PIERPONT

Jim Whitten Roof Consultants | Promoting a New President, MBE Certification Milestones

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OBJECTIVE

Austin-based Jim Whitten Roof Consultants, LLC (JWRC) has been providing independent, third-party roofing and waterproofing consulting services in Texas since 1999. Long time senior consultant Rob Hernandez purchased a majority stake in the company and became president, allowing the company to attain minority-owned business enterprise (MBE) certification, increasing opportunities for local, state and federally funded government contracts where the certification is required.

Although having successfully operated without proactive PR and marketing efforts for years, JWRC wanted to generate awareness of its new MBE certification and president amongst target audiences – property owners, general contractors, engineering and architecture firms as well as property managers in Texas and nationally.

APPROACH

No stranger to construction and real estate trade, Pierpont quickly secured a feature in one of Texas' top construction publications, *Austin Construction News,* which spotlighted Hernandez, his goals for the company and MBE certification, opportunities to work with a wider range of customers, and more. JWRC's milestones were also picked up by *Healthcare Facilities Today* and *Trillions Business Network*.