

Massachusetts construction firm Vision Builders helps national chain Mattress Discounters rest easy by completing east coast construction projects

FRAMINGHAM, MA...Anthony Gagliardi, Chief Operating Officer of the high-profile general construction management firm, **Vision Builders Co.**, recently won contracts for several new retail construction jobs across the east coast. The company specializes in build-outs and renovations for new and existing companies, and continues to meet its goal of completing projects in record time and against all odds.

Last month, Gagliardi and his team completed a build-out of a new **Mattress Discounters** retail store in Beverly, Massachusetts. The Beverly Plaza store went from work permit to occupancy permit in two weeks flat—less than half the time that most construction firms would estimate for a similar job. “Anthony promised us he would get the work done on time and meet our budget,” said Keith Till, Director of Business Development for the national mattress chain, “and his work reflected his prompt and thorough responses. He didn’t just meet our expectations, he exceeded them,” added Till.

Next, **Vision Builders** signed on to build out new locations for the chain in Stoneham and Bellingham, Massachusetts, and Providence, Rhode Island. “We’re completing these jobs in weeks, not months, which is pretty much unheard of in the construction business,” says Gagliardi, “That’s one of the biggest selling points for business owners who want to capitalize on a growing marketplace.”

It was Gagliardi’s responsiveness on these local jobs, said Till, that won him a contract to remodel seven **Mattress Discounter** stores in Virginia—in Fairfax, Vienna, Woodbridge, Herndon, Leesburg, Alexandria and Sterling, starting later this month. The remodeling work consists of going in at night and removing all the wall graphics and mirrors, patching and painting the walls with a new color scheme, and installing new carpet. It’s a challenging task because the merchandise stays put, and the stores stay open during the whole process, while all the work is done overnight. The **Vision Builders** team will stagger

each store renovation to start three days apart, and all seven locations should be completed in three weeks. “What’s been great about working with **Mattress Discounters** is that they’ve really put their trust in me,” says Gagliardi. “It’s great,” he says, “because they just let me do the work.” He believes that with proper planning and execution, he can overcome almost any hurdle. Vision Builders works with several sets of subcontractors, many of whom work in rotation on back-to-back shifts in order to meet client deadlines. Anthony is also accessible at all times, so that minor hold-ups don’t ever trigger a major delay.

Vision Builders Co. made a name for itself in the latter part of 2005, when Gagliardi and his team completed seventeen locations for work-wear apparel powerhouse **Work 'n Gear**—eleven new stores and six renovations in six different states, including Massachusetts, New York, New Jersey, Maine, Connecticut and Pennsylvania—in a two-and-a-half month period. Since a grand-opening had already been announced for two of the new stores, that left ten days to complete both jobs, front to back, side to side, and floor to ceiling. **Vision Builders** came through with quality assurance down to the last detail; both locations were completed with a day to spare, and occupancy permits were issued the same day.

The company also completed renovations for two popular Massachusetts eateries; **Firefly's** in Framingham, and **Bob's Southern Bistro** in Boston's South End, in record time. Both restaurant owners admitted they threw some crazy deadlines at Gagliardi, but say he was unfazed, and still able to assemble all the right materials, first-rate crews, and put the time it took to get it all done on schedule.

Gagliardi's forward-thinking approach to business may be new, but his training is really “old-school.” His Italian-born father was a mason who taught his young son the trade during his summer breaks from school. Gagliardi eventually ran the family construction firm for a decade, start-

ing in 1995. While he enjoyed the company's general contracting work for schools and other public works projects, he found his niche in the private sector, where he could concentrate on building longer-term relationships.

These days, Anthony Gagliardi concentrates on making the right connections for his clients. He likes that commercial construction projects are motivated more by value and less by politics. “The best part about this business is knowing that great results bring great referrals.” Gagliardi admits he'll do whatever it takes to get that repeat business, but realizes his solutions-oriented business model may also result in one-time clients. “Our company always uses creative ways to save clients money and get the job done fast, without cutting corners. I like to think of myself not just as a builder, but as a thinker.”

Coming next from **Vision Builders**: two more new **Work 'N Gear** store build-outs, one in Parsippany, New Jersey, and the other in Hanover, MA.



*If you can envision it,
we can build it.*

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About Vision Builders Co.:

Vision Builders is a nationally-Recognized new breed of general contracting and construction management firm with a business model that places equal emphasis on the quality of the client experience as the quality of the finished product. It focuses on developing close working relationships built upon shared vision, open dialog, and skilled craftsmanship. The private firm, established in 2005, works with new and existing companies in a variety of industries that require renovations and construction build-outs. Vision Builders has completed projects for several restaurants, wellknown retail operation Work 'n Gear, with locations in Maine, Massachusetts, New York, Connecticut, New Jersey and Pennsylvania, and national Chain Mattress Discounters, with location in Virginia and Massachusetts.



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