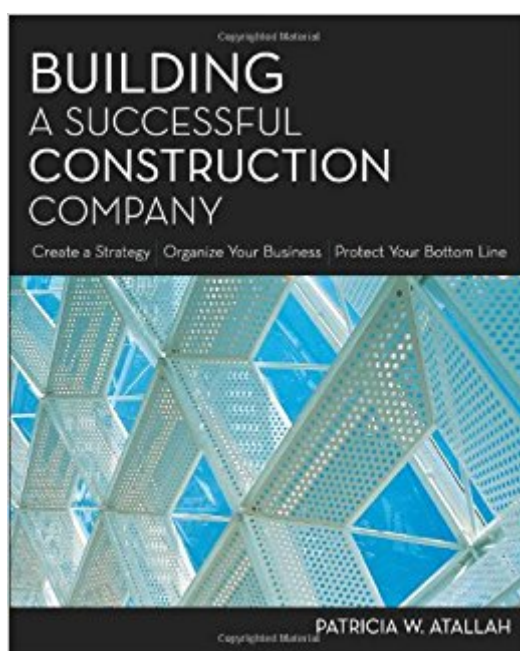


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# Building A Successful Construction Company: Create A Strategy / Organize Your Business / Protect Your Bottom Line



## Synopsis

Construction is a relatively easy business to get into but a tough environment in which to do business, as illustrated by high business failure rates. *Building a Successful Construction Company* is the single best resource for aspiring, start-up and existing construction business owners and managers who want to get it right from the start, and for established contractors who are tired of living in crisis management and survival modes. This book walks you through the ten essential steps to think "big picture" about your business and map out the path to lasting success and financial stability. Learn how to: Assess your strengths and develop a smart business strategy Carefully position your company to gain and keep your competitive edge Design a solid organization with the right partners and employees Create an efficient operation Manage your risks Build financial stability Used as a key text by leading master degree programs in construction management, this book also includes advice from top industry experts and real-life anecdotes. The complementary web site, [constructionbusinessonline.com](http://constructionbusinessonline.com), provides links to key industry resources and a variety of checklists, workbooks and templates to assist readers every step of the way.

## Book Information

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## Customer Reviews

If you're seriously thinking about starting a contracting business in the construction industry, or are already deep into it and wake up in a cold sweat nightly wondering how you'll get through the week,

this book is for you. I've written it with you in mind because I have "been there" and know first-hand how it feels to: A) grope one's way through the process of starting and growing a business; B) stay afloat and even thrive in a tough and quirky industry like construction. I've also worked with an assortment of construction contractors over the years and have gained insights on what factors divide success from failure. I'd like to share those with you here. This book is designed specifically for aspiring and start-up contractors who want to get it right from the start, and for established contractors who are frustrated and overwhelmed with their businesses and tired of operating in a crisis management mode. If either of these describes you, this book will help you take a breather from your daily routine and walk you through the steps you must take to start thinking "big picture" about your business. Only then can you properly assess your current situation and the challenges and opportunities ahead of you. Only then can you decide where you want to go and how you are going to get there. In order to take the driver's seat, you'll need to face the realities of the business you're in and create the strategy, organizational structure, controls and support required to propel your company toward long-term success and financial stability. In the next ten chapters, we're going to concentrate on the key ingredients to business success: big picture thinking, strong leadership, and prudent business planning and management. I provide hard facts, true stories, practical advice and valuable resources to help you develop and implement the strategic business thinking and management skills that are absolutely essential to your business. We'll take a close look at the realities, risks and rewards of the construction industry and whether they truly suit your capabilities, resources and disposition. Next, we'll delve into the important elements of a successful business: careful planning; targeted marketing; effective company organization; strong in-house talent and resources; standard company practices and procedures; effective project management; proper financial management; prudent protection against risk; and adaptability to a changing environment. By reading about these topics and taking advantage of the tools and resources I've made available throughout the book, you'll learn how to gain the competitive edge that is so critical to your success, insulate your company from the ebbs and flows of the market, and manage your risk. You'll also develop a real appreciation for what it takes and start laying out a workable plan to achieve your goals. This book is designed to be user-friendly, with links to essential industry resources and checklists, templates and workbooks that have been specifically created for your convenience. You can also find great tools and resources at [constructionbusinessonline.com](http://constructionbusinessonline.com). The chapters are organized like building blocks. Each chapter builds on the preceding chapters and is the foundation for the next one. To get the most out of the book, I recommend that you read the chapters in sequence, as if you were reading a novel. You'll meander through the twists and turns of

the plot (creating a successful contracting business) and hopefully find a treasure of ideas, insights, strategies and tools that will prove invaluable as you map out your path to success. ã ã

Patricia Atallah has over 20 years of entrepreneurial, management, financial and consulting experience with recognized expertise in the construction industry. Ms. Atallah brings to aspiring and existing construction company owners and managers a strategic business perspective as well as in-depth knowledge of the intricacies of construction business strategy, operations and management. Ms. Atallah is founder of two successful construction consulting firms and is an author and blogger on topics related to the business of construction. She is also the creator of Construction Business Online ([constructionbusinessonline.com](http://constructionbusinessonline.com)), a construction industry web site providing one-stop access to business tips, tools and resources to aspiring, start-up and established construction business owners and managers. CBOonline serves as an ideal resource for readers of this book.

As an aspiring construction business entrepreneur, I've purchased several books to educate myself on starting a construction business. While most of the books I've purchased are very good, this book in particular stands head and shoulders above all the others. The construction business is very risky and the author addresses that issue right out of the starting blocks in Chapter 1 "Look before you Leap". Anyone who skims over that chapter is in for a bumpy ride. The emphasis on planning, organization, team building, company efficiency, legal risks and financials in subsequent chapters are what I would consider the essential nuts and bolts of successfully building a construction business. If I could point to a single quote that epitomizes the book it would be "You've got to do the hard thinking yourself and then commit your goals, strategies and action plans to paper. You probably just need a push and some guidance to get you started". I was just such a person. My only regret is that I did not have this book 30 years ago. Very highly recommended.

The author did an excellent job presenting the essential information every CEO must know in order to build a successful construction company. The book walks you through the steps of creating a working business plan, organizing marketing campaigns, organizing your business, and building a "core" group of employees while protecting your bottom line and achieving financial stability. The material is very easy to get through and doesn't bore you with endless theory on why the concepts work. This may be a slight detraction if you have a technical/ engineering background and like to know theories; however, the author provides plenty of references that elaborate on the information

presented. It should be noted that this book is not meant to be your exclusive resource for building a profitable company, and you should not treat it as such. It does an extremely good job at providing the reader with a solid foundation for which to build their knowledge base. Use it as a reference to get "the gears" turning and then supplement the reading with additional research. I suggest you read the book through to get the "big picture" then go back and review the information while performing the exercises throughout the book. My favorite aspect of the book is that it requires you to take a critical view of your own abilities and points you in the direction that you need to go in order to fill in those gaps. This is a fairly unique approach which I have not seen in many books.

The tips offered in this book are very useful. Such a very easy to write book with profound information's in the construction industry.

This book give you the necessary tools that you need to establish your organization. Easy to use and explain everything straight to the point.

Arrived as stated.

This was a gift

I am currently in the process of starting a construction business, and thought I would try and find a book that gave some good specific information regarding construction startups. This book was very disappointing to me from the beginning, as it is so general it could be written about any business, and was mainly full of cliches and generalizations that didn't help at all.

This book does not go into enough depth or specifics to be useful for someone who really wants to build a successful construction company. It really is a basic primer, more like a high-school text book than a treasure trove of knowledge.

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