

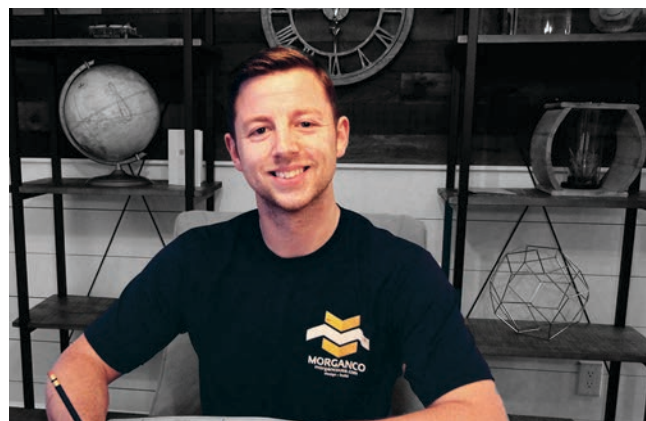
Innovating and developing new systems to better communicate the design/build process to clients

MARY MIKSCH

DESIGN CONSULTANT / NEIL KELLY, PORTLAND, ORE.

2016 REVENUE: \$38 MILLION / 200 EMPLOYEES

Best Practice: Miksch graduated from Notre Dame with a degree in architecture, and today enjoys developing new systems for Neil Kelly. One significant contribution stems from her willingness to innovate new processes. To illustrate the firm’s capabilities and better communicate with clients, Miksch created instructive diagrams and graphics that clearly describe the design/build process for homeowners. In addition, she introduced a unique PowerPoint setup that incorporates SketchUp 3-D modeling software to convey design strategies on a large projection screen. Miksch even organized classes for colleagues to help perpetuate this system. Now all of the firm’s designers use Miksch’s system, which allows changes to be made in real time right in front of clients, involving and them in the design process.



Personal accountability and total involvement in all aspects of the business keeps clients coming back

LUKE MORGAN

PRESIDENT / MORGANCO REMODELING, ST. CHARLES, MO.

2016 REVENUE: \$1 MILLION / 4 EMPLOYEES

BEST PRACTICE: President Truman’s sign on his Oval Office desk read, “The buck stops here,” and Morgan applies that same motto to running Morganco Remodeling. The key to Morgan’s success is his insistence on being involved in every aspect of his company, whether it’s sales, design, construction, or marketing. With a keen eye for design, his skills keep clients coming back—as does his dedication to customer satisfaction. Whether designing or building jobs, Morgan insists he’d rather lose money than lose a client.

Taking a highly targeted approach to lead gen and tracking to help focus future marketing budgets

JEREMY OWENS

VICE PRESIDENT / 3 GENERATIONS IMPROVEMENTS, FOLSOM, CALIF.

2016 REVENUE: \$2.6 MILLION / 5 EMPLOYEES

BEST PRACTICE: Owens loves construction, but he also loves marketing. The result: a highly targeted approach to lead generation and tracking for 3 Generations. With a firm belief that any company that invests \$100 in advertising should be able to calculate the ROI of that hundred bucks, Owens walks the walk he talks. He has built a customized system that tracks every call and lead that comes into the company. The firm captures important data such as email addresses and the results of the call. By accurately tracking where calls originate and sales conversion rates, Owens can better focus on where to target the company’s advertising message. But Owens balances his passion for keeping a close eye on marketing expenditures and results with a holistic approach to team management, regularly reminding his team to stay positive and keep in mind that not everything is controllable.

