

THE BIG

10

2017's Top Dealers

by Katherine Coig

One top dealer increased its sales by nearly \$3 million from 2015 to 2016. Another company posted record growth, reporting a 300-percent increase in year-over-year revenue. Other dealerships across the U.S. have seen strong and steady sales growth in every segment: commercial, residential and automotive.

WINDOW FILM magazine's top ten dealers averaged just under \$5 million in annual sales for 2016—\$4,970,645 to be exact—a 10-percent increase over 2015 sales, which averaged \$4,535,012. There are several familiar faces on this year's top ten list, as well as some new ones. You'll also notice last year's number one dealership, Jeff Franson's Window Film Depot in Marietta, Ga., has company this

year—National Glazing Solutions, owned by James Beale and Patrick Coyle with headquarters in Atlanta, now shares that spot.

The list also features two new dealers: Auto Paint Guard Inc., in Tampa, Fla., and Eclipse Window Tinting in Cincinnati, Ohio. After barely missing the top ten last year, Absolute Perfection in Sykesville, Md., made a comeback, increasing its total revenue by nearly 25 percent.

Overall, it looks as though business is doing pretty well: Commercial sales increased by 15 percent, with the top ten sellers in the category totaling \$29.2 million (though some operate with subcontractors). National Glazing Solutions sold \$8 million in this sector alone, equating it to 100

percent of the company's total revenue. Residential sales also jumped with a 22-percent increase from 2015 to just under \$12 million in 2016.

The strongest growth of all sales continued to be in automotive films—up 24 percent from last year's top five dealers. This year, the top five's sales amounted to \$10.7 million compared to 2015's total of \$8.6 million.

These dealers were selected based on their self-reported 2016 sales and input from industry insiders. If you think your company may qualify as a top dealer for next year, contact editor Katherine Coig at kcoig@glass.com to be considered.

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Solar Art installed exterior silver tint and red vinyl wrap accents on the Sherman Oaks building in Los Angeles, Calif.

The Top Dealers in the U.S. by Sales Volume

Rank	Company	President/Owner	2016 Sales	2015 Sales	Percent Change
1	National Glazing Solutions Atlanta	James Beale and Patrick Coyle	\$8,000,000	\$5,100,000	57%
1	Window Film Depot Marietta, Ga.	Jeff Franson	\$8,000,000	\$7,000,000	14%
2	Campbell Window Film Huntington Beach, Calif.	Brad Campbell	\$6,000,000	\$4,000,000	50%
3	Solar Art Irvine, Calif.	Matthew Darienzo	\$5,663,000	\$4,378,000	29%
4	Protective Solutions Holliston, Mass.	Chris DiMinico	\$5,000,000	\$4,500,000	11%
5	New York Window Film Co. Farmingdale, N.Y.	Steve Pesce	\$4,550,000	\$4,400,000	3%
6	T&T Tinting Specialists Inc. Honolulu	Tommy Silva	\$3,843,450	\$3,583,256	7%
7	Absolute Perfection Inc. Sykesville, Md.	Bill Valway	\$3,150,000	\$2,550,000	24%
8	ClimatePro Santa Rosa, Calif.	Jeremy Dobbins	\$3,100,000	\$2,890,000	7%
9	Auto Paint Guard Inc. Tampa, Fla.	Ryan Burroughs	\$2,400,000	\$1,800,000	33%
10	Eclipse Window Tinting Cincinnati	Richard Putoff	\$2,215,000	\$1,950,000	14%

Rapid Growth

These 10 companies experienced the fastest growth in terms of sales across a period of one year.

Rank	Company	Location	2015 Sales	2016 Sales	Percent Change
1	Advanced Window Solutions	Cortlandt, N.Y.	\$500,000	\$2 000,000	300%
2	NuVue Window Films	San Diego, Calif.	\$404,800	\$922,000	128%
3	Tint Pro	Bonaire, Ga.	\$220,000	\$375,000	70%
4	National Glazing Solutions	Atlanta	\$5,100,000	\$8 000,000	57%
5	Campbell Window Film	Huntington Beach, Calif.	\$4,000,000	\$6 000,000	50%
6	Auto Paint Guard Inc.	Tampa, Fla.	\$1,800,000	\$2 400,000	33%
7	Solar Art	Irvine, Calif.	\$4,378,000	\$5 663,000	29%
8	Absolute Perfection Inc.	Sykesville, Md.	\$2,550,000	\$3 150,000	24%
9	Advanced Film Solutions	Lutz, Fla.	\$1,300,000	\$1 600,000	23%
10	The Tint Guy Window Tinting	Atlanta, Ga.	\$1,800,000	\$2 150,000	19%

Lean Operation

These top 10 companies run the leanest operations in terms of employees per sales dollar.

