ACHIEVING 35 YEARS IN BUSINESS IS A MILESTONE...

even more so when it’s a commercial construction company that is tethered to the ups and downs of the economy. Renier designs and builds owner-occupied facilities. Its measure of success is not the number of years in business, dollar value of construction projects, or profit margin. Success at Renier is measured by friendships, because founder Bill Heifner knows that by operating with integrity, “our business relationships turn into personal friendships.”

A lot of companies tout integrity as a core value. At Renier, it is in their DNA. “Ask anyone what they want in a builder—whether for their home or office—and it boils down to trust, which is an outgrowth of integrity,” Heifner says. “It means being honest, fulfilling promises, and fixing mistakes. Integrity is doing the right thing when no one’s watching.” When you live it and breathe it, you create a trusted relationship. Clients become friends, and friends are always there for each other. That explains why nearly all of Renier’s business comes from existing clients and referrals.
At Renier, we are committed to performance, not excuses.
We are committed to being on time and on budget, not most of the time, but always.
We are committed to quality construction, at a very personal level, as a reflection of our company and all of our associates.
We are committed to the “Design-Build” Partnering process as the best possible way to provide the highest quality at the lowest possible cost.
We are committed to turning our business relationships into personal friendships, which demands performance at the highest level.
We expect the best from our trade contractors and demand that they perform at the same high standards we set for ourselves.
We will not accept late, over-budget, lack of communication, or poor quality, and set our goal at making the building experience with Renier more than satisfactory.
We expect it to be rewarding and enjoyable.
The bottom line is that “Integrity” is not just about our business... it’s about our respect for yours.

RENIER IS FOUNDED

FEATURED PROMINENTLY IN THE LOBBY OF THEIR COLUMBUS HEADQUARTERS, RENIER’S MISSION STATEMENT IS REALIZED EVERY DAY.

TIMELINE

1980
1981
1982
1983
1984
1985
1986
1987

The United States retains the Winter Union for the first time
in 1980, in what was labeled the “Miracle on Ice” during the Lake Placid Winter Olympics.

1981
1982
1983
1984
1985
1986
1987

Renier hires its first full-time employee
Renier receives its first purchase order for project AEP Conesville Generating Station
First company truck
Bill Heilner holding mission statement
1st out of state job. Bremco Industries project in Texas, Oklahoma and Kansas
Awarded Million Dollar Builder by Butler Building Systems
First car dealership built by Renier - German Hyundai

From left to right: Neal Brander, Vice President and CEO; Bill Heilner, Founder and President; Rob Gibbs, Chief Financial Officer; Tom Rice, Vice President and Chief Operating Officer

EXPERIENCED LEADERSHIP HOLDS THE KEY TO OUR LONG-TERM SUCCESS

An engineer by training, Bill Heilner applied his problem-solving skills to create a process which works so well that Renier has pursued only the design-build market over the last 25 years. The stages in a building project typically involve a retailer, architect, designer, and contractor. Each has a different mindset. There’s the optimist, who sees the glass half full. The pessimist, who sees the glass half empty. And there’s the engineer, who sees the glass twice as big as it needs to be.

“We’re the engineer,” says Neal Brander, Vice President and Chief Executive Officer. “When the building is just an idea, we can put our experience and process to work and take an eyes-on, hands-on approach of the situation. That’s where the solutions come from—ensuring the right site, footprint, finishes, and functionality are packaged into a design we can price out and build with no surprises.”

Because of their well-engineered process, involving Renier’s team in the pre-construction phase improves quality and value, delivers the project faster, reduces risk, and controls cost. It makes the glass right sized. “If someone comes to us with drawings and specs in hand, we’re coming into the process later than desired,” believes Dave Gawe, Project Executive.

Jim Hopkins, owner of Hopkins Printing agrees—because he experienced the difference. “The first time around was less than ideal when we came to Renier with the architect’s drawings, which they had to use to complete pricing. Anything that was missed by the architect, I had to pay for in change orders. Using their pre-construction process on our next project, I got everything I asked for, nothing slipped through the cracks, and the project came in on time and on budget.”

10.30.15
**SHOPTALK WITH FOUNDER BILL HEIFNER**

Where were you born and what brought you to Columbus?
I was born in Cambridge, Ohio and raised in Newcomerstown, Ohio where my father owned a sporting goods store. I moved here in 1974 for a job as a project engineer with United McGill Corporation, where I worked for six years.

