your reception with you. You will receive as much attention and focus as a client that is able to meet with me face to face.

What is your event attire?

Choices of dress attire are Formal, Business, and Business Casual. For all events, there is a question on our planning form where you are able to select the dress attire appropriate for their event. I update my dress attire every year. I always wear the newest fashion suits and tuxes money can buy. My goal is to blend in with your friends and family members. I do NOT stand out as the "DJ" at your event wearing a vest with musical notes, clown hats or any other ridiculous costumes. (Believe it, there are DJ companies that do that).

Do you play the "cheesy" music some people hate?

No, unless specifically requested by YOU. It is NOT standard for me to play "the Macarena", "the Hokey Pokey" or "The Chicken Dance" unless they are specifically requested by the YOU. Again, this is your day and you can tell me exactly what to and what not to play--it's up to you!

What if I don't see a song we want on your music database? Can you play music that we provide?

If you do not see a song you want on our music database, I will be glad to add it to our collection if we do not already have it at no additional cost to you. If for some reason the music you want is not available for purchase, such as special Ethnic/Traditional music, but you have the music, I will be more than happy to play any music that you provide. For any special music, I will need the music 14 days in advance to your event.

Can you provide music for our ceremony with a separate sound system?

Yes. We have our Ceremony Music Package which includes all music for your ceremony including Prelude, Processional, Recessional and Postlude. Also included in the Ceremony Music Package is a wireless lapel mic for the officiant and a wireless mic on a stand for any readers.

Can you provide music for our cocktails with a separate sound system?

Yes. We have our Cocktail Music Package which includes your choice of background music during cocktail hour.

Do you take requests?

Yes, but only if the client has agreed to allow requests in advance. If a client allows for guest requests, I will make sure all requests are within reason (meaning that it fits within the clients pre-selected genres to play). If a guest requests something that is inappropriate for your event I would try to offer an alternative. Otherwise, I welcome any danceable, non-cheesy requests from the guest.

Do you have references?

Yes, I can supply references to any interested client. I do not list references' information on my site to respect my former clients.

How do you know what music to play?

My approach to what music to play is all based on the event and what my clients want. Once you book your event you will have access to our online planning form which includes a music request database where you can pre-select music you want and do not want for your event.

For Cocktails and Dinner, music is kept light such that you can still chat with the person next to you without yelling. During dance time, I play off of your request list and I watch the dance floor to know what style of music is working the best and can add additional music based off of my experience to ensure everyone is dancing and having a great time. The music is always a nice mix with smooth transitions, so if you are dancing there will be NO silence in-between songs.

Do we have to pick out music for the whole evening?

No, you can pick as much or as little as you would like, it is totally up to you. We do provide all our clients with a "Most Requested" playlist which helps in selecting songs that you may not be familiar with. As always, you can choose anything you like. It's your event!

Do you have a backup DJ?

Yes. But, I have NEVER been late nor missed a single event in 12 years. In the very unlikely event that I cannot attend your

event, I will provide you with a replacement DJ. I have connections as some of my best friends are quality DJs that give me access to back up DJ's as needed.

Can we come see you perform?

I am often asked this question, but it is something I strongly oppose. I do not invite prospective clients to come see me at SOMEONE ELSE'S event. I am just very considerate towards others and don't feel it would be right if you had guests at your event that you did not invite. I am more than happy to provide references, but I do not randomly invite guests to an event where I am performing. Besides, you would need to stay the whole 5 hours to get the complete screening of my style.

Do you put up and/or use any promotional items at your events?

NO!! I do not bring a big sign with my name blazing on it to put on the wall behind my DJ setup. I DO NOT make endless announcements plugging my services; and I DO NOT wear a 'musical notes' bow tie.

What do you need at the venue?

For the Reception, I require being able to set up next to your dance floor with enough area to setup my equipment (approximately 12' x 8') and access to two separate dedicated 20 amp power outlets within 25 ft.
For Wedding Ceremonies, I require a table that is covered to match the décor of the evening set up at the location of the ceremony.

What kind of equipment do you have?

Simply put, I own the best equipment money can buy. From my Apple MacBook Pro (running Virtual DJ Pro) to my Pioneer DJ Controller to my top of the line Sennheiser and Shure Microphones and my Professional BOSE speakers, you are guaranteed the cleanest, sharpest sound possible when you book me.

What time will you arrive the day of our event?

I usually arrive 2-3 hours before your guests are scheduled to arrive. I can set up in an average of 45 to 90 minutes, depending on packages selected. Upon my arrival, I will setup, do a mic check/sound check to make sure all sound levels are appropriate for your venue then I change over to my event attire and wait patiently for your guests arrive. **You are not charged for the set up time nor the tear down time.**

What sort of Ethnic Events are you experienced with?

I have performed at numerous events that have been Spanish, Asian, Jewish, Italian, Irish, Indian, Greek and various other backgrounds. For any ethnic event, I provide all the music as usual, but my clients are more than welcomed to provide me with any special traditional music they would like and I am more than happy to play it.

