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## Contech Restoration

Contech Restoration is a concrete construction and restoration company. They brought me in to help accelerate their business-development strategies, focusing on major purchasers of building-restoration services. Since they had a great reputation in the vacation-ownership sector of the resort industry, the initial strategy was to further reach out to vacation-ownership companies that were in need of structure construction and reconstruction services. Working with us, they were able to get them in front of corporate decision-makers at a number of timeshare companies, including Starwood Vacation Ownership, Island One Resorts and others. Having represented a number of timeshare companies in the past ([ARDA](#)), I was familiar with how the vacation-ownership homeowner associations worked, which informed our outreach strategy. For instance, I knew that Florida law required owners' monies to be put in reserves, so that when reconstruction needs arose, the monies were to be on hand. In that light, it was also important to introduce Contech Restoration's successes and skill sets to key managers of the homeowner associations so that, as construction needs arise, Contech will be "top of mind," having already been introduced and acquainted to Contech's expertise.

The company's expertise is particularly strong in reconstructing resorts that have beachfront-water damage. In that light, after identifying major resorts along certain coastlines in Florida, we also introduced Contech to key management teams at resorts in hurricane prone counties.

Another part of the multi-pronged strategy was to introduce, and in some cases reintroduce, the company to large general contracting companies such as PCL and Balfour-Beatty, both multibillion dollar corporations. In doing so, our goal was to enlighten the companies' leadership as to the skill sets of Contech Restoration and to demonstrate how they could team up - not only on smaller projects, but also on the largest of projects as well. This strategy worked, as both companies have committed to using Contech's services on major upcoming projects.

– Dick Batchelor

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Dick J. Batchelor, Michael J. Murphy, and Dustin A. Watkins prepared this case. DBMG cases are developed solely as the basis for marketing. Cases are not intended to serve as endorsements, sources of primary data, or illustrations of effective or ineffective management.

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