

BUILDING & CONSTRUCTION

NORTHEAST

BUILDING A STRONGER REGION



SERVING THE
COMMUNITY

*TDC Development and
F&T Group's Queens
project has a unique
edge. [Page 20](#)*



**BUILDING
TRUST**

Vericon Construction takes a targeted approach to finding new clients. [Page 32](#)

Building Trust

+ A targeted approach to finding new clients, and a dedication to service and quality have helped Vericon Construction build and maintain relationships. *By Eric Slack*

“We target clients who have an annual construction budget and are looking to team up with a trusted construction partner.”
 > *Charlie DeAngelis, president*

Vericon Construction

www.vericonbuilds.com

Revenue: \$40 million

Employees: 90

Specialty: General construction, design/build, construction management and preconstruction services

> For Vericon Construction, assembling a top-class team and industry-leading resources are the keys to supporting clients on their renovations and new builds. The company takes pride in its customer service and ability to take on fast-paced projects while still minimizing costs and disruptions to clients.

Vericon is fairly young, having been founded in 2005. Most of the company’s work is in New Jersey, New York and Pennsylvania, although it has worked on projects in Massachusetts and Delaware. Founded during the boom years, the company managed to expand during the recession, even though it serves a private industry client base.

“We want to be the company that clients trust, because they know we do great work,” according to President Charlie DeAngelis. “It has been a good formula, and most of our work is repeat business. Generally, we don’t go after one-and-done projects. We target clients who have an annual construction budget and are looking to team up with a trusted construction partner.”

Established Expertise

Through meticulous planning and execution – as well as close oversight of subcontractors, suppliers, vendors and employees – Vericon has built a reputation as a company that can handle a range of project types and sizes. The company



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continuously looks for innovative ideas and integrates industry best practices into its services. In addition, Vericon's commitment to safety is illustrated by the fact that it has an experience modification rate that is significantly beneath the industry average.

Vericon's services include general construction, design/build, construction management and preconstruction services. The company feels that their customer service has to be better than what is provided by competitors in the commercial construction industry. That helps establish long-term relationships and generates repeat business. Quality workmanship, constant communication and timeliness are other values Vericon holds dear.

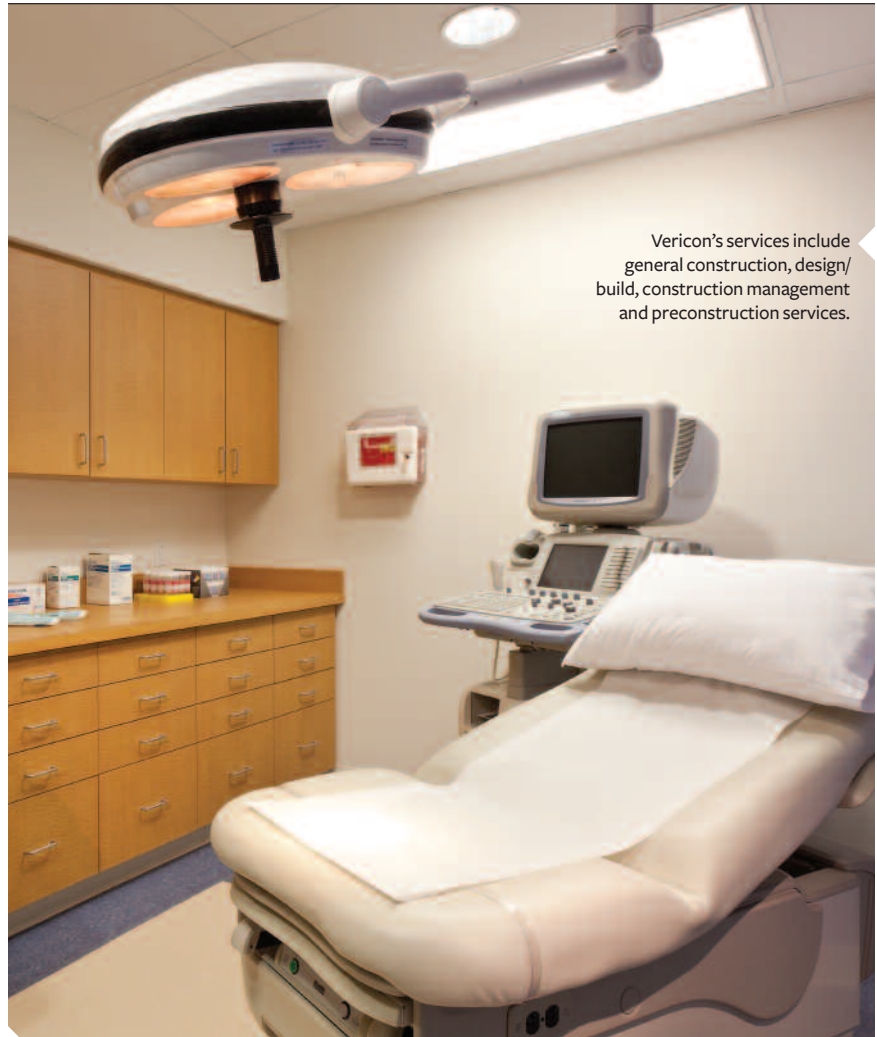
One of the competitive edges for Vericon is its ability to self-perform carpentry on projects. DeAngelis says that often helps the company compete, especially on some of its smaller projects.