Rank	Company	Location	No. of Employees	Sales Per Employee
1	National Glazing Solutions	Atlanta, Ga.	13	\$444,444
2	Auto Paint Guard Inc.	Tampa, Fla.	7	\$342,857
3	Window Film Depot	Marietta, Ga.	23	\$275,862
4	Advanced Window Solutions	Cortlandt Manor, N.Y.	3	\$250,000
5	Eclipse Window Tinting	Cincinnati, Ohio	10	\$221,550
6	Campbell Window Film	Huntington Beach, Calif.	31	\$193,548
7	New York Window Film Co.	Farmingdale, N.Y.	24	\$189,583
8	The Tint Guy Window Tinting	Atlanta, Ga.	13	\$165,384
9	ClimatePro	Rohnert Park, Calif.	13	\$163,157
10	Advanced Film Solutions	Lutz, Fla.	10	\$160,000

Lucky Number Seven continued

Darienzo says he wants to be the best but not at the expense of everyone else. "I want to build the biggest building, but not by tearing everybody else's down," he says. He plans on getting to the top by creating a business model unlike any other in the industry and by utilizing the knowledge of existing owners.

"My model is going in and buying—nothing is really changing with regards to competition. I'm not stealing work or setting up shop next to any local dealers—the only thing changing is that the company

now has the support and infrastructure of a larger company," he says.

Not all acquisitions are consummated. Darienzo says this happens for two reasons: First, acquisitions aren't common in the film industry, so the owner might not be ready to sell. Second, and importantly, often the owner isn't aware of the company's worth, which can lead to a fragile conversation.

"Negotiating the right way is critical. The deal and outcome must be right for both parties, or it will never work. We try and reverse-

engineer what the owner wants and work backwards from there. Oftentimes, owners aren't aware of the value of their company and have never been through this process before, so negotiations can be challenging," Darienzo says.

Aside from occasional upgrades to equipment and creating an environment that reflects Solar Art's culture, Darienzo says he doesn't really have to add any major capital following an acquisition.

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Top 10 Residential Film Dealerships

Rank	Company	President/Owner	Percent of Sales	2016 Sales
1	Campbell Window Film, Huntington Beach, Calif.	Brad Campbell	30%	\$1,800,000
2	ClimatePro, Santa Rosa, Calif.	Jeremy Dobbins	40%	\$1,240,000
3	New York Window Film Co., Farmingdale, N.Y.	Steve Pesce	25%	\$1,137,500
4	Solar Art, Irvine, Calif.	Matthew Darienzo	15%	\$849,450
5	Advanced Film Solutions, Lutz, Fla.	Mike Feldman	48%	\$768,000
6	Absolute Perfection Inc., Sykesville, Md.	Bill Valway	15%	\$472,500
7	T&T Tinting Specialists Inc., Honolulu	Tommy Silva	12%	\$461,214
8	Eclipse Window Tinting, Cincinnati	Richard Putoff	20%	\$443,000
9	The Tint Guy Window Tinting, Atlanta	Chris Robinson	20%	\$430,000
10	Window Film Depot, Marietta, Ga.	Jeff Franson	5%	\$400,000

Top 10 Commercial Film Dealerships

Rank	Company	President/Owner	Percent of Sales	2016 Sales
1	National Glazing Solutions, Atlanta	James Beale & Patrick Coyle	100%	\$8,000,000
2	Window Film Depot, Marietta, Ga.	Jeff Franson	90%	\$7,200,000
3	Solar Art, Irvine, Calif.	Matthew Darienzo	85%	\$4,813,550
4	Campbell Window Film, Huntington Beach, Calif.	Brad Campbell	70%	\$4,200,000
5	New York Window Film Co., Farmingdale, N.Y.	Steve Pesce	75%	\$3,412,500
6	ClimatePro, Santa Rosa, Calif.	Jeremy Dobbins	60%	\$1,860,000
7	Advanced Window Solutions, Cortlandt Manor, N.Y.	Marc Vitaliani & Ross Jurman	85%	\$1,700,000
8	T&T Tinting Specialists Inc., Honolulu	Tommy Silva	29%	\$1,114,600
9	Absolute Perfection Inc., Sykesville, Md.	Bill Valway	30%	\$945,000
10	The Tint Guy Window Tinting, Atlanta	Chris Robinson	35%	\$752,500

Top 5 Automotive Film Dealerships

Rank	Company	President/Owner	Percent of Sales	2016 Sales
1	Protective Solutions, Holliston, Mass.	Chris DiMinico	80%	\$4,000,000
2	Auto Paint Guard Inc., Tampa, Fla.	Ryan Burroughs	100%	\$2,400,000
3	T&T Tinting Specialists Inc., Honolulu	Tommy Silva	52%	\$1,998,594
4	Eclipse Window Tinting, Cincinnati	Richard Putoff	60%	\$1,329,000
5	The Tint Guy Window Tinting, Atlanta	Chris Robinson	45%	\$967,500

Lucky Number Seven continued

By not making additional investments, he can reinvest into his company.

"It takes a lot of financial discipline, but it's the only way we've been able to scale. It's difficult to grow if you don't reinvest," Darienzo says. "Businesses stay the same because they don't reinvest."

For Darienzo, knowing when to

expand outside of California was a seven-year test, and it all boiled down to creating the right infrastructure and, most importantly, having the right people.

"Scaling is all about people and having those people in the right places. We're finding that location for us doesn't really matter. We have the same model whether

the location is down the block or across the country," he says.

His last piece of advice: "It's not about being the biggest, just be the best at what you do, and the rest will follow. For me, it's about building something unique that doesn't exist in our industry today. In the words of Gary Vaynerchuk, 'Legacy is greater than currency.'" **WF**