

# THE BIG

## 2017's Top Dealers

by Katherine Coig

# 10

**O**ne top dealer increased its sales by nearly \$3 million from 2015 to 2016. Another company posted record growth, reporting a 300-percent increase in year-over-year revenue. Other dealerships across the U.S. have seen strong and steady sales growth in every segment: commercial, residential and automotive.

WINDOW FILM magazine's top ten dealers averaged just under \$5 million in annual sales for 2016—\$4,970,645 to be exact—a 10-percent increase over 2015 sales, which averaged \$4,535,012. There are several familiar faces on this year's top ten list, as well as some new ones. You'll also notice last year's number one dealership, Jeff Franson's Window Film Depot in Marietta, Ga., has company this

year—National Glazing Solutions, owned by James Beale and Patrick Coyle with headquarters in Atlanta, now shares that spot.

The list also features two new dealers: Auto Paint Guard Inc., in Tampa, Fla., and Eclipse Window Tinting in Cincinnati, Ohio. After barely missing the top ten last year, Absolute Perfection in Sykesville, Md., made a comeback, increasing its total revenue by nearly 25 percent.

Overall, it looks as though business is doing pretty well: Commercial sales increased by 15 percent, with the top ten sellers in the category totaling \$29.2 million (though some operate with subcontractors). National Glazing Solutions sold \$8 million in this sector alone, equating it to 100

percent of the company's total revenue. Residential sales also jumped with a 22-percent increase from 2015 to just under \$12 million in 2016.

The strongest growth of all sales continued to be in automotive films—up 24 percent from last year's top five dealers. This year, the top five's sales amounted to \$10.7 million compared to 2015's total of \$8.6 million.

These dealers were selected based on their self-reported 2016 sales and input from industry insiders. If you think your company may qualify as a top dealer for next year, contact editor Katherine Coig at [kcoig@glass.com](mailto:kcoig@glass.com) to be considered.

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Solar Art installed exterior silver tint and red vinyl wrap accents on the Sherman Oaks building in Los Angeles, Calif.

## The Top Dealers in the U.S. by Sales Volume

| Rank | Company  | President/Owner               | 2016 Sales  | 2015 Sales  | Percent Change |
|------|--|-------------------------------|-------------|-------------|----------------|
| 1    | National Glazing Solutions<br>Atlanta            | James Beale and Patrick Coyle | \$8,000,000 | \$5,100,000 | 57%            |
| 1    | Window Film Depot<br>Marietta, Ga.               | Jeff Franson                  | \$8,000,000 | \$7,000,000 | 14%            |
| 2    | Campbell Window Film<br>Huntington Beach, Calif. | Brad Campbell                 | \$6,000,000 | \$4,000,000 | 50%            |
| 3    | Solar Art<br>Irvine, Calif.                      | Matthew Darienzo              | \$5,663,000 | \$4,378,000 | 29%            |
| 4    | Protective Solutions<br>Holliston, Mass.         | Chris DiMinico                | \$5,000,000 | \$4,500,000 | 11%            |
| 5    | New York Window Film Co.<br>Farmingdale, N.Y.    | Steve Pesce                   | \$4,550,000 | \$4,400,000 | 3%             |
| 6    | T&T Tinting Specialists Inc.<br>Honolulu         | Tommy Silva                   | \$3,843,450 | \$3,583,256 | 7%             |
| 7    | Absolute Perfection Inc.<br>Sykesville, Md.      | Bill Valway                   | \$3,150,000 | \$2,550,000 | 24%            |
| 8    | ClimatePro<br>Santa Rosa, Calif.                 | Jeremy Dobbins                | \$3,100,000 | \$2,890,000 | 7%             |
| 9    | Auto Paint Guard Inc.<br>Tampa, Fla.             | Ryan Burroughs                | \$2,400,000 | \$1,800,000 | 33%            |
| 10   | Eclipse Window Tinting<br>Cincinnati             | Richard Putoff                | \$2,215,000 | \$1,950,000 | 14%            |

## Rapid Growth

These 10 companies experienced the fastest growth in terms of sales across a period of one year.

