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**“Specialized divisions simplify internal operations...
We are all in the most efficient place, devoting our time
to what we do best.”**

—Scott Mosby

improvement information library, a blog, and a place to sign up for a Mosby e-newsletter filled with tips.

As a radio personality, Scott was paid to stand in booths at home shows. After a few years, he began manning sophisticated home show booths for his own company and greeting show attendees there to draw in new leads for Mosby Building Arts. Today, the home show booth for Mosby Building Arts and its Right Bath division features a bathroom built to scale and a stage where Mosby staff offer presentations on an array of home remodeling topics.

Mosby Building Arts acquired shop space for construction materials and job staging as early as 1985, but Scott and Judy continued to run the company from their home office until 1999. Moving to a commercial location gave us “more presence in the community,” explains Scott. The company opened two more locations around town before consolidating the entire operation in one Kirkwood, Mo., building in 2008 to improve efficiency and to convey an image that fit the size and capabilities of the company. Mosby has no showroom; instead, the headquarters features a product selection center and a design team that can turn clients’ wishes and preferences into customized CAD designs.

In 2010 Scott and Judy were ready to take the company to the next level of marketing and business management. Through a networking connection, they met Mark McClanahan, a young executive with a track record of marketing success and business leadership in the music industry. He and the Mosbys clicked, and his skills seemed a good complement for those of Scott and Judy. Mc-

Clanahan joined the company as marketing manager, quickly boosting leads by 20% with a new marketing program featuring television spots. Having settled in at Mosby Building Arts and gaining the trust and support of the staff, McClanahan became chief operating officer in 2011. Two years later, he brought in a crackerjack marketing pro, Kate Ewing, as marketing director.

Mosby hosted client focus groups, taking away the message to communicate more effectively about its warranty and client relations department. The company tailored and expanded its print advertising to reach more segments of its target audience, updated its television spots, and aired them on additional channels and high profile programs, including a local Olympics sponsorship. Radio advertising shifted from pre-recorded spots to live endorsements. With associates dedicated to social media, Mosby increased client engagement through Houzz, Facebook, and Twitter.

Business Acumen

Scott says, “We’re always investing in infrastructure,” mobilizing tools to strengthen company operations. In 2004 Mosby bought ACT project tracking and client communications software, then invested \$40,000 to customize it to align with Mosby systems. Even then, says Scott, the company found it was adjusting its processes to fit the software rather than the other way around. So three years ago Mosby Building Arts wrote its own software, using the skills of an in-house IT associate. “The software follows our processes,” Scott says, and seamlessly links field and office personnel through project