



In 2010, PROscape Inc. grew by 21.9%. Larry O'Dell, president of the Orlando, FL-based company, says a combination of products, services and people contributed to its success.

PROscape President Larry O'Dell with Michele O'Dell and Keith O'Dell (from left)

"Growth has as much to do about the quality of the product and the level of the customer service being delivered as it is about any other facet," he says. "Of course, in this economy, you need to market the business. But true growth comes from having the right team in place, delivering a quality product and great customer service."

To deal with the pressures of the economy, and an increasingly competitive market, O'Dell says the company really focused on getting more referral business. He says referrals are always great business in that they're less expensive, less time-consuming and have a greater closing rate.

"As the economy suffered and continues to suffer, a major component of our growth over the years — new community development — suffered with it, and continues to suffer to this day," he explains. "So with shrinking revenue in 2008, we decided to diversify our portfolio, entering two additional client markets: Hotel/Resort and Apartment Community."

In the latter part of 2009 and throughout 2010, PROscape began to see a payoff, with several area hotels and apartments giving the company new opportunities. Today, the hotel and apartment markets represent slightly more than 5% of PROscape's business.

"In addition to the two new client markets, we also implemented a new branch location in South Florida and saw earlier branch locations,

PROSCAPE INC.

started in 2006 and 2007, mature and develop into formidable branch operations," O'Dell says. "Having a larger audience through expanding our client market and opening branch operations certainly afforded us additional opportunities that we wouldn't have otherwise had. Considering the downturn in the economy, we were thankful to have opened the additional branches at a time when we did."

But O'Dell says PROscape's relationship with its employees has shown the most dividends. All of the company's people are striving toward a common goal, and that unification has strengthened the business, O'Dell says. In 2008, as the economy really began to decline and budgets were constricted more than ever, PROscape allowed the managers to take on a greater role in the budgeting process.

"Obviously, for some time the managers had budgets from which they operated, but by 2009, we had really expanded their involvement to include every aspect of the day-to-day operations — including both direct and indirect cost," he says. "As a result, we feel the team became more and more like a true team, focusing on common goals, sharing in victories and agonizing over losses. With renewed perspective, managers started thinking outside the box and becoming much more creative, with a greater level of accountability.

"People often equate growth with a better sales staff or better marketing," he continues. "Both of these are important, but the reality for our business over the past year has been a team more focused on quality results and better customer service." LM

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"It's easy to take one step forward and two steps back in the business, so anyone focused strictly on sales or driven by sales will ultimately fail — or at least come to the realization they're heading for a cliff. Sales and marketing can help you take one step forward, but a good team can keep you from taking two steps back."