



VISION • INTEGRITY • RESULTS

Newsletter • Spring 2010

## Gaining Strength in a Weak Economy



Clay Stacker  
President

The economy has taken its toll, and service in this industry is suffering. Companies that would have employed 80 people two years ago have dwindled down to staffs of 30, with the reduction of service techs, warranty, safety, senior superintendents, and support personnel.

This is not the case at SouthLand, where service is the heart of what we do. With our small to mid-size company management style, we've

been able to maintain every one of our key people and add to our staff five key positions that will strengthen our team as the market improves.

We've also taken advantage of the changing landscape to diversify our project categories and strengthen our relationships with existing clients. Entering the public bid sector for the first time, we won bids on several key projects including **Cool Springs Life Science Center**, **TSU Wilson Hall Dorm Renovations**, and the **Rutherford County Welcome Center and Chamber of Commerce** building. We also grew our institutional/religious sector, which established a strong schedule of projects for 2010, including three new church projects and a five-year contract with **Metro Schools** for maintenance and renovations to their 140 existing schools.

With the office and retail buildings at a stand-still, we saw our medical, multi-family, and tenant improvement sectors increase. **Construction pricing remained at a 20% discounted rate throughout 2009 and into 2010**, and our existing clients chose to take advantage of this market. As you will see, all of our new projects were driven by prior relationships and references—relationships that are the core of our success.

### Spotlight on: Marshall Shumate

Marshall Shumate has joined SouthLand as Director of Business Development. With a decade of construction marketing expertise in the Nashville marketplace, Marshall has contributed to creating new opportunities for SouthLand and strengthening our existing relationships.

"SouthLand is a very talented group, with strong leadership, highly experienced construction team leaders and just simply terrific people with a purpose for building and maintaining long term relationships," said Shumate. "I am very glad to be affiliated with these good folks."

Having prior experience working with Clay Stacker, Tony Harris and other key members of SouthLand, Shumate shares the work ethic and positive attitude SouthLand values so highly—and stresses how important it is for clients to work with people they like.

"We want every customer experience with SouthLand to be excellent," Shumate said. "Everyone here, myself included, strives to ensure that's the case."

### Did You Know?

Each year **80% or more of SouthLand projects** are for **clients we've served before.**

# Project News

## Multi-Family

### A New Standard in Apartment Construction

Driving down I-65, you can't miss the "Lofts for Lease" sign on this recently completed project. Reflecting the new standard for building in this sector, this affordable housing project features hardwood flooring, condominium-style finishes, and an elegant courtyard pool. There's no question why these units are filling up so quickly.



Gale Lofts

## Interior Buildouts

### Franchise With a Fresh Face

Sweet CeCe's has called on SouthLand to build their Franklin and Belle Meade locations with Hillsboro Village and Hendersonville locations to start construction this quarter. SouthLand was instrumental in helping to establish many of the current franchise standards.



Sweet CeCe's

### Moving Upward

When First Tennessee came to Nashville, they called upon Clay Stacker to build their West End corporate offices. Ten years and 18 completed branch banks later, SouthLand is building out the second through fifth floors of the Nashville City Center to relocate First Tennessee's corporate offices. SouthLand appreciates this continued relationship and is always eager to meet First Tennessee's construction needs.



First Tennessee Bank

## Service Contracts

### No Job Too Big or Small

Metro Schools five-year service contract – SouthLand was awarded the district-wide maintenance contract to handle small projects for Metro's 140 schools. These projects may vary from basic window replacements to a four-story masonry renovation project.

### A Skilled Service Team

DELL offered two new opportunities, which we now have under construction. From minor bathroom repairs to small buildouts, our highly skilled service team performs the majority of projects themselves, maximizing the efficiency of labor and minimizing interference with occupied space.

### New Construction/Healthcare



Cool Springs Life Science Center

#### Cool Springs Life Science Center

This project was a hard-bid project, which drew the best in the business to price due to the slow economy we experienced in 2009. We were excited that we were able to utilize many quality subcontractors, win the competitive bid, and ultimately complete this project months ahead of the construction schedule required by the state.

The 93,108 square-foot, three-story office building was constructed with GMP standards for future use as a class-A office space concurrent with pharmaceutical testing and manufacturing. BioMimetic Therapeutics, the anchor tenant, develops and commercializes regenerative protein-device combination products for the healing of musculoskeletal injuries and disease, including orthopedic, spine and sports injury applications.

SouthLand has completed two interior buildouts and is currently budgeting the buildout of the second floor.

### Office

#### Groundbreaking on Franklin Housing Authority

SouthLand has broken ground on a 10,000-square-foot maintenance/office facility for the Franklin Housing Authority. SouthLand won the contract from a select bidders list and expects to complete construction of the building this fall. The new facility is being built on Spring Street, adjacent to FHA's administration building. FHA's maintenance department, along with a reception area, will have 5,000 square feet of dedicated space on the first floor. The second floor will house an additional 5,000 square feet of office space.

### Retail

#### Cool Conversion

Just five years ago, SouthLand completed the Nashville location buildout for Medical Necessities. Now the company has called on us to renovate the old vacant church at 1811 Charlotte into a new retail and warehouse facility. The interiors and exterior skin will be completely reconstructed to include new metal siding, storefront windows, a wheelchair lift, a materials lift in the warehouse, and complete new finishes throughout.

# The SouthLand Difference



Integrity is an easy claim to make. It's a lot harder to find someone who promises what he knows he can do, and then delivers on that promise. At SouthLand, we take integrity seriously. We do everything possible to protect the interests of our clients—from careful bidding and planning to genuine teamwork, quality craftsmanship, and creative problem solving. The results speak for themselves. Every year, 80% or more of the projects we do are for satisfied customers we've worked for in the past.

## Commercial Construction

You deserve the most for your construction dollar. At

SouthLand, we work closely with your team to reduce unnecessary costs while maintaining the integrity of your design and enhancing the eventual function of your facility.



## Healthcare Construction

Details are important in any type of construction. In

healthcare projects, however, they can literally mean the difference between life and death. At SouthLand Constructors, we work closely with owners, physicians, technicians and equipment manufacturers to meet the unique needs and concerns of each.



## Multi-Family Residential

Multi-family projects make unique demands on a

builder. The complexity comes with the vast number of details in each unit. Multiply that by 50 or 150 units and its easy to see why so many projects go beyond budget and schedule. SouthLand has completed more than 500 units in the past three years, and we've built a reputation for delivering these projects on time and under budget.



## Interior Buildouts

We are experts in commercial tenant improvements.

We understand that decisions must be made, plans executed, and work completed on extremely tight deadlines. From the bid process through final construction, our dedicated managers keep your project moving, ensuring timely decisions are made, unexpected problems are addressed quickly, and all work is integrated smoothly into your schedule. Whatever your budget, we work with your team to get the most quality and function for the money. You enjoy access to the same value engineering we offer our large-scale construction clients, enhancing value while reducing costs whenever possible.

