



ARIZONA COMPANIES TO WATCH 2007

An Awards Program

Celebrating Second-Stage Entrepreneurs in Association with the Edward Lowe Foundation

Arizona Companies to Watch:
The Entrepreneurial Legacy
Lives On

Tending Arizona's Economic Garden



ARIZONA
COMPANIES TO WATCH



AT A GLANCE



LR Acquisitions Inc. (dba Lyons Roofing)
Paul LaNue, President

Founded: 1993

Current Leadership: Since 2005

Primary Business: Roofing contractor

Sites in Arizona: 1

Sites Elsewhere: 0

Full-Time Equivalent Employees: 60 in 2006,

98 expected in 2007

www.lyonsroofing.com

LR Acquisitions Inc. (dba Lyons Roofing) Phoenix

Snapshot: The roofing contractor provides re-roofing installation, maintenance and repairs for residential and commercial properties. After acquiring the firm in 2005, Paul and Rhonda LaNue increased the company's annual revenue by 84 percent after its second year and increased its workforce by 30 full-timers.

Stabilizing the Workforce: Paul had previously worked at the company and earned a solid industry reputation, which enabled him to recruit top workers. But when the company was acquired, turnover was high. "Our focus was to eliminate this in order to achieve the growth plans we had," says Paul. With Rhonda's corporate background, the firm implemented profes-

sional human resources standards and the workforce stabilized.

A Tough Test: Soon after the purchase, warranty repair calls poured in. The new owners assigned skilled employees to each job to perform proper repairs. Within a year, warranty calls and related costs fell by more than 60 percent.

Changing the Industry: The firm uses business practices not normally associated with roofing contractors. Customer-service questionnaires are left with every customer after every job. Not only do the owners read each survey, but they often follow up with a phone call.

"The stronger our foundation and what we build on it, the better we become as an employer and service provider."

—Paul LaNue, President



Creating Customers for Life...
Creating Employees for Life!



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