How did Renier come into being?
I wanted to have control of my own destiny. I started Renier Corporation out of our spare bedroom in our home in April of 1980. While I was at United McGill, I had some responsibility for buying and installing metal buildings for some of our projects, so when I started Renier I initially just sold metal buildings. Eventually we began erecting buildings, which led to general contracting.

What challenges did you encounter early on?
In the first year we ran the company out of the house on a little nest egg we had saved up. At the time my wife, Sandy, was a teacher and was the only source of income we had. In the winter of 1980-81 Sandy became pregnant with our daughter and had to quit teaching, and then we had no income. I had a lot of nightmares about providing for my family, and at one point we could have qualified for food stamps because we had no money. By the summer of 1981 our savings were almost gone, and I was sitting on a standing offer to return to my old job at United McGill. I wanted to give Renier another month to get off the ground, and sure enough we got a purchase order from American Electric Power for a metal building. That purchase order made the difference and was the major reason Renier Construction continued on our current path.

How did the company grow?
During the oil boom in the 80s we received a number of jobs for Bremco Manufacturing, which manufactured oil field equipment and was located in Bremen, Ohio. My first employee, Bob Lohr and I built buildings for them in Texas, Oklahoma and Kansas. I had some responsibility for buying and installing metal buildings for some of our projects, so when we were in the middle of a recession again, we were better able to manage ourselves because we had been through it before and we were better prepared.

What makes Renier a different kind of company?
We have the best group of people working as a part of our team. In my eyes, no one in this company has a job that’s any more important than someone else’s job. We wouldn’t be here today, and I wouldn’t be here today doing what I’m doing, without really hard working and dedicated people.

Renier is founded on the concept of “integrity.” What does that mean to you and your employees?
Growing up, my father taught me three main lessons: Tell the truth, live up to your promises, and admit and fix your mistakes. These three lessons have stuck with me all of my life and serve as a guide for how Renier operates. I’ve found times where some of our clientele have been surprised that we own up to and fix our mistakes. We don’t take advantage of our clients, and unfortunately I think this industry sometimes has a reputation for not delivering on promises. Integrity is doing the right thing when no one’s watching and that has always been our culture. There are three components to any construction project – quality, schedule and price. If you make a promise on all three and can live up to all three values then we’re guaranteed to fulfill expectations.

What makes Columbus a great city for business?
Columbus is a big small town that really embodies the Midwestern culture. If you do something great in this city, everyone knows about it, and news travels fast. The people are also very friendly and neighborly. Central Ohio has afforded my family and Renier Construction many opportunities that I don’t believe we could have found in any other city.

Knowing what you know now, what is one piece of advice you would give yourself as a young entrepreneur? There are a lot of clichés I could say, but I would still remind myself to tell the truth, live up to your promises and own up to and fix your mistakes. Surround yourself with good people and reward your associates and team for what they do.

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**Timeline**

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1988</td>
<td>Renier builds first Lexus dealership in the nation</td>
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<tr>
<td>1989</td>
<td>Renier completes first retail project, Pier One Imports in Columbus</td>
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<tr>
<td>1990</td>
<td>100th project! Ameritech/AT&amp;T office Office Warehouse Building for Bruce Masso &amp; Frank Cirpriano</td>
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<tr>
<td>1991</td>
<td>Completed first multi-family project, Greystone Villas in Circleville, Ohio</td>
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<tr>
<td>1992</td>
<td>Lionmark Corporate Center is built – Renier’s first office project</td>
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<tr>
<td>1993</td>
<td>First Japanese client – Stanley Electric Company</td>
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<tr>
<td>1994</td>
<td>LEED grows from one standard for new construction to a comprehensive system of interrelated standards</td>
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**“Tell the truth, live up to your promises, and admit and fix your mistakes. These three lessons have stuck with me all of my life and serve as a guide for how Renier operates.”**

BILL HEIFNER
FOUNDER AND PRESIDENT

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**Tell the truth, live up to your promises, and admit and fix your mistakes.**

These three lessons have stuck with me all of my life and serve as a guide for how Renier operates.
VALUE VERSUS PRICE: THE DIFFERENCE

Construction projects tend to take on two approaches: design-bid-build or design-build. Many building owners don’t realize that the word “bid” can make a world of difference in these two approaches. The design-bid-build approach tends to be defined by a price with no regard to value, whereas the design-build approach looks at providing the most value for the building owners’ investment.

