

PACESETTERS



MEDFORD ROOFING LLC

3687 Summer Ave.
Memphis
901-324-4577
medfordroofs.com

Year founded locally: 2010

Top local official: Meghan Medford, president

Full-time employees: 21

Revenue growth, 2012-2014: 24.1 percent

Products and/or services: Commercial roofing contractor licensed in Tennessee, Mississippi and Arkansas that specializes in the installation, repair and maintenance of all types of roof systems.

“We truly care about our employees and consider them part of the family. We offer benefits such as free counseling, insurance, 401k, paid holidays, bonuses and opportunities for advancement. We also enjoy getting to know all of our employees outside of the work environment by taking everyone out to eat on a regular basis.”

What’s your company’s biggest accomplishment during the past year?

Not only has our revenue increased but our profit margins have as well. We have become more efficient with new accounting software and better job-cost tracking, incentivized employees with bonus programs and invested in new equipment to decrease labor costs.

Have you added employees in the past year? We hired 20 employees in the past year in order to keep up with demand and continue to grow, without causing our service to suffer. By leveraging time, we are able to increase workplace and employee productivity and ultimately our bottom line.

Have you expanded your facility? We have not expanded our facility, since our roofers do not work on-site. However, we have purchased new equipment, tools and trucks.

Have you added products or services? We started a service department to focus on maintenance and repairs. Company president Meghan Medford recently became a certified maintenance professional so that the company is able to offer a 33 percent longer warranty for the same price.

What changes in the economy have

affected your business in a positive or negative way? The recent changes in the economy have affected our business in a positive way. We started our business during one of the worst times to start, a recession, and in one of the hardest hit industries, construction. Therefore, we did not know anything different. Recently, we have seen construction spending increase, and financing for construction projects has become more available. As the U.S. economy continues to improve, 2015 looks to be an overall positive year for many sections of the American construction industry.

What was the best business decision made for your business in the past five years? The hiring of our employees. By effectively delegating and building a team of trusted employees, we are able to focus on strategic planning and business development. By hiring our team, we created more jobs in the community as well as increased productivity, customer satisfaction and loyalty. Our employees are a major contributor to our success.

Do you have more business in the first half of 2015 versus the first half of 2014? Yes, we have more under contract for 2015 than we did in all of 2014.

Does your company do business internationally? No, we do not do business internationally — yet!



MEMPHIS INVEST GP

130 Timber Creek Drive
Cordova
901-751-7191
memphisinvest.com

Year founded locally: 2008

Top local official: Kent Clothier Sr., managing partner

Full-time employees: 23

Revenue growth, 2012-2014: 52.8 percent

Products and/or services: Purchase, renovate, sell and manage investment real estate.

What’s your company’s biggest accomplishment during the past year?

Adding a third market, in Houston.

Have you added employees in the past year? Yes, growth has allowed us to hire several additional positions in Memphis, Dallas and Houston.

Have you expanded your facility? Yes, we purchased a new building in Dallas and leased a new space in Houston.

Have you added products or services? Yes, we custom-built a real estate insurance program to offer our clients, allowing them to save money annually on insurance due to our size.

What changes in the economy have affected your business in a positive or negative way? Our business model allows for a solid operation in any economy. A down economy provides more opportunity on the purchase side, but

we’re careful not to expand too heavily or too quickly and compromise our model.

What was the best business decision made for your business in the past five years? Expanding to Dallas.

What makes your business a fun place to work? We surround ourselves with great people who have the same work ethic we do. We get a lot done together, and that allows us to have a great sense of accomplishment. People who are superstars have fun when they’re outperforming everyone else. That’s what our environment is like, and we love it.

Do you have more business in the first half of 2015 versus the first half of 2014? Yes

Does your company do business internationally? We have clients in 44 states and eight countries, but we do not operate outside of the U.S.

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