

# US DEVELOPERS JOURNAL

*Southern Edition*

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## DOING THE RIGHT THING NATIONAL ASSOCIATION OF CHURCH DESIGN BUILDERS

*A spotlight on a builders association banded together to focus on erecting innovative houses of worship, as well as the needs of church contractors and clients alike.*

## DELIVERING SATISFACTION SUMMIT CONTRACTORS GROUP

## KEEPING PEOPLE COMFORTABLE COMFORT-AIR ENGINEERING, INC.

## FAMILY ORIENTED SINCE DAY ONE TREHEL CORPORATION

THE MAGAZINE FOR CONSTRUCTION EXECUTIVES



# The Realization of a Dream

## Builders Post Tension

*Produced by Victor Martins & Written by Hallie Seltzer*

While working for their former employer, Brian Q. Conley and Greg N. Tomlinson would often talk about their aspirations and desires to open a post-tension company. Tomlinson had been working in the business for 12 years and, at the time of his departure, was acting vice president of sales residential. While he was looking to start fresh, he worried about making waves with his employer. When it was discovered that his former employer was slated to be purchased by a multi-billion dollar London-based company, Tomlinson and Conley agreed that it

was the perfect time to branch out. Shortly thereafter, Builders Post Tension (BPT) was born.

BPT opened its doors to the greater Houston area in 2001 and has since established a parallel business in Louisiana named BPT Gulf Coast. BPT went from zero sales in 2001 to over \$20 million in sales in 2008. It is currently a thriving enterprise serving 60 area homebuilders, several multi-family contractors and over 30 different concrete contractors. As a Post-Tension Institute Certified Plant, the

company has been in good standing for nine years, consistently receiving top marks on their twice-yearly inspections. In a nutshell, BPT is a one-stop-shop for all post-tension needs, whether it is a reinforcement job, or providing supplies on a call-in basis.

### Building its Brand

While most of BPT's work is for residential properties, BPT is experiencing an increase in commercial property post-tension work. Tomlinson considers BPT's staff



to be the company's biggest asset. In that regard, BPT was fortunate that a number of dedicated hard-working employees left their former employer to take a chance on BPT. Their blood, sweat and tears, in conjunction with Tomlinson and Conley, is what has made BPT one of the leading post-tension companies in the business.

BPT is a member of the National Association of Home Builders and all of its local builder associations. BPT maintains consistency in the contractors and sub-vendors it hires, and has built trusting relationships, which allow BPT to instill the core values of its business into these partnerships. Tomlinson and Conley, have a practical way of retaining staff while also keeping customers satisfied, through a dedicated customer service program. In fact, the moment an employee steps foot in the door, the idea of stellar customer service is ingrained in his or her psyche.

"Our materials are no different than the competition, our pricing is almost the same as the competition,



so the only way we can differentiate ourselves is through our superior customer service," says Tomlinson.

The company uses incentives like company parties and lunches, and has further instituted a trickle-down theory to its employees: If the

customers are happy, which permits the company to excel financially in a given year, the employees share in the rewards in the form of a bonus or another financial incentive. Because of this incentive program, BPT employees understand that treating the customers well not only is simply good business practice, but has the ability to pay-back dividends. While Tomlinson understands that post-tension is a competitive niche, there are times when BPT may lose business to a competitor because the competition offers limited time only price incentives. Tomlinson is committed to the fact that BPT should never lose business due to customer service as it is a core BPT value.

#### Millennium at the Woodlands

Builders Post Tension has a strong reputation for a number of impressive projects, including the new community, Millennium, located

CRISPIN

## Prestressed Concrete Strand & Wire

OVER 60 YEARS EXPERIENCE...

Worldwide mill sources, dependable, cost efficient, with the service and the know how to fit your performance standards!

