

Paradise Exteriors

Boynton Beach, Fla.

Paradise Exterior owner Dan Beckner has one of the more unique origin stories in the door and window industry, according to Soft Lite Windows president Tyson Schwartz, who nominated Paradise for the Fastest-Growing Dealers award.

“He was an installer who came in to work one day, and the company he worked for was shut down – no notice, no nothing,” Schwartz says. “He decided to start his own business. He started out very modestly and now it has grown into one of my top dealers in the entire country.”

From those humble beginnings in 1992, Paradise Exteriors has taken off, and part of the reason for its success is its early adoption of high-tech tools.

“We’re always looking for ways to innovate and to utilize new technology in the remodeling industry,” says company COO Anthony Beckner.

Paradise uses digital contracting software so it can be completely paperless. Beckner says it helps eliminate errors seen in the remodeling industry. Paradise also accepts payments and



All in the family: Anthony Beckner, left, Tina Beckner, Dan Beckner and Eric Beckner of Paradise Exteriors.

credit applications online.

“We customized reports in our CRM software in order to track our numbers from marketing, sales, lead time, installation and service,” Beckner says.

All sales representatives go out into the field with iPads that include a full multimedia sales presentation.

In addition to a big sales boost, that investment in technology has paid off with statewide kudos as well.

In March, the company received a Governor’s Business Ambassador Award from Florida Gov. Rick Scott for rapid company and job growth while maintaining an outstanding reputation. |

Number of Locations:

One

Brands Sold:

Soft Lite, Custom Window Systems, Plastpro

2017 Annual Sales:

\$26 million

Percent Sales in Windows and/or Doors:

100 percent

Projected Growth in 2018:

\$50 million total annual sales

Competitive Edge:

In-home consultation consisting of comprehensive product and company education, focusing on how to integrate both into the customer’s needs.

Ongoing Challenges:

Balancing production and sales.



Florida Gov. Rick Scott, center, presented Paradise Exteriors with the state’s Governor’s Business Ambassador Award in March.

©2018 Door & Window Market Magazine, 540/720-5584, www.dwmmag.com, All rights reserved. Reprinted with permission.