

CELEBRATING **20** YEARS OF BUSINESS

Paving Company Provides Unparalleled Service for 20 Years!



**Carolina
Site**

General Contractors

Specializing in Asphalt and Concrete Related Issues

Carolina Site

11611 Reames Rd.
Charlotte, NC 28269
704-532-3836
www.CarolinaSite.com

What is the primary mission of the company?

The company mission is to provide outstanding service in a proficient and helpful manner. Carolina Site specializes in parking lot repairs, construction and maintenance. We pride ourselves on our trained crews, professional estimators and self-performance of our work. Our excellent reputation means that your business will receive courteous and professional responses to your parking lot and site needs.

Why do our customers enjoy working with us?

We work with the customer to develop individualized solutions for individual properties. Our team strives for excellence and our work is always guaranteed. Our staff provides property specific recommendations rather than simple orders for work by working with each customer in a true partnership.

We genuinely care for our customer base and enjoy building relationships and getting to know one another. Our staff is engaged with the community by staying actively involved in organizations such as BOMA, IREM, CREW and IFMA. We donate our workforce, time and material to local charities such as Habitat for Humanity, Ronald McDonald House, Thompson's Children, St. Jude's Research Hospital, Lungs for Life, Boy Scouts of America and many more. We strive to stand out to our customers and community by providing compassion, quality work and an enjoyable experience.

What, if anything, has changed since your business was founded 20 years ago?

Sclater Heindl started the company in the attic of his home with the idea that individual properties and customers require individual solutions to their needs. Starting with a fax machine and this idea, he proved to large customers such as First Union National Bank, The Home Depot and The City of Charlotte that a single source contractor with the right solution could provide quality work and cost savings. Working with pencil and paper, he shared the idea with many customers while growing his staff to support self-performance of the work quoted. Through the years, the company has grown to support a regional customer base through the knowledgeable, experienced staff utilizing up to date means and methods. Today, we are able to utilize the latest technologies to stay in touch with our customers, expand our knowledge and remain current by using internet and social media. An addition of a Business Development team in 2015 has allowed us to network widely throughout the commercial real estate industry. Though times have changed through the years, our mission has stayed the same and remains to guide the company to future success.

Describe the moment that you knew your business would be successful?

The moment that Sclater knew Carolina Site would be successful was immediately following a meeting in 1996 with LESCO Restoration when he wrangled the First Union account. He saw that they were using 35 contractors in only 8 states so he pitched the idea to move towards a single-source contractor. LESCO Restorations called him on his way back from the initial face to face meeting and asked if they could send over "some" work orders. He was still in his startup phase so he stopped on his way home to buy a fax machine, set up a voicemail referencing Carolina Site and had the fax machine take over. He ended up getting 20 work orders that day! He bought a striping machine shortly after and striped over 200 branches for First Union in his first year.

That moment led Sclater to have the confidence to look towards The Home Depot to offer his vision of parking lot services and seek more work. He found the person in charge and told them about Carolina Site. Within 24 hours, he had 12 work orders from The Home Depot and not long after took over their Regional account, as well. His idea was the basis for their national vendor strategy, which is still in place today.

What are your plans for the company's future?

We want our team to train the next generation of leaders in Commercial Management to notice that each property is different and solutions vary.

We will continue to work with the next generation of asset managers, architects, engineers and others in Commercial Real Estate and re train them in the way that Sclater has used for 20 years: "Fix a property the right way."



Sclater Heindl

President, Carolina Site

- SEALCOATING
- STRIPING
- CONCRETE
- ASPHALT
- DRAINAGE CORRECTION
- SITE WORK



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