

Remodeling

hanley wood

THE INDUSTRY SOURCE remodelingmagazine.com MAY 2007
OFFICIAL PUBLICATION OF THE REMODELING SHOW

50 Big50

Mario and Victor Farina
of **Farina & Sons** join this
year's Big50—page 62

#BXNHVLP *****AUTO**5-DIGIT 78745
#3305573/CB/5# 20905006 P0087003-08
POLLARD, AIDA
MARKETING MANAGER
CG & S DESIGN BUILD
402 CORRAL LN
AUSTIN, TX 78745-6611



On the Right Track

It's up to you to help employees advance
their careers—page 62

Pointing Fingers

Accountability in your business starts
at the top—page 68

Remodeling

50 Big 50

STACEY FREED
NINA PATEL
LEAH THAYER
SENIOR EDITORS

HAYDEN ALFANO
ASSOCIATE EDITOR

JENNIFER SICILIANO
ASSOCIATE EDITOR, COPY

CHRIS KEIMIG
ASSISTANT EDITOR

LAUREN HUNTER
ASSISTANT EDITOR

INGRID BUSH
MANAGING EDITOR

SAL ALFANO
EDITORIAL DIRECTOR

For the 21st consecutive year, the REMODELING editors searched the country for 50 companies that exemplify best practices in business systems, customer service, workmanship, and support of their employees, communities, and the profession as a whole. Measured against their highest-quality competitors, these innovative and dynamic companies stand out as the best in the business and models for the industry as a whole. Join us in saluting the Big50 class of 2007.

**C. William
Guerrero**
CG&S
Design-Build
Austin, Texas

Design/build remodeling
50 years in business
2006 volume: \$4.2 million
Staff: 11 office, 8 field

A lot has changed at CG&S since C. William Guerrero's parents started the company 50 years ago. The original firm focused on repairs and small additions. The current company handles design/build and new construction projects.

Guerrero (front) has built an in-house design team headed by design director Stewart Davis (rear) that can handle a range of projects from kitchens and baths to home offices and exterior updates. The firm's process helps clients develop a budget early on instead of facing "sticker shock" after they are invested in a design. The team works with two outside consultants to lead clients through the selections process.

One of Guerrero's goals for growth includes adding landscaping and hardscaping to the range of services the company offers. "It is very popular in Austin. People are spending as much outside as on the inside," Guerrero says. Another area he is pursuing is the custom home market.

When it comes to marketing, the firm focuses on reaching

existing clients. "We market to our client base — we make sure something from us is in their hands once per month," says general manager Dolores Davis (center). This includes invitations to events, newsletters, postcards. The company also participates in a tour of remodeled homes and in Austin's green building program. —N.P.