"We've sustained that capability because it can be an advantage," he says. "But we also have excellent relationships with a variety of subcontractors who may give us better pricing or respond quicker to us because they know we respect their cash flow."

One of the sectors where Vericon has found success is the banking industry. As banks merged, there were a lot of conversions, renovations, closures and new builds in Vericon's service area.

In the last few years, Vericon completed several LEED-certified Wells Fargo branches in New Jersey and Pennsylvania. Additionally, it was selected as a regional contractor to convert 150 Wachovia branches into Wells Fargo branches in New Jersey and Pennsylvania. It also renovated nine KeyBank branches in New York, built two LEED Platinum TD Bank branches in New Jersey and built several new Investor's Bank and JP Morgan Chase branches in New Jersey and New York.

"Investors Bank is in a growth mode, and we are currently constructing their new 40,000-square-foot office in Iselin,



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N.J.," DeAngelis says. "We have a solid track record with them and are about halfway through construction on that."

Outside the Box

Not all of Vericon's work is in the banking sector, however. Other projects include reconstruction of a new boardroom and executive offices for The Clearing House in New York City, constructing new Walgreens stores in New Jersey and New York and converting Summit Medical Group's 25,000-square-foot administration building into medical space.

The company will even venture into one-off projects when the opportunity is

right. Vericon was recently selected as construction manager for the new three-story Ferraros Restaurant in Westfield, N.J. Ferraros had been a staple in the area since 1969, but it was badly damaged by fire during the spring of 2011. Vericon will have a major role in bringing this local institution back to life with a fast-track project that will include a new steel frame building. The restaurant should be open by June 2012.

"That may not be our typical project, but it was interesting to us," DeAngelis says. "We were recommended for it, and it is an exciting, fast-tracked project."

Vericon's success in establishing relationships is thanks in part to a focus on tar-

getting businesses within various market sectors. It looks for potential clients who have money to spend and plans to build.

“A lot of what we do involves talking to architects, project management companies and owners to find out what is hot and what is slow,” DeAngelis says. “You have to study more than just the markets. You have to study the companies within markets. If we can find one or two new clients a year, it will give us what we need to grow.”

Although it is only seven years old, Vericon is looking to continue its impressive growth. The company is looking to grow geographically to the

south, and DeAngelis knows Vericon cannot be as effective in other areas of the country without investing in local office space.

“The clients we serve want to be able to work with people within the regions and see boots on the ground,” he says. “As we grow, we will bring in people who know the industry in the region. As we look to open satellite offices, we’ll also invest in IT. That is a big area for us as a young, progressive company. All of our supers have laptops, and we’re switching over to iPads for supers and project managers.”

DeAngelis knows Vericon will sometimes find itself competing against low-

ball bidders, and that the company must continue to sell itself and target new clients. It is often challenging to get in with the prospective clients that have a select bid list. But DeAngelis believes once a client sees just what Vericon can do, they’ll become a client for life.

“Once we are in, it is the work we do and the people in the field who define what customer service means for us,” he says. “We have an 11-point customer service list we use to make sure we keep our promises and inform clients about any issues. The people working on projects for us live up to that, and they are the reason we end up getting more work.” ☛