



With project photos, a classy logo, a list of wide-ranging services and easy-to-read contact information, the well-designed graphics on Mosby trucks convey a polished image of the company.

company, “we took a big leap forward,” says Scott, acquiring “robust accounting software.”

For Scott, the software was a tool to strengthen his company. “I think of things as tools,” he explains, whether they are software programs, management systems, marketing programs, or team building concepts. Acquiring smart ideas, innovations, technology, and other business tools over the years has put Mosby on a path of continuous improvement and sharp-edged competitiveness.

How do the Mosbys find these valuable tools? They look for gaps in their knowledge or company skills—that is, indicators of what they don’t know. And they are self-described education junkies, soaking up tips and ideas from other remodelers and from business consultants. Until they went to their first national remodeling event in 1994, says Scott, “we were reinventing the wheel for every business method.”

Meeting experienced remodelers from around the country and attending industry convention seminars showed Scott and Judy that “there are folks who can help us and expose us to so much more. The world got bigger.” Mosby quickly became active in industry associations and attended remodeling conventions, taking advantage

of the opportunities to network, learn, and share. Scott says, “I really went to school. Trade shows were my college; peer groups, such as the Remodeler 20 Club, were my graduate school.”

He’s earned numerous industry credentials, from Certified Graduate Remodeler to Certified Aging-in-Place Specialist and Certified Green Building Professional. He’s served on the board of home building, remodeling, environmental, and charitable organizations. In each of these areas, he hones his knowledge and shares ideas with other professionals.

Marketing Advances

Because of the company’s local name recognition and reputation for quality work, Mosby maintained volume in the early years without any formal marketing. All leads came via referrals. Judy says the company rolled out one annual marketing initiative: banana bread. She made about 300 loaves to give to past clients and vendors at the end of each year. When the gift list grew to 500, she decided that enough was enough. It was then that Mosby Building Arts began more formal marketing efforts, and the real growth began.

In 1996 a major local radio station, KMOX, was looking to start a weekly call-in program on home remodeling. With his remodeling knowledge and ease talking to people, Scott became host—and he’s hosted the three-hour show every Saturday since. “I became the new expert; it gave us a strong brand,” he says. “We had rocket-like success,” growing from a volume of \$1.6 million in 1995 to \$2.5 million in 1996 and \$3.3 million the next year. When Mosby Building Arts set up a company website in 1996, Scott was able to refer listeners there for information. The website features a home

<p>KEN WARE: Started as salesperson in 2008, promoted to sales manager of Right Bath and Exteriors, Remodeling and Repairs (Solution Sales) divisions in 2013</p>	<p>2013: Launched Right Bath, a division that completes five-day remodels and product replacements</p>	<p>JACK CULIAN: Filled new position as design-build business manager in 2014</p>
<p>2006: Rebranded the small-job division as Solution Sales</p> <p>2006: Rented satellite sales office in west St. Louis County</p>	<p>2008: Purchased new facility in Kirkwood, Mo., to house entire company</p>	<p>JACQUIE WINSTON: Filled new position as human resources manager in 2014</p>
<p>MARK MCCLANAHAN: Started as marketing manager in 2010, promoted to chief operating officer in 2011</p>	<p>KIM MARTIN: Filled new position as fractional (part-time) chief financial officer in 2012</p>	<p>2015: Plan to launch Exteriors, a roofing, siding, window replacement division</p>
<p>KEITH BECKER: Started as controller in 2013</p>	<p>KATE EWING: Filled new position as marketing director in 2013</p>	<p>2016: Plan to launch Right Kitchen, a division for fast remodels and product replacements for existing kitchens</p>