

DOYLE CONSTRUCTION



DENNIS G. HENDRICKS
RENEWAL PLAN: David
 Doyle's firm will post sales
 of \$6 million this year.

DCI finds niche in revitalization market

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'This is very much
 a people-oriented
 business, and I think
 that personal touch
 makes a difference.'

David Doyle
 Doyle Construction Inc.

Simply put, Doyle Construction Inc. (DCI) takes the old and makes it new again. The result: Potentially faster sign-ups and higher rental rates.

The Menlo Park-based commercial tenant improvement firm is tasked with sprucing up commercial buildings by taking an in-depth look at a property's interior liabilities. If the carpet looks worn or the ceiling tiles look weathered, DCI steps in to revamp the interior of a building so the property can be leased at the best possible rate to prospective renters.

"We go in with the eyes of the owner," says David Doyle, the company's president and chief executive officer. "We want to determine what it will take to make this space presentable and new, even if you're dealing with a much older building."

Today's tougher commercial leasing rental market has made DCI's services all the more important. Vacancies in Silicon Valley's commercial real estate

market remain high — up to 20 percent in the second quarter of 2005. For owners struggling to rent to a smaller pool of clients, a renovated interior can be the difference between landing a new tenant or seeing a property remain vacant.

Demand for these kinds of services has helped DCI grow substantially over the last several years. After starting with a staff of just one — just Mr. Doyle himself — the company now has 18 employees. Though still considered a small family firm, DCI has seen significant growth in both employment and revenues in just three years.

Success has come from the company's willingness to keep its eye clearly on the customer's needs and by assigning top-level executives to each major phase of the renovation process.

The company has also found success by taking unique interior redevelopment projects, such as a contract with Satellite Health Co., a clinic that sets up kidney dialysis stations for patient treatment.

Other clients include AMB Property Corp., a developer of industrial prop-

erties; Reef, a real estate investment advisor; CB Richard Ellis, a commercial real estate firm; and Legacy Partners, a commercial and residential developer.

After working for various large firms in the residential and general construction industry, Mr. Doyle decided in 2002 that a change was in order.

"It got to be too difficult to deviate from what I thought was right for the client because my boss was telling me 'no,'" he says.

After striking out on his own, his only major goal was to keep himself afloat through a small but steady stream of clients. But word got out. In the first year Mr. Doyle saw business triple, as it has done every year since.

The company was profitable last year, and this year expects to post revenues of \$6 million. While the company competes with larger commercial renovation firms that have annual sales of more than \$100 million, Mr. Doyle believes the small-company touch is what sets DCI apart.

"The real benefit for clients is that I'm involved; I know all about the deci-