

Southland Constructors Inc., Clay Stacker

Southland Constructors has maintained a torrid growth rate since 2006, when its revenue was just \$12 million, partially by expanding the range of places and industries in which it does business. It specializes in commercial, medical, multi-family, retail and tenant-improvement projects.

WHAT'S THE BIGGEST THING THAT HAS OCCURRED AT YOUR COMPANY OVER THE PAST 12 MONTHS? Southland



has been successful finding work using a couple of key concepts:

- The past market is clearly in the past. Simply hoping the old market will come back is unrealistic. We asked ourselves, "Where is the market headed and how can we best position ourselves to obtain work and retain our employees?"
- Owners and developers that are building clearly understand that the marketplace offers reduced pricing, and in many cases, at a higher quality level as well. We have focused on what the market is offering and worked to provide the best "bang for the buck."

WHAT STRATEGIC STEPS HAVE YOU TAKEN TO GROW IN A SLUGGISH ECONOMY?

Operating as a small business, we have remained flexible and quick to respond to an ever-changing marketplace.

We've stretched our boundaries of where we work, with contracts now in Knoxville, Memphis, Huntsville, and Charlotte. We have added public project opportunities as well as

several service/general construction contracts. We have hired additional project leadership.

IN WHAT WAYS HAS YOUR COMPANY'S CORPORATE CULTURE CONTRIBUTED TO GROWTH?

We have always stressed the importance of being user-friendly and making the process an enjoyable, positive experience for all parties. Our focus is always on our present customers and projects, and earning their trust. Each phase of growth started with making the decision to grow, then finding the right people to lead in that area before opportunities were explored.

HOW IS YOUR COMPANY DIFFERENT FROM YOUR COMPETITORS?

Evaluating the success of projects on customer satisfaction rather than an improved bottom line.

WHAT ARE YOUR PLANS FOR 2011? Find more ways to add value for our clients through our services. We are planning to grow revenue dollars in 2011.

WHAT ARE THE BIGGEST CHALLENGES FOR YOUR COMPANY IN THE NEXT 12 MONTHS?

Uncertainties that are inevitably present in the current economic climate, but we are certainly preparing for economic recovery.

WHAT ADVICE WOULD YOU GIVE FOR COMPANIES LOOKING TO GROW? Take extraordinary care of your existing work and client base first.



The numbers

\$39M
2009 revenue

227%
Revenue growth from 2006 to 2009

99
Rank in the NBJ100 list of companies based on revenue

38
Number of employees

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