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## Keeping cover in a slowed market

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**TAMPA** — Commercial Industrial Roof Services Co. expects to nearly double revenue this year while other roofing subcontractors struggle to stay afloat amid the construction slowdown.

Company founder and president Hig Rodriguez Dillinger expects revenue of \$3.2 million or more this year, up from \$1.8 million in 2007. The firm, called CIRSCO, employs 26 people, up from six full-time employees two years ago. It recently quadrupled its office/warehouse space, moving into about 10,000 square feet at 8402 Sabal Industrial Blvd. in Tampa.

The firm's original business model is the reason for its rapid growth and success, said Rodriguez Dillinger.

CIRSCO doesn't go after new construction jobs. Instead, the company consults owners of existing multiple commercial properties, advising them on how they can extend the life of roofs. Customers include Rooms To Go, Colliers Arnold Commercial Real Estate Services Inc. and CB

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**Hig Rodriguez Dillinger**  
Founder and president  
Commercial Industrial Roof  
Services Co.

Richard Ellis Group Inc.

Some roofing companies go after the same business, Rodriguez Dillinger said, "but they aren't as dedicated to it as we are."

"Most companies bid as many projects as they can get out each week and hope that they get a call back on one or two as the successful bidder," he said.

CIRSCO, however, only bids on work it's familiar with and that it has a high expectation of winning. The company focuses its efforts on companies it knows.

Since the company is only as good as its work, he said, it sometimes sacrifices part of its profit, as much as 2 percent, to do a job properly.

"We feel that in the long haul we'll gain it back by repeat business from these customers," he said.

CIRSCO's customers, he said, "are not going for the best price, they're going for the best value for their buildings for the long haul."

The company's five-year goal is to hit \$8 million to \$10 million.

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