

ROCK THE HOUSE

OUR HISTORY

Rock The House was founded in 1999 by Matt Radicelli as a small, home-based business. Over the years, the company has rapidly grown and developed into a full entertainment and audio-visual company.

In 2006, Rock The House expanded beyond its walls and moved to a new home in Oakwood Village, Ohio. The custom-designed building houses offices, comfortable meeting areas, a demo room, an equipment warehouse, and a unique culture that stimulates creativity, close relationships, and a welcoming environment for both clients and staff.

In 2011, Rock The House acquired Selective Sound Entertainment and brought their Founder, Jeremy "Jay R" Rich, and his team into the fold. With decades of experience in the wedding DJ industry, Jay R's knowledge of the logistics of area venues and long-standing relationships were an invaluable contribution to the partnership. Because of his extensive event knowledge, Jay R was able to mentor and train the Rock The House team to reach new levels of excellence.

In 2013, Rock The House brought another business into their family of companies with the acquisition of Zone Entertainment. Founded in 2006 by Jeff Dick, Zone Entertainment is an entertainment leader in Northeast Ohio specializing in youth-based social events. Zone has a dedicated clientele, including many of Northeast Ohio's largest public and private educational institutions, and exceptional success in the areas of bar/bat mitzvah celebrations.

In 2017, Rock The House expanded their work space once again, moving their main warehouse operation four doors down. This provided the tech team with more space for equipment storage, repairs, and preparation for each event.

OUR GROWTH

The Rock The House team is honored to be a part of a thriving community of event professionals and entrepreneurs in the Northeast Ohio area. With that involvement comes a dedication to community, innovation, and investing in our employees and products. We believe that dedication is what has driven our success.

Over the years, the Rock The House family has grown from one employee to over 30 full-time team members and over 120 part-time event professionals including various performers and technicians. Each member of the Rock The House team contributes their unique talents and personality to make up a diverse, energetic, and dynamic group.

When it comes to products, Rock The House strives to be on the cutting edge of new technologies and innovations in our industry. Our team can frequently be found researching new technologies, hosting product demos for our team, and traveling to conventions to expand our knowledge. Over the last few years, we've added new offerings such as Sparkular indoor pyrotechnic fountains, Mirror Booth photo stations, highly versatile LED wall panels, and wireless LED PAR lights, to name just a few.

On the service side, Rock The House is known for our concierge-level customer service. We make superior customer service our competitive advantage by leveraging our money back guarantee and publicizing it highly. The production and entertainment industries are highly subjective and having a money back guarantee is extremely uncommon. If a product or service we provide doesn't meet our clients' needs, or they're not happy with it, it's free. We're proud to say that less than half of 1% of our gross revenues were paid out as refunds last year. Our team knows that they're empowered to enact our guarantee at any time, whether we're solely accountable or not. When you're able to remove the risk from a transaction, it's always a good thing and our customers know that we're going to do right by them. Every time.

