

### *In spite of a down market,*

many emerging and established companies are finding new and creative ways to be successful. Whether because of strategic collaboration, product expansion or a return to customer service excellence, the following companies are companies to watch in 2009.

#### **RE: EXPERT CONSORTIUM**

This coalition of eight reputable and well-known service agencies offers confidential and objective marketing and sales analysis for its clients. The audits reveal critical gaps and point out areas of untapped potential for refinement. The Consortium reviews and recommends an action plan that can put a project on the track for success. "It's our collaborative project analysis after the assessment that adds value," says Lance Jackson, principal of Lance Jackson & Associates.

The assessments also help developers and builders understand if they are strategically building the right home and community for the market; the consumers' practical needs and emotional wants; if messages are congruent with the sales team and marketing materials to trigger sales; and if best practices are employed to maximize branding, merchandising, interior design and public relations assets. "If one or more of these elements are missing or underutilized, chances are the project is off track," Jackson says.

Jackson explained the Consortium offers a variety of services that can be customized for any size project. "Some might require only one or two disciplines from the Consortium, while other projects may need the full spectrum of analysis, recommendations, action plans and implementation," he says. [www.reexpertconsortium.com](http://www.reexpertconsortium.com)

#### **BUILDER PURCHASING SERVICES**

BPS (operated by Mark Henderson and Mike McMahon) has created a full-service purchasing department for the building industry. This allows builders to outsource this critical function and still receive state-of-the-art software and services to cost-effectively manage these purchasing functions and cost controls. [www.BuilderPurchasingServices.com](http://www.BuilderPurchasingServices.com)

#### **PRO BUILDING SUPPLY, INC.**

Pro Building Supply, Inc. is a wholesale provider of a full range of quality commercial and residential building products to meet diversified customer needs and budgets. Locally owned and operated, Pro Building was started in January of 2008 and is best described as a one-stop shop for builders, remodelers and interior designers.

Its 8,500 square foot showroom includes products that span the full design process, from cabinets and flooring to windows and more. (Visit their website and take a tour!) Showroom or on-site appointments are available with free measurements, samples and quotes for each project. They carry a full line of cabinetry and hardware, custom countertops, all types of flooring, including tile, natural stone, hardwood and carpet. They also carry quality brand windows and doors as well as a full line of custom blinds and window coverings. They recently added custom decking and a line of "fix and flip" specials. [www.probdgsupply.com](http://www.probdgsupply.com)

#### **PHELPS ENGINEERING**

Phelps Engineering Services, Inc. (PES, Inc.) was first established in 1998 to provide development services to private clients requiring the experience and expertise of civil engineering and construction management professionals. Since that time, its team has grown into a well-rounded, full-service firm, recently opening locations in Steamboat Springs and Portales, New Mexico.

PES, Inc. provides civil design and consulting services to clients requiring civil/site design, water resource and environmental capabilities. In addition, PES, Inc. can provide feasibility/due diligence studies, survey coordination, preparation of Project Manual/Specifications/Bid Documents, construction management and general coordination as well as act as the owners' representative during the entitlement and approval process. [www.phelpsengineering.com](http://www.phelpsengineering.com)

#### **FLO SYSTEMS, LLC**

In 2009, FloR Systems will offer a full range of structural slabs, Vulcraft decks and post-tensioned floors of all sizes, as well as concrete columns and insulated concrete walls. As concrete prices escalate, FloR Systems' patented, and green, insulated floor, "T-Span" should become even more competitive. "This floor uses 40% less concrete than the average structural slab, substantially less steel and fewer piers to support," says company founder and 1999 HBA President Jon Williams. New product lines include Radiant Barrier under slab reflective insulation. [www.FloRSystems.com](http://www.FloRSystems.com)

#### **MARKETPLACE EVENTS**

Marketplace Events recently purchased the Denver Home Show and signed a 3 year contract with Ty Pennington, host of ABC TV's hit series, *Extreme Makeover, Home Edition*. Pennington will consult on content for their shows and websites and appear in all of their show advertising campaigns, but Denver is the only market in which he will make a personal appearance. [www.MarketplaceEvents.com](http://www.MarketplaceEvents.com)

#### **SMC GEOTHERMAL**

SMC Geothermal is a full-service design and installation organization with over 30 years of cumulative experience in the energy efficient construction industry. SMC has a broad range of experience including super insulated, earth bermed, solar, geothermal ground source and many different types of construction. [www.SMCGeothermal.com](http://www.SMCGeothermal.com)

#### **BANK OF THE WEST**

Bank of the West has grown its mortgage business dramatically, with loans funded nearly tripling in 2007 over 2006, and on track to increase more than 55% in 2008 over 2007. Bank of the West's Builder Preferred Program is designed to help homebuyers and home builders with the right financing to benefit both. [www.bankofthewest.com](http://www.bankofthewest.com)

#### **KING SYSTEMS**

King Systems operates as a turnkey audio and video design and installation firm in 15 states across the nation. It specializes in the design, installation and implementation of fully functional and easy-to-use audio and video systems for the home or office. [www.kingsystemslc.com](http://www.kingsystemslc.com)