

CirSCO, Inc.

ROOFING CONTRACTOR BUILDS TOWERING SUCCESS ON INCOMPARABLE BUSINESS MODEL

by Ashley Morris

HIG RODRIGUEZ DILLINGER IS ACCUSTOMED to rising above fellow businesses in the construction industry. And it's not just because he owns the roofing company, CirSCO, Inc.

Dillinger practices the basics of a standard business model—quality service, fair prices, and quality products—but he practices it every day. “We feel that in an industry like construction,” he affirms, “if a particular business sets itself apart, then that business tends to gain recognition from additional customers and gain notoriety. We're doing the same thing as other businesses, but we're doing it in an environment where it's not often done—and we focus on that.”

Since CirSCO was formed in 2002, the effort has paid off on a number of levels, including the probability that the roofing company will nearly double its revenue this year. CirSCO's fruitful marketing strategy is word of mouth—no print advertising or Yellow Pages extras. “I'd rather have customers talking about us than me talking about us,” says Dillinger.

And at the time of this profile, Dillinger had just returned from a Brandon, FL Chamber of Commerce golf tournament for award nominees; CirSCO was a finalist for Small Business of the Year 2008, an award announced at a black-tie affair on October 23. “That night rewards employees for being recognized, but a great deal of the award is the great feeling they get and how special they feel from that event,” says Dillinger. “We tell our employees all the time how good they're doing, but here's the Brandon Chamber of Commerce telling them that they're quite possibly better than any other business.”



Hig Rodriguez Dillinger, owner.

Dillinger already knows that his staff is the best because he, along with sons Scott and Steve, only hires the best. “When we hire our field people,” says Dillinger, “we explain to them our business model, how we function, and how important it is to them to recognize their role in fulfilling this model. We're the ones that go to the customer and tell them what we're going to do, but they do it. [Field employees] are in ownership with us—they're as integral to the plan as we are.”

After another rigorous cycle of interviews and the typical 90-day probation period, CirSCO employees are ready to properly represent the nationally recognized commercial roofing company, one that focuses on the service needs of existing facilities or multiple-facility/building owners and property managers only in the Florida market—no new construction bids. “That's a more difficult route to take because the expertise level that is required is very high,” explains Dillinger. “We have one customer that has 121 locations, and we work on all of them in the Tampa area. Those facilities have every type of roof system on them, so our field and office staff have to have the expertise on all of those systems in order to be able to address the types of problems and challenges when it's time to remove the roof and install a new one.”

The added challenge to maintaining that height of expertise, says Dillinger, is that CirSCO has to “subscribe to all of the business professionalism like any other business-to-business scenario, which requires a great deal of integrity and a great deal of thoroughness.” Continuing, he says, “All of our customers are developed from the standpoint of rela-

tionships, and not a lot of construction firms in our trade that we've found are willing to structure themselves in that fashion. Roofing always falls on the bottom of the integrity list of the industry. We chose this way because we knew we could prevail at it.”

An integral layer to CirSCO's rapidly climbing success is its accommodating range of services, which include:

- consulting (inspection and assessment), the company's founding focus;
- maintenance;
- repairs;
- replacement;
- implementation of environmentally friendly technology, such as vegetated or white roofs, solar panels, and insulation.

And then, of course, there's the company's basic philosophy that more than likely puts CirSCO a step above other roofers. “First and foremost, our employees, our customers, and our suppliers are human beings,” says Dillinger. “And we need to recognize that they come to work with their own set of issues, but we ask them to set aside as much as possible so they can focus on their duties of the day.” HEQ

TRACKING CIRSCO'S GROWTH

YEAR	NO. OF EMPLOYEES	ESTIMATED INCOME
2003	2	\$ 16.3K
2004	2	\$ 77.6K
2005	2	\$ 60.7K
2006	6	\$ 291K
2007	11	\$ 1.7M
2008	20	\$ 2.5M

UP FRONT

RAPID EXPANSION