

Firms reap advantages by sticking with one builder for multiple jobs

Corporate growth into a new market is a sure sign of success for any enterprise, but it comes hand-in-hand with physical challenges.

As businesses face the need to add new space to accommodate growth, they will have to rely on construction professionals to craft an effective solution. Once companies successfully complete the process, they have a proven model that can be easily replicated in new locations as the marketplace demands.

Instead of starting over from scratch each time with new construction projects, companies coping with the demands of continuing expansion can stay focused on running the business by sticking with one builder working from a set of established plans. The location and market may change, but the builder, and building, remains consistent. In standardizing construction, corporations will standardize operations and branding best practices, resulting in all-around efficiencies and quality deliverables.

REPEATING THE BUSINESS MODEL

Companies expand by focusing on what they do well to fill market need. As they grow organically, they identify the best way to take their end product to market. Over time, businesses discover the best accompanying physical workspace to make that happen.

Why, then, would a company reinvent the wheel when it's time to expand into new workspace? Of course, if a new architect and contractor lay the groundwork in every new market, it's only natural to expect suggestions of changes more reflective of the building professionals' preferences than what is best for the company operations that will be housed there. A consistent construction partner following a standard plan will stick to the process that works for the company no matter where it does business.

By the time a corporation is ready to engage in substantial regional or nationwide growth, it should have a pretty clear understanding of how its existing workspace hinders or helps its regular workflow. Creating a standard plan with a builder partner incorporates company operations directly into future locations to streamline growth in new markets. For example, a transportation logistics company will need a series of



GROWING YOUR BUSINESS

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structures that immediately make sense to the users traveling across the country to fulfill the company's organizational function.

BENEFICIAL PARTNERSHIPS

Our company has partnered with Dayton Freight Lines, Inc. to standardize new additions to the company's national freight terminal portfolio that create seamless point-to-point workflow in the transportation of goods.

The Germain Motor Co. provides an example of a company that has remained focused on its core business while aggressively expanding its facilities to best serve the marketplace.

Germain has partnered with us on numerous auto sales and service buildings, counting on construction to proceed as rapidly as possible to retain maximum market share.

Reliance on standardized plans and a preexisting close builder-partner relationship helped drive the quick completion of several area showrooms.

Repetition in building design creates familiarity not just for the corporate users of the structure, but for the end consumer, too.

Consumers come to associate the look and style of a building's exterior and interior public spaces with the service or product under roof. Over time, this leads to the creation of a strong visual brand both among multiple locations within an individual market, regionally and nationwide as businesses extend their geographic reach.

BUILD, GROW, REPEAT

Companies expanding into new markets face many challenges, but accommodating physical expansion should not be chief among them. Businesses can make the choice to keep growth moving forward while relying on a proven builder with a consistent set of building specifications.

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