| Rank | Company                     | Location                 | 2015 Sales  | 2016 Sales  | Percent Change |
|------|-----------------------------|--------------------------|-------------|-------------|----------------|
| 1    | Advanced Window Solutions   | Cortlandt, N.Y.          | \$500,000   | \$2,000,000 | 300%           |
| 2    | NuVue Window Films          | San Diego, Calif.        | \$404,800   | \$922,000   | 128%           |
| 3    | Tint Pro                    | Bonaire, Ga.             | \$220,000   | \$375,000   | 70%            |
| 4    | National Glazing Solutions  | Atlanta                  | \$5,100,000 | \$8,000,000 | 57%            |
| 5    | Campbell Window Film        | Huntington Beach, Calif. | \$4,000,000 | \$6,000,000 | 50%            |
| 6    | Auto Paint Guard Inc.       | Tampa, Fla.              | \$1,800,000 | \$2,400,000 | 33%            |
| 7    | Solar Art                   | Irvine, Calif.           | \$4,378,000 | \$5,663,000 | 29%            |
| 8    | Absolute Perfection Inc.    | Sykesville, Md.          | \$2,550,000 | \$3,150,000 | 24%            |
| 9    | Advanced Film Solutions     | Lutz, Fla.               | \$1,300,000 | \$1,600,000 | 23%            |
| 10   | The Tint Guy Window Tinting | Atlanta, Ga.             | \$1,800,000 | \$2,150,000 | 19%            |

## Lean Operation

These top 10 companies run the leanest operations in terms of employees per sales dollar.

| Rank | Company                     | Location                 | No. of Employees | Sales Per Employee |
|------|-----------------------------|--------------------------|------------------|--------------------|
| 1    | National Glazing Solutions  | Atlanta, Ga.             | 18               | \$444,444          |
| 2    | Auto Paint Guard Inc.       | Tampa, Fla.              | 7                | \$342,857          |
| 3    | Window Film Depot           | Marietta, Ga.            | 29               | \$275,862          |
| 4    | Advanced Window Solutions   | Cortlandt Manor, N.Y.    | 8                | \$250,000          |
| 5    | Eclipse Window Tinting      | Cincinnati, Ohio         | 10               | \$221,550          |
| 6    | Campbell Window Film        | Huntington Beach, Calif. | 31               | \$193,548          |
| 7    | New York Window Film Co.    | Farmingdale, N.Y.        | 24               | \$189,583          |
| 8    | The Tint Guy Window Tinting | Atlanta, Ga.             | 13               | \$165,384          |
| 9    | ClimatePro                  | Rohnert Park, Calif.     | 19               | \$163,157          |
| 10   | Advanced Film Solutions     | Lutz, Fla.               | 10               | \$160,000          |

## Lucky Number Seven continued

Dariento says he wants to be the best but not at the expense of everyone else. “I want to build the biggest building, but not by tearing everybody else’s down,” he says. He plans on getting to the top by creating a business model unlike any other in the industry and by utilizing the knowledge of existing owners.

“My model is going in and buying—nothing is really changing with regards to competition. I’m not stealing work or setting up shop next to any local dealers—the only thing changing is that the company

now has the support and infrastructure of a larger company,” he says.

Not all acquisitions are consummated. Dariento says this happens for two reasons: First, acquisitions aren’t common in the film industry, so the owner might not be ready to sell. Second, and importantly, often the owner isn’t aware of the company’s worth, which can lead to a fragile conversation.

“Negotiating the right way is critical. The deal and outcome must be right for both parties, or it will never work. We try and reverse-

engineer what the owner wants and work backwards from there. Oftentimes, owners aren’t aware of the value of their company and have never been through this process before, so negotiations can be challenging,” Dariento says.

Aside from occasional upgrades to equipment and creating an environment that reflects Solar Art’s culture, Dariento says he doesn’t really have to add any major capital following an acquisition.

