



## *Driving Profit & Growth*

---

January 9, 2019

Re: The nomination and recommendation of Randy Keys for the *Business Record* "2019 Forty Under 40"

Randy Keys has been a member of the BDR Coaching family since 2016. As a coaching client Randy has continued to commit himself to monthly coaching calls for himself and his team members. The coaching program is a rigorous one requiring owners to dedicate themselves to continual process improvement in the areas of-

- Customer Service
- Installation
- Financial management & acumen
- Financial and KPI improvements
- Advanced Accounting Procedures
- Continuing education for service technicians and installers
- Sales & Marketing
- Well defined career positions with advancement

Under Randy's leadership, he and his team have grown Schaal Heating and Cooling by 46% in just two years. Gross Profit dollars have increased by 69% and net operating income has increased dramatically. During this time 13 new positions were added to the local economy. Randy is also committed to the business planning process, having attended Profit Launch. This 3-day intensive workshop provides a hands-on experience for Randy and his team to develop key business goals by department with implementation plans, along with budgets and a 5-year forecasted growth plan. Based on his 2019 plan continued growth for the business and contributions to the community will continue.

Randy is always looking ahead, keeping abreast of the current technologies that will improve the efficiencies and workflow of team members. Randy watches for new products that impact a client's health, comfort, safety and monthly budget. Adding new products like these is a key strategy to serving the ongoing needs of his clients and their families.

Randy's dedication to the growth of his organization is based on the health and wellbeing of his employees. Randy understands that to have a successful business you must start with the personal success of those that work there. This philosophy has led Schaal Heating and Cooling to be the employer of choice in the local area. Randy has achieved this by investing in his team, who attend regular career training through



## *Driving Profit & Growth*

---

- Continuing education courses hosted by BDR
- Other third-party training seminars
- Internal training programs

This dedication to training extends to every level within the organization including himself. Randy not only participates in business coaching, he also attends as many leadership and management seminars as he can fit into this schedule. The entire coaching staff at BDR, along with myself see Randy Keys as a benchmark example of a business leader within his local community as well as the HVAC industry as a whole.

Respectfully Submitted by the BDR Profit Coach team:

Jasen Laws	Head Coach
Chris Ditty	Financial Coach
Tammy Vasquez	Senior Head Coach
Kim Archer	Vice President of Coaching
Bruce Wiseman	President