



2019 BIG 50

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Justin Baker

Anthony Beckner, Tina Beckner, Dan Beckner, Eric Beckner

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Paradise Exteriors, Boynton Beach, FL

Years in Business: 12  
2018 Volume: \$37.3 million  
Staff: 80  
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It's often difficult to combine rapid growth and excellent customer service, but Paradise Exteriors is making it look easy. Along with having more five-star ratings on Google than any other window and door company in Florida, the company has racked up an impressive list of awards and accolades including Contractor of the Year for 2017–2019 from Boynton Beach

community leaders and the 2018 Governor's Ambassador award for rapid company and job growth while maintain an outstanding reputation.

President and CEO Dan Beckner sums up the firm's accomplishments in one simple sentence. "We're willing to do whatever it takes to make the customer happy," he says.

On a logistical level, that means that communication is handled in a professional, timely manner, aided by a number of technological systems. "We're always looking for ways to innovate and utilize new technology," Beckner says.

For example, Leap digital contracting software allows the company to be completely paperless while providing fast, accurate estimates that salespeople can show customers on their iPads. A back end CRM system tracks everything from marketing, sales, lead time, installation, and service.

An aggressive pay structure combined with bonuses and continuing education helps the company combat the tight labor market through internal promotions. But Beckner says it's the company's team-oriented, customer-focused culture that's the real secret sauce. After a sale, every customer receives a restaurant gift card and a thank-you note. A welcome email includes a video that explains what to expect as the project moves forward. After installation, a quality-control manager follows up to ensure customer satisfaction. And a monthly newsletter keeps the company top of mind.

"We make it a priority to over deliver on their expectations," Beckner says. "That's why we have a great reputation online and in the communities we serve."

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