

ACTION AUTOMATIC DOOR AND GATE

Trusted for Over 50 Years
in Southwest Florida

WRITTEN BY DEBRA BETTERLY
VENICE GULF COAST LIVING MAGAZINE

When it comes to protecting and enhancing your home or business, few things matter more than the security and reliability of your doors and gates. That's why Southwest Florida has trusted Action Automatic Door and Gate, a division of DuraServ Corp, for over five decades. Headquartered in Fort Myers, but serving all of Southwest Florida, Action Automatic Door and Gate is more than just a garage door and gate company—it's a local institution known for outstanding service, deep community roots, and a team that truly cares.



Michele Bezares, Residential Installation Scheduling Manager, wears many hats working with sales scheduling, and procuring materials—but she credits her success to her strong, dedicated team. “There’s no way I could do this without them,” she says. That spirit of teamwork is at the heart of everything the company does, from residential and commercial door services to gate system installations. With nearly 80 employees and 40 to 45 trucks on the road daily, Action Automatic Door and Gate is always on the move—responding quickly, working efficiently, and treating every job with care, whether it’s a brand-new build or a decades-old home. Every customer, every call, every project is a priority.

What sets them apart? For starters, experience. They have weathered countless Florida storms, always showing up for their customers, no matter the challenge. They’ve built a legacy of trust that spans generations, with many clients coming to them by word of mouth. But, beyond the reputation is Action Automatic Door and Gate’s commitment to excellence. They use only

top-tier products, send professionally trained technicians to every job, and offer honest, competitive pricing. Their residential services are provided with the same care and attention they’d expect in their own homes, while their commercial division serves essential businesses with expertise in roll-down doors, dock levelers, and more—helping hospitals, fire departments, and warehouses stay safe and code-compliant.

Michele emphasizes how important it is for home and business owners to work with a licensed, reliable, and long-established company. “This is literally the biggest opening in your home or business. You want someone who is going to be around if you need them down the road,” she explains. And that’s exactly what you get with Action Automatic Door and Gate long-term stability, personalized service, and a team that truly listens. Their service department is second to none—professional, thorough, and knowledgeable. Whether it’s ensuring hurricane readiness or recommending upgrades to meet current codes, they look out for your best interests.



At the end of the day, it’s their “mom-and-pop” feel, with team members who’ve been there 25+ years, that makes Action Automatic Door and Gate feel like family. And that’s exactly how they treat their customers.

Action Automatic Door and Gate—where experience meets service, and quality opens every door.

Located at 11360 Metro Parkway, Fort Myers, FL., 33966. Contact them for questions or service at 239-768-3667 or info@actiondoor.com. For additional information, check out their website at <https://www.actiondoor.com>