“Because design-build ends up being a better value for our clients, we focus on this approach” says Renier President, Bill Heifner. “The design-build process eliminates change orders that can vastly alter the final price and timeline of the project.”

In 1999, Renier Construction made the decision to work exclusively on design-build projects and no longer participates in the bidding process for projects. As Project Executive, Bill Plesich states, “If a client comes to us with designs and blueprints that have already been drawn up, they’re already too far ahead. We prefer to be involved from step one, and we have success stories from every client who’s experienced the benefits.”

IMPROVED QUALITY AND CONTROLLED COST
Because Renier is brought in at the very beginning of the project, the building owner, designer and contractor all start the project as one team. The contractor is involved in the project from the very first day, and construction budgets are developed at the same time as the design. All team members are kept informed of any issues that could impact cost and schedule. Design times and costs are minimized, while the amount of construction services received for the investment is maximized.

FASTER PROJECT DELIVERY
Design-build allows for building materials to be ordered much earlier in the project, allowing the project timeline to be expedited while reducing the possibility of cost escalations. The faster a project can be completed, the greater the likelihood of reducing administrative expenses and construction loan fees.

REDUCED RISK
Any construction project has inherent risks, and Renier’s design-build process allows for many common construction risks to be mitigated. Tom Cronin of Dayton Freight experienced this first-hand by having Renier involved in the site selection for a new building.

“One of the hardest things today is finding the right piece of property with all of the regulations and environmental issues sorted out,” Cronin said. “Including Renier from the very beginning ensures we’re making the right selection.”

Issues with increased costs, schedule overruns, liens and contractor performance are common during any project. Jim Hopkins of Hopkins Printing has completed one add-on project and one new build project with Renier. The first project was not completed as a design-build and the team experienced a number of change orders and unaccounted issues. The second time around, Hopkins brought in Renier from the start, and Hopkins noticed the difference.

“We used the design-build process on our second building with Renier,” said Hopkins. “Renier developed and put in place controls where they accepted responsibility for any and all risks involved in the project.” This allowed Hopkins to concentrate on running his business while trusting that he was working with a team of professionals dedicated to the successful outcome of the project.

TRANSPARENCY
Collaboration allows transparency among all parties and through all facets of the process. The owner stays informed of cost-savings opportunities, schedules and general project information. All trade contractor quotes are shared with the owner to and all cost savings are passed through to the client.

ACCOUNTABILITY
With design-build, Renier acts as the single source of accountability. This includes cost control, project delivery and timelines, risk reduction and providing the utmost quality and value to building owners.

What’s the difference between price and value? The price is the amount of money a building owner pays, and the value is what they ultimately get for that price. Design-build delivers better value because it offers peace-of-mind, open and transparent communication, accountability to the parties involved and reduced risk to the building owner.
RENCE CAN COST YOU A BUNDLE

RENIER’S INNOVATION SAVES AUDI DEALER BIG DOLLARS

When Audi of America mandated its dealers upgrade their showrooms to a corporate-designed facility, Cascade Audi of Cuyahoga Falls felt they would need to demolish the existing facility, which also housed their new vehicle preparation operations. “I felt I would have to build a new facility, and do it before the demolition of the current building could begin,” said Michelle Primm, Managing Partner, Audi Cuyahoga Falls. The estimated cost of demolition and constructing the new showroom and detailing facilities exceeded $4.5 million.

Contiguous to the dealer’s property was a vacant parcel of land. Renier suggested the dealer investigate acquiring the land for the new Audi showroom. “It was an interesting idea that I hadn’t considered,” said Primm. She successfully purchased the land where Renier constructed the new showroom. The original showroom with the detailing facility was renovated by Renier. The net results:

- Total project including the purchase price of the land was less than the original $4.5 million estimate.
- The dealer received a 10-year, 50% real estate tax abatement for utilizing and improving the new parcel of land.
- The new property accommodates additional vehicle storage that was needed.
- The existing Audi showroom was repurposed into a high end pre-owned vehicle showroom.
- At the rear of the newly acquired land is a facility that the dealer has rented out to a third party, generating additional income.

All this was made possible through the design–build process that gave the client the insights and options that were needed before any construction investment was made. “I got more for substantially less than my original plan,” Primm said.

SOLVING DAYTON FREIGHT’S ISSUE

When Dayton Freight outgrew its leased facility in Springfield, Missouri, they considered purchasing it and expanding it, or building a new facility. They called on Renier Construction to investigate their options in order to make an informed decision.

