

# Ideas & Service are keys to Clark's Success

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Ron Clark, owner of Clark Construction Company, will say his business is selling ideas.

"It's our responsibility to turn a vague notion into a finished project that meets a customer's needs, lifestyle and budget," said the winner of the chamber's Most Valuable Person Award.

The firm specializes in remodeling, particularly kitchens, bathrooms and window installations. The showroom on Industrial Boulevard in Bethel Park, provides one-stop shopping.

His employees work to establish a relationship with their customers. "These days, it's rare that someone is home when my workers are there, so it's critical our customers trust us," he explained. Clark also stresses service. "When our customers walk into our showroom, they get our undivided attention," he said.

Clark Construction has been named one of the top 500 remodeling companies by Qualified Remodeling magazine.

The company boasts a 57% repeat customer and referral rate. Advertising draws the rest. Clark's fleet of black trucks bearing the firm's logo serves as a mobile advertisement. His nine workers wear uniforms, another marketing strategy. He also provides full health insurance because he realizes that his employees are the heart of his business.

When a job is completed, customers receive an evaluation form. These comments are available for prospective customers to review.

Clark first entered the remodeling business in 1970 with a partner. In 1991, their partnership was amicably dissolved to allow them to make room for their own families.

Ron's wife, Sue, and brother, Chris Clark complete the management and sales team. Office staff helps with the paperwork and a daughter, son-in-law and nephew round out the "Clark" personnel. Ron has another daughter and son-in-law who are computer programmers. "We have room here for bright energetic workers", he said.

Despite a 35% increase in business, Clark doesn't rest. He continues to work 70 to 80 hour weeks. "Anyone who owns a company will tell you that their lifestyle revolves around the business", he said.

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