

CONSTRUCTION CONNECTION

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K&K thrives on lasting customer relationships

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When it first opened its doors, K & K Construction Supply wasn't seen as a viable threat to its competition. "I used to get phone calls from our competitors," says president Karly Urata, "who were surprised we were still here. Everyone thought we would shut our doors in the first year." Three years later, K&K is still going strong with approximately 20 to 30 steady customers. But, like any business is in this market, it is looking to expand its current base and is using its AGC connections in order to accomplish its goal.

Owned with her sister Kelly, K & K Construction Supply sells a variety of construction supplies to all types of contractors. Urata's goal is to be the largest construction supplier in the Las Vegas valley. Being a minority-owned business, it was important for K & K to receive its Women's Business Enterprise certification, which means the business is at least 51% owned and controlled by one or more women who are U.S. citizens or legal resident aliens, whose business formation and principal place of business are in the U.S. or its territories and whose management and daily operation is controlled by one or more of

the women owners. That goal was achieved in February. "For us, that means being able to work on projects that have the WBE requirement and working with contractors who hire and support minority-owned businesses," stated Urata.

Urata was prompted to join the AGC two years ago as a way to network and meet more people in the construction community.

"I like to be updated on what's going on in the industry, and AGC keeps me informed. Plus, it's nice to see familiar faces at the mixers and different events the association has," she said. Urata explains her membership

with the AGC has allowed her to be involved in the community and connect with a group of people from her own industry.

Because of the credit crunch and the downturn of the economy, Urata has cut back employee hours and overhead expenses. However, she is trying to increase her company's exposure by maintaining her membership in the AGC. K & K states on its website that it is a relationship driven and customer service oriented company.

"Establishing relationships is the main focus of our business," states Urata. "We consider our customers as friends." □