Date: Location: Circulation (DMA): Type (Frequency): Page: Thursday, July 07, 2011 BOSTON, MA 16,253 (7) Magazine (W) 22 Tim Holick

Gamble paid off in switch to consumer market

BUSINESS

BUYER

Business: Cornerstone

Know what you (are about to) own: "Definitely,

make sure you pay the

thing that's not there."

Granite and Marble

the biggest lesson is

right price for it. You can't pay for some-

Name: Tim Holick

Note: Buying a business is never an easy decision or process. On the following pages, we explore what three area businesspeople went through when they took the plunge.

t was simply good timing: Just as the owner of Cornerstone Granite and Marble was looking to get out of the countertop business in early 2010, Tim Holick, owner of Wood Palace Kitchens, decided it was a good time to get into it.

It was less than two years after the economy crashed, but Holick, 52, took a gamble that things had bottomed out. Contractors, who used to make up about 70 percent of the business in his Middleborough showroom, weren't buying as much due to a slowdown in the homebuilding market. But retail customers had taken up the slack, as more homeowners decided to renovate rather than relocate.

When he saw the volume of his cabinetry distribution business stay the same for two years, he took it as a sign that business would soon be on the upswing.

"I'm trying to take advantage of the next rise," he said.

He bought the Raynham-based countertop business for an undisclosed amount, planning to keep it separate from his cabinetry showroom and eventually acquire a computerized router to make it more efficient. The gamble paid off: He doubled Cornerstone's revenue in the first year to \$500,000, and hopes to hit the \$2 million to \$4 million range.

The synergy between Holick's two businesses also paid off, with a 12 percent rise in revenue to \$2.4 million in his cabinet business last year. It's still a ways off from the \$6 million to \$7 million he was doing before the crash, but he's looking forward to his goal of hitting \$35 million in total revenue from both companies by 2015.

To accomplish that, he's planning to open three new locations for each of the companies and is looking to acquire a flooring business as well as a bath showroom. He says he is going to continue to further shift his customer base toward homeowners rather than contractors because, he says, his staff does well with them.

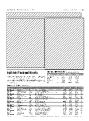
"We're very good at managing emotions on jobs," he

said. "I think that's key."

Holick, who began the business in his backyard in 1979 while teaching at his alma mater, Bristol-Plymouth Regional Technical School, says the key for others interested in buying a company is to carefully assess the value of the acquisition.

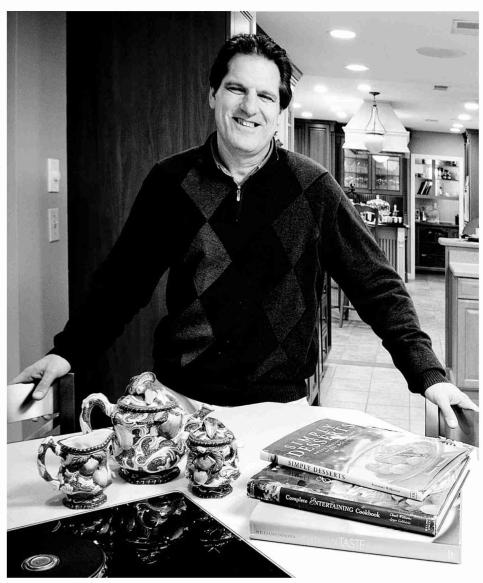
"Definitely, the biggest lesson is make sure you pay the right price for it," he said. "You can't pay for something that's not there."

— Don Seiffert



Boston Business Journal

Date: Location: Circulation (DMA): Type (Frequency): Page: Keyword: Thursday, July 07, 2011 BOSTON, MA 16,253 (7) Magazine (W) 22 Tim Holick



W. MARC BERNSAU | BUSINESS JOURNAL

Timing paid off for Wood Palace Kitchens owner $\underline{\text{Tim Holick}}$, who bought Cornerstone Granite early last year.