Do you have a video of a performance?

I do have some videos taken from my iPhone which I can share. Also, I am more than happy to share professional videographer references that have professional footage from events I have performed at.

Can you offer Macarena or Cha Cha Slide lessons?

No, I do not dance at any of my events nor do I teach anyone else to dance. You might request these songs to be played but I do not lead guests in participation dances.

If we decide to meet with you, can we book you at the meeting?

Yes, I will offer a contract to you only when you are ready to decide. It is very presumptuous to SEND someone a contract BEFORE you are ready. After speaking with a client, I ask them to think things over, talk to other DJs, find out for themselves why I am so unique. My goal is to make this process as low-pressure as possible. I don't believe in forcing clients to sign a contract by using pushy sales lines like 'this offer is only good today' or 'If you don't sign this today, your date will be gone by tomorrow' etc. This will be one of the biggest decisions of your event. You should make sure **you** hire the right person for you.

Do you offer any "sign on now", "book online", "book early" etc. discounts?

No. I do NOT try to lure you in with special gimmicks and discounts. You will notice the Top Vendors in our area don't offer any of these sales tricks. Quicker is NOT better when it comes to hiring a Professional DJ. The DJ is by far one of the most important Vendors at your Reception and you need to choose VERY carefully. At the same time, I will let you know that I do book up very quickly. So if you wait too long, it will be tough to get any of the top vendors in town for your event.

How much freedom do we have to choose music?

100% freedom, it is your event and I will be more than happy to play anything you want! You can pick as much or as little of your music you want. When selecting your music, I will remind you to always keep your guests in mind. You need to remember they are there to celebrate your event, but you do want them to enjoy themselves as well. Try to choose music that will appeal to all your guests including your grandparents, aunts/uncles, parents, as well as to your friends.

How do you keep up with all the current music?

I subscribe to the same companies that supply radio stations with new music. I receive new music on a daily basis so I am up to date with ANYTHING that is on the charts. (R&B, Dance, Top 40, Country, Latin, etc.).

Do you smoke and/or drink during events?

Absolutely NOT! I have never smoked (and don't plan on starting) and will never drink at your event. I am there for you to ensure everything is perfect. There is not much more unprofessional behavior than a DJ smoking and/or drinking at a professional event he/she is hired for.

Do you bring a wireless mic?

Yes. I bring a wireless microphone to every event. The wireless microphone is available for toasts or any speeches you want to include during your reception. There is of course NO extra charge.

Do you send out a bulky packet of promotional materials to everyone who inquiries into your services?

No. My website is purposely overly detailed so prospective clients can get an in-depth overview of my services. This saves everyone time and makes me feel a lot better about not supplying more trash to the landfills.

Why do you seem so confident?

After many years in this business, I have met and spoken to numerous DJ's. The DJ community is large but small. The elite DJs know the other elite DJs. I have a good idea who else is out there, what kind of equipment they use, how deep their music library and musical knowledge is, how they conduct themselves at events, what level of service they provide etc.

I also don't feel that I should sell myself as 'one of the best', but not explain why I cost more or why I may be unique.

Also, when others (i.e. photographers, catering managers, event planners, etc.) frequently tell you how uniquely talented you are, you can get a gauge of how you stack up against others in your field. Confidence should not be a negative thing.

Do you offer photography, videography, or any other services as well as DJ Services?

Our Entertainment services include DJ/Emcee, Event Room Up-Lighting, Monogram Projections and Photo Booths. Although we do not offer photography or videography, I can refer you to some great vendors I have had the privilege to work with in the past and whom I would personally hire for my own event.

Do you charge a tax on your event rate?

It is illegal for any DJ service to charge tax. They provide a **service** not a **product** and services are not taxable in TX. Your photographer can charge tax because they will provide you with a physical product at the end of their service. Don't fall for any "We will pay your taxes for you" gimmick seen on many web sites.

How do you help (us) organize the event day?

I have my reception planner and music library online. Each of my clients gets an account name and password to access their own planner. No one else can access this unless you give them the information. The music library is integrated with the iTunes player. If you would like to hear the song, all that you need to do is click on "listen" and it will pull up iTunes and search for the song.

Once we finalize the planner, usually two weeks prior to your event date, I will email the order of events and time line to all of your vendor, i.e. Venue manager, Photographer, Videographer, Caterer, and any other vendor you may have.

Do you have Insurance?

Yes, I carry a One Million Dollar Insurance policy. I can also email out my liability coverage paperwork to the reception venue as requested.

How often to you talk on the microphone?

I do the announcements that are needed, i.e. Grand introductions, announcing the formality dances and any other special announcement that you would like me to do. I will not magically turn into some crazy radio personality on the microphone. I let the music speak for itself.

If you do not see the answer to a question you have, please email or call me anytime.