

50 **Big 50** Sales & Marketing

Roy Bryhn, CR
Bryhn Construction
Flemington, N.J.

Design/build remodeling
8 years in business
2005 volume: \$1.3 million
Staff: 2 office, 6 field

Roy Bryhn's sales philosophy is straightforward. "We listen," he says. "It sounds simple, but it works." His best projects are those in which the client provides a lot of input. He also tries to choose clients who are compatible with him and his employees. "We have turned away clients because they have unrealistic expectations on timing or the process. I've also talked people out of doing a project. People think they want to do all these things, but it might not be in their best interests. That will backfire on me, so I'd rather be upfront about it," Bryhn (in black) says.

His office assistant took Sandler training



classes to learn how to screen clients. "That way, when we go to a person's house, we have an agenda. It's more efficient if we know their wants and needs," he says.

Most of Bryhn's clients want to update

their older homes, but maintain the charm created by key features. Bryhn uses Chief Architect software to create several concepts and then uses its 3-D perspective to help homeowners picture the final design. —N.P.

Gary Potter, CGR
Potter Construction
Seattle

Design/build remodeling
26 years in business
2005 volume: \$3.8 million
Staff: 5 office, 12 field

Gary Potter uses every channel he can think of to reach clients. He participates in three home shows every year. He showcased his company's work for the last 10 years in a remodeled home tour. Recently, he joined a remodeled kitchen and bath tour. This year, he's going to try advertising on a billboard.

Besides the marketing budget, he also has an education budget.



CAD software and a projector to show clients their designs. "The three-dimensional renderings are in color and are almost life-size," Potter says. —N.P.

His designers use it to take kitchen and bath classes for certification, and his production crew uses it to attend conferences and seminars. "I give them an assignment, and they have to present a report when they get back," Potter says. He also pays for trade magazine subscriptions for his crew.

Members of his sales team both sell and design projects. "I have three who produce volume on a monthly basis so I don't need to be the primary salesperson," Potter says. His job is to lead the team and keep track of day-to-day work that will affect monthly goals and budgets. The salespeople use