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## Top 10 Residential Film Dealerships

| Rank | Company  | President/Owner  | Percent of Sales | 2016 Sales  |
|------|--|------------------|------------------|-------------|
| 1    | Campbell Window Film, Huntington Beach, Calif. | Brad Campbell    | 30%              | \$1,800,000 |
| 2    | ClimatePro, Santa Rosa, Calif.                 | Jeremy Dobbins   | 40%              | \$1,240,000 |
| 3    | New York Window Film Co., Farmingdale, N.Y.    | Steve Pesce      | 25%              | \$1,137,500 |
| 4    | Solar Art, Irvine, Calif.                      | Matthew Darienzo | 15%              | \$849,450   |
| 5    | Advanced Film Solutions, Lutz, Fla.            | Mike Feldman     | 48%              | \$768,000   |
| 6    | Absolute Perfection Inc., Sykesville, Md.      | Bill Valway      | 15%              | \$472,500   |
| 7    | T&T Tinting Specialists Inc., Honolulu         | Tommy Silva      | 12%              | \$461,214   |
| 8    | Eclipse Window Tinting, Cincinnati             | Richard Putoff   | 20%              | \$443,000   |
| 9    | The Tint Guy Window Tinting, Atlanta           | Chris Robinson   | 20%              | \$430,000   |
| 10   | Window Film Depot, Marietta, Ga.               | Jeff Franson     | 5%               | \$400,000   |

## Top 10 Commercial Film Dealerships

| Rank | Company  | President/Owner              | Percent of Sales | 2016 Sales  |
|------|--|------------------------------|------------------|-------------|
| 1    | National Glazing Solutions, Atlanta              | James Beale & Patrick Coyle  | 100%             | \$8,000,000 |
| 2    | Window Film Depot, Marietta, Ga.                 | Jeff Franson                 | 90%              | \$7,200,000 |
| 3    | Solar Art, Irvine, Calif.                        | Matthew Darienzo             | 85%              | \$4,813,550 |
| 4    | Campbell Window Film, Huntington Beach, Calif.   | Brad Campbell                | 70%              | \$4,200,000 |
| 5    | New York Window Film Co., Farmingdale, N.Y.      | Steve Pesce                  | 75%              | \$3,412,500 |
| 6    | ClimatePro, Santa Rosa, Calif.                   | Jeremy Dobbins               | 60%              | \$1,860,000 |
| 7    | Advanced Window Solutions, Cortlandt Manor, N.Y. | Marc Vitaliani & Ross Jurman | 85%              | \$1,700,000 |
| 8    | T&T Tinting Specialists Inc., Honolulu           | Tommy Silva                  | 29%              | \$1,114,600 |
| 9    | Absolute Perfection Inc., Sykesville, Md.        | Bill Valway                  | 30%              | \$945,000   |
| 10   | The Tint Guy Window Tinting, Atlanta             | Chris Robinson               | 35%              | \$752,500   |

## Top 5 Automotive Film Dealerships

| Rank | Company                                | President/Owner | Percent of Sales | 2016 Sales  |
|------|--|-----------------|------------------|-------------|
| 1    | Protective Solutions, Holliston, Mass. | Chris DiMinico  | 80%              | \$4,000,000 |
| 2    | Auto Paint Guard Inc., Tampa, Fla.     | Ryan Burroughs  | 100%             | \$2,400,000 |
| 3    | T&T Tinting Specialists Inc., Honolulu | Tommy Silva     | 52%              | \$1,998,594 |
| 4    | Eclipse Window Tinting, Cincinnati     | Richard Putoff  | 60%              | \$1,329,000 |
| 5    | The Tint Guy Window Tinting, Atlanta   | Chris Robinson  | 45%              | \$967,500   |

## Lucky Number Seven continued

By not making additional investments, he can reinvest into his company.

“It takes a lot of financial discipline, but it’s the only way we’ve been able to scale. It’s difficult to grow if you don’t reinvest,” Darienzo says. “Businesses stay the same because they don’t reinvest.”

For Darienzo, knowing when to

expand outside of California was a seven-year test, and it all boiled down to creating the right infrastructure and, most importantly, having the right people.

“Scaling is all about people and having those people in the right places. We’re finding that location for us doesn’t really matter. We have the same model whether

the location is down the block or across the country,” he says.

His last piece of advice: “It’s not about being the biggest, just be the best at what you do, and the rest will follow. For me, it’s about building something unique that doesn’t exist in our industry today. In the words of Gary Vaynerchuk, ‘Legacy is greater than currency.’” **WF**