Renier and its designers studied the feasibility of adding onto the existing facility, including bringing it up to current codes and regulations. The scenario proved cost and time prohibitive. The team next turned its attention to a new site Dayton Freight found. Due diligence identified a number of issues with storm drainage that could cause legal ramifications from off-site drainage both to and from the site. Dayton Freight identified a second site that passed everyone’s review.

“We have a long standing relationship with Renier, so they know our needs and requirements,” said Tom Cronin, President, Dayton Freight. “By involving Renier in the preconstruction process, including site selection, Dayton Freight prevented potentially costly outcomes.”

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multifaceted team approach means the building designer and contractor start the project as one team.
THE RACE TO THE FINISH LINE IS A SYNCHRONIZED PROCESS

Hanging from the ceiling of Renier’s shop is an Indy race car. It’s symbolic. Not because of Bill Heifner’s passion for cars and racing. And not because Bobby Rahal is a long-time friend and client. “The car is a reminder of what we are here to do,” says Bill. “Take every project across the finish line with the checkered flag.” Their pre-construction process allows that to happen—while preventing yellow or red flags from slowing them down.

TIME IS MONEY
In both racing and construction, time is money. The sooner a car can get back on the track, the greater the likelihood it will cross the finish line first. In construction, the sooner a project can be completed, the sooner a business can open its doors to customers. In both situations, timeliness and quick decisions are essential, so having a precise plan and process in place equips the team with the information they need to identify and circumvent problems and delays.

NO EXCUSES
Accountability is a must for every member of the racing pit crew. Operating as a well-oiled machine requires each person to be responsible for a very specific task, and to perform at 110%. Working in tandem enables a smooth handoff from one person to the next which should go unnoticed by the driver, who simply wants to get back on the track.

TEAM COLLABORATION
With Renier’s pre-construction process, the owner, architect and contractor begin the project together and move through each phase in sync. Each individual is accountable to complete their given task within the set timeline and allocated budget. Everyone’s main focus is to complete the structure according to plan and get the keys to the building owner as quickly as possible.

There are many differences between a pit crew team and a construction team, but at the core there are shared qualities and mentalities that will lead each team to success.
“The fact that they completely fulfill all the commitments they make to us is awesome. They do what they say they will do.”
- Rick Germain, President Germain Automotive Partnership

“Renier is a good company to do business with as they exceed expectations with their customers.”
- Jim Hopkins, President, Hopkins Printing

“Renier takes the hassle out of the construction process...they make it easy. We’ve worked together for 15 years and I always receive the same high quality project on every job. I can’t imagine there is anyone better with the details.”
- Tom Cronin, President Dayton Freight Lines

“Renier used their creativity in our building. There is no wasted space, it’s very inviting and they were able to build at or below budget.”
- Zach Germain, General Manager, Germain Infiniti of Easton

“Renier provided a comprehensive budget for us up front and handled everything from design to permitting to construction and closeout. Our project was completed on schedule as they promised.”
- Dru Galiardi, Secretary/Treasurer and Doug Galiardi, President Electric Solutions, Inc.

“WHAT OUR CUSTOMERS SAY ABOUT”

“We needed more space and didn’t have time to waste. Renier completed our expansion in 4 months. Their disciplined approach saved our retail season.”
- David Hirsh and Douglas Tu, Co-Founders, Atrium

“I’d built new offices twice before and my experience with Renier was by far the best.”
- Dr. Jackie Berkowitz, Orthodontics Center

“The team at Renier makes decisions that marry the design aspect of what needs to be accomplished with the available resources. The team is professional, engaged in the project at hand, very attentive to detail and delivers projects on time and on budget.”
- Denny Griffith, President Columbus College of Art and Design

“We expanded rapidly and changed design of the building multiple times during the process. Renier never flinched. As we grow, we continue to rely on Renier.”
- Cindy Monroe, Founder and President, Thirty-One Gifts

“I have found Renier to care about completion of each project within the agreed upon time frame and budget. Even more so, I have found them to genuinely care about the job as if it were their own.”
- Bobby Rahal, Rahal Letterman Racing

Renier completes construction on their largest project, Richfield Bloomington Honda in Minnesota, a $25 million, 165,915 sq. ft. 3-story automobile dealership.

2015
Tell the truth, live up to promises and admit and fix mistakes. That’s the Renier way. Couple that with a culture of Integrity, where doing the right thing when no one is watching is the norm, and clients become close friends. Thank you, friends. We’re proud to serve you.