- 5/16" - 3/8" - 7/16" - 1/2" - 9/16" - 3/4" - 7/8" - 1" - 1 1/8" - 1 1/4" - 1 3/8" - 1 1/2" - 1 5/8" - 1 3/4" - 1 7/8" - 2" - 2 1/8" - 2 1/4" - 2 3/8" - 2 1/2" - 2 5/8" - 2 3/4" - 2 7/8" - 3" - 3 1/8" - 3 1/4" - 3 3/8" - 3 1/2" - 3 5/8" - 3 3/4" - 3 7/8" - 4" - 4 1/8" - 4 1/4" - 4 3/8" - 4 1/2" - 4 5/8" - 4 3/4" - 4 7/8" - 5" - 5 1/8" - 5 1/4" - 5 3/8" - 5 1/2" - 5 5/8" - 5 3/4" - 5 7/8" - 6" - 6 1/8" - 6 1/4" - 6 3/8" - 6 1/2" - 6 5/8" - 6 3/4" - 6 7/8" - 7" - 7 1/8" - 7 1/4" - 7 3/8" - 7 1/2" - 7 5/8" - 7 3/4" - 7 7/8" - 8" - 8 1/8" - 8 1/4" - 8 3/8" - 8 1/2" - 8 5/8" - 8 3/4" - 8 7/8" - 9" - 9 1/8" - 9 1/4" - 9 3/8" - 9 1/2" - 9 5/8" - 9 3/4" - 9 7/8" - 10" - 10 1/8" - 10 1/4" - 10 3/8" - 10 1/2" - 10 5/8" - 10 3/4" - 10 7/8" - 11" - 11 1/8" - 11 1/4" - 11 3/8" - 11 1/2" - 11 5/8" - 11 3/4" - 11 7/8" - 12" - 12 1/8" - 12 1/4" - 12 3/8" - 12 1/2" - 12 5/8" - 12 3/4" - 12 7/8" - 13" - 13 1/8" - 13 1/4" - 13 3/8" - 13 1/2" - 13 5/8" - 13 3/4" - 13 7/8" - 14" - 14 1/8" - 14 1/4" - 14 3/8" - 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in the Woodlands. This project has been a major success for BPT especially considering its massive size. Within Millennium's gated community there are residential, condominium, office and retail spaces. In essence, it is a community where one can live, work and play without leaving the premises. The work BPT performed in Millennium was a chance to showcase BPT's ability to tackle large, multi-faceted commercial projects. The commercial realm, especially multi-level parking garages, is also a sector where Tomlinson hopes to expand.

Another area where Builders Post Tension has excelled is with its technological prowess as BPT uses a number of different computer programs and systems, developed in-house with technology consultants. For example, BPT has one system that focuses solely on taking orders and creating shipments and a separate program to schedule pour dates, which ensure no project or detail falls through the cracks. Additionally, BPT uses estimating programs that coordinate with the engineers on all specifications to make sure every measurement is precise and accurate.

### Rebuilding after Katrina

Considering the state of the economy today, like its competitors, Builders



Post Tension will be experiencing some changes to maintain its customers, meet the demands of the ever-changing residential marketplace and retain its hard-working and dedicated employees. Whether BPT reduces capacity at its Houston location, or increases capacity at its Louisiana location due to the massive rebuilding brought about by hurricane Katrina, BPT will always place its customers' needs first.

Tomlinson is also committed to making BPT's enterprise more eco-friendly in that BPT employs a full-scale recycling program with plans to have green delivery trucks. BPT is also upgrading its warehouses with solar panels, which will enable the warehouses to be self-sufficient from an electricity standpoint.

When it comes to new projects, BPT has a strong marketing and advertising system in place. The company advertises in all of the industry trade publications, in order to have a visibility that targets an audience in both Houston and Louisiana. Additionally, BPT gains visibility through sponsorships in golf tournaments and by customer referrals.

Builders Post Tension will continue to succeed because of the passion it holds for its niche and its unending commitment to its customers and employees. "BPT Is Customer Service" is BPT's motto as well as its daily guide to doing business.



# BUILDERS POST-TENSION, INC.

## 403 RICHEY RD.

## HOUSTON, TX 77090

## PH: 281-873-9500

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