



Client Story: Contractor Dynamics



Custom Websites & Dynamic Marketing
Solutions for Contractors



Joseph Hughes

Committed to partnering with successful contractors and providing them with the marketing tools they need to take their business to the next level.

“Working with [the Business Development Center] shortened our learning curve. [They have] such a vast experience in different areas... [they are] a continuous resource and we still meet 2-4 times per year.”

COMPANY OVERVIEW:

After over 10 years in the construction industry, Joseph decided to go a different direction and flex his marketing muscles. Contractor Dynamics was founded in 2013 to help builders, contractors and related professional grow their businesses strategically by leveraging digital marketing tools. Joseph designed Contractor Dynamics to be the most complete contractor website solution on the market, built to generate leads and increase revenue for clients.

PRESENTING CHALLENGE:

Like many small business owners, Joseph had a wealth of ideas, but these ideas started to cloud his direction. After laying out general plans for Contractor Dynamics, Joseph realized the need for guidance from someone familiar with small business complexities. The biggest challenge he faced was finding clarity; what opportunities to pursue and what mistakes to avoid. Joseph reached out to the Business Development Center for advice and ended up finding more.

SOLUTION & RESULTS:

Meetings with the Business Development Center provided Joseph with a sounding board. At every meeting, his mentor extracted the facts objectively to put things in perspective. At one point, Joseph was at a financial crossroads and had to decide if Contractor Dynamics could survive. That mentor session allowed Joseph to break down the numbers into more manageable and adjustable figures, which created a huge turning point in his career.

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