



2016 SNAPSHOT

ACCOMPLISHMENTS

Looking back at 2016, our progress has been inspiring. We've completed over 450 projects, our fleet size grew from 7 to 13 commercial vehicles, and we ended the year with 21 employees, which is more than double our numbers from last December!

AWARDS

For the third year running, we are proud to accept the prestigious Super Service Award from Angie's List. Based on the number of A-rated reviews received during the year, only 5% of contractors are eligible for the Super Service Award. We were also voted Best of the Mid Valley in the roofing category of the Statesman Journal and received the Bronze medal!



Morrow Mansion!

After spending 5 weeks of the year working on this monster, our crews were grateful to step onto a normal-sized roof again. Most of us will agree: this house looks good from any angle, but it looks the best in the rearview mirror. Even so, the finished product turned out to be totally worth the struggle. This is certainly the biggest house we've done and a huge accomplishment for all of us to be proud of for years to come. We've come to find out that people in the community recognize the site of the Morrow residence to be a local icon. Successful completion of this project has drawn the attentions of real estate brokers, city officials, other contractors and many others. New clients, bragging rights and nice photos aren't the only good things we gained from the experience either. So many aspects of this project turned out to be teachable moments for our staff, from top to bottom. Though they may be unforgettable to those of us involved, it wouldn't be right not to mention a few of those moments here.

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Social Media, Reviews and Reputation

In a world where smartphone technology drives the ideal of instant gratification, we are just a google search away from most of our prospective clients. This knowledge is powerful to young companies like us because it levels the playing field with our older competitors. Reputation is heavily influenced by the written word and reviews from real people that share their experiences for the whole world to see. Where do people most often do that? Social media platforms offer a perfect staging ground for feedback; in fact, they beg for it. A few things to remember about online reviews:

- Reviews compose a lion's share of our reputation, whether they be **good or bad**.
- People leave reviews because they are either **very pleased or very disappointed**.
- We must continue to **earn** good remarks from our clients by performing above expectations.

Morrow Mansion: The Unforgettable Challenges

Besides the enormous size of this beast there were quite a few other notable hurdles we faced. 1) Limited Access: only two very small parts of the house allowed us to park a dump truck next to the gutter. Everywhere else, old and new materials alike were moved up and down by hand. 2) Pitch: the entire house was 12:12 pitch and greater. 3) Weather: the project was completed during the rainiest October in recorded Oregon history! 4) Planning & Protection: days were spent planning how to protect all the delicate parts of the property and we managed to come through without damaging anything; from the flowers and hedges to the sidewalks, fountains, ornate windows and hanging lights. Phew!! 5) Safety: our crews practiced good safety and there were no injuries. 6) Estimating: the management team learned some valuable lessons with regard to planning and pricing. The massive scale of this production was more than anyone expected, but we made it!

