

CONSTRUCTION

CONNECTION

THE VOICE OF SOUTHERN NEVADA'S CONSTRUCTION INDUSTRY

JULY 2022



04

SPONSOR SPOTLIGHT:
FENCING SPECIALISTS, INC.



**NEVADA
CONTRACTORS
ASSOCIATION**

ONE INDUSTRY. ONE VOICE

FENCING SPECIALISTS, INC.

Value, Service, Integrity

DIVERSITY IN THE FENCE INDUSTRY

Tragedy struck Fencing Specialists, Inc. seven years ago when the founder was diagnosed with a degenerative disease. The company's strong foundation, including three decades of quality fencing, became threatened by the unknown. His condition deteriorated quickly, preventing him from effectively running his business. In 2016, the company changed ownership and became an entirely woman-owned, minority-owned diverse business. This provided the fence industry in southern Nevada with more diversity while the company worked quickly to preserve the brand of Fencing Specialists, Inc.

Quality fencing and gates cannot be weakened by a diverse ownership status; however, it may have seemed that way at

first. The company lost a few customers that were uncomfortable doing business with women (and were not ashamed to say so). The new owners devoted a lot of time reassuring customers that the core capabilities had not changed. Around the same time, the company also learned that a competitor was paying their employees to take down Fencing Specialists, Inc.'s fence signs throughout the Valley. The company pretty immediately ran the risk of losing their branding along with revenue.

Fortunately, the staff and crew have a devotion to the fence industry. Their pride in their craftsmanship and their skilled ability to install any fence installation is the key to the company's success. Sharing with their new owners a 65% diverse background, the Fencing



Specialists team never stopped providing excellent quality work with positive attitudes. The transition of ownership would not have been so successful had it not been for the unwavering loyalty and dedication of their team.

Another tremendous outpouring of support came from the diverse construction community and organizations such as the Diverse Contractors Council and the Latin Chamber of Commerce. Offering education, exposure, and unlimited resources, the owners have been able to reintroduce the company brand and strengthen the customer base. By staying true to our founder's core fundamentals of service, value, and integrity, Fencing Specialists, Inc. has been able to enter broader audiences and provide the added benefit of reaching their customers' diversity goals.

Fencing Specialists, Inc. continues to design, fabricate, and install the same quality fencing and gates as they have since 1983. It is with the support of the community and our incredible team that our signs continue to hang proud and strong on fences throughout the Valley. The company understands that it may take time for our industry to fully embrace our diversity, but with our team, established history and the community's support, we are confident that we will overcome any misperceptions of diverse ownership, even if we must do it one fence sign at a time.

