

# This Firm Wants You To Check With Your Neighbors, Other Jobs

By Phil Moses  
Customer Connection  
Director

It's a measure of their confidence in fully satisfying their customers that Peak Performance Roofing includes the following phrase in the cover letter of their proposal kit: "Remember when searching for the right contractors it is always a good idea to check the Better Business Bureau 314-645-3300."

The extensive proposal kit is in itself an indication of the company's commitment to managing the expectations of the buyer.

Included in its proposal package is a referral list of neighbors' jobs, digital photos of the homeowners' roof, manufacturers' literature, certificates of accreditation and achievements, as well as a detailed "what to expect" letter.

## Variety of Products

The company offers a wide variety of shingle roof products ranging from a standard contractors' grade

shingle, to lifetime designer products offered by top manufacturers, as well as accessories such as ridge vent and other ventilation products, skylights, and flashing solutions.

The wealth of detail bears out the company's mission, which reads in part, "provide them (the customers) with enough information required to make an informed and educated buying decision."

The commercial division installs hot asphalt or single-ply roof system on all types of low sloped buildings, both industrial and commercial, such as shopping centers.

## Union Employees

The flat crews are union employees and roof many new construction projects while working with the major general contractors in the St. Louis area.

Peak Performance (a clever pun)

is a St. Louis based, family owned business begun by Chuck Adams and his wife, Dana, in their home in the 90's.

Three generations of roofing professionals, mixed with Dana's business education and customer service background, are keys to the company's success.



Adams

Roofing was an Adams way of life. As a teenager Adams was put to work on clean-up at roofing jobs.

To this day clean-up is an integral part of the Peak Performance service mantra.

Gutters are flushed clean of grit, and a magnetic sweeper clears lawns and flower beds of stray nails and parts.

"If clean-up is not done properly," insists Chuck Adams, "customers will



suspect the roofing was applied in a sloppy fashion. And rightly so."

In 2000, Chuck brought his brothers into the company. Both were accomplished roofers; Dick specializing in flat-roof commercial work, and Rick in residential and other shingle applications.

Also brought on in 2000 was nephew Richard who runs the residential department.

Today the company fields five residential crews and two commercial flat crews.

## Residential Volume

Residential accounts for 60% of total volume, with a major emphasis on big jobs such as condominiums and apartment complexes.

Peak Performance also has two full time service/repairmen.

Although recent hail storms triggered the sudden increase in Peak Performance volume, storms are not, as one might think, welcome to established local roofing companies.

Naming several of his major competitors, Chuck Adams said, "All of us have customers we are committed to, and storms disrupt our schedules.

"What's worse, previous customers with storm damage may choose to go with out-of-state contractors because the local contractors cannot get to them in a timely fashion."

## Fly-by-Nights

Richard joined in: "A bigger problem is that the storms bring out the fly-by-nights that give this business a bad name. They take the money and run.

"One of the ways we set ourselves apart is by not requiring a down payment."

Apparently the policy hasn't hurt the company one bit.

Satisfied customers not only pay promptly and in full, but include unsolicited "love letters" about the service they received.

## BBB BIZ BUZZ



### A Good Word About BBB Members

Lots of **do-gooders** and **super-achievers** to highlight in this edition's column . . .

. . . More than \$50,000 was raised when **Cardinal Glennon Children's Hospital** teamed with a local radio station for a *Christmas in July* fundraiser . . .

. Good guys and gals at **First Bank** donated 48 air conditioners worth \$4200+ to Energy Care to help senior citizens during the hot summer days . . . **First Community Credit Union** presented a check for \$2,610 to Equine Assisted Therapy, Inc. to help the nonprofit open new facilities for its therapeutic work with physically challenged individuals . . .

. . . Duffers participating in the St. Louis Sportscasters Golf Tournament helped sponsor, **KPLR Channel 11**, raise \$25,000 to benefit the Children's Miracle Network . . . Tony Munns, co-leader of **Brown Smith Wallace's** risk services group, was on a recent cover of *Accounting Technology* magazine, which featured a story on his company's successful growth and expansion of services . . . Kudos to Lawrence Collett, CEO of **Cass Information Systems Inc.**, who was named one of the 163 best CEOs in the nation by DeMarche Associates Inc., for delivering outstanding shareholder value

. . . **Drury Inn & Suites** once again has garnered recognition by J.D. Power & Associates for rating the highest in guest satisfaction among mid-scale hotel chains with limited service . . . **Mosby Building Products** topped the list of St. Louis area firms on *Professional Remodeler* magazine's "2007 Market

Leaders" list, which also included **Ehrlich's Kitchen & Baths**; **Agape Construction Co.** and **Riggs Construction** . . . **Riggs** also was a recent winner of a Marketing Excellence Award from the St. Louis American Marketing Association for its "Yes I Can" campaign . . .

. . . Another marketing success was the Marketing Achievement Award presented to **RubinBrown**, by the Association for Accounting Marketing, in recognition of its corporate identity campaign . . . **Fleishman-Hillard Inc.** added more awards to its expanding trophy case when it received the 2007 Best of Show Silver Anvil award from the Public Relations Society of America for its work in developing, launching and executing Project ERASE (Eradicating Respiratory Asthma in Schools to Help Children Excel.) . . . **Da-Com** is especially proud of Keith Brown, a supervisor and service technician, who was named the No. 1 service technician in the nation by Ricoh-Lanier Worldwide Inc . . . **The Newberry Group Inc.** has gained a Level 3 maturing rating in the Software Engineering Institute's Capability Maturity Model, which was developed by Carnegie Mellon University to evaluate and measure an organization's software development processes.

*(If your company has received an industry award, been recognized for its contributions to the community, is celebrating a milestone anniversary, or opening a new division, please forward your news to [communications@contactbbb.org](mailto:communications@contactbbb.org). Please include a contact name and phone number.)*