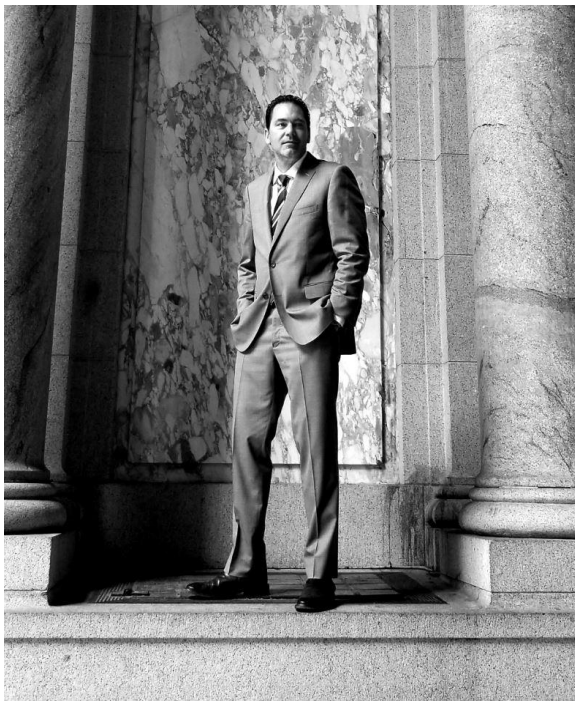


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New York City





EXPERIENCE

DECO ELEVATOR

8-8-1986 - 7-01-1993

1986 Began in the elevator business as a helper. 1989 was upgraded to mechanic. 1992 - 1993 Performed all supervising, troubleshooting, and engineering.

VER-TECH ELEVATOR CO., INC

7-01-1993 – 6-01-2010

Founder and President of the company which remained in effect until 6-01-2010 when the company was sold to United Technologies Corporation. At that time the company employed over 125 people and had over 2400 elevators on monthly maintenance and time and material basis

UNITEC / VER-TECH ELEVATOR

6-01-2010 – 6-01-2013

Mr. Gelestino headed the merger of Unitec and Ver-Tech with the UTC team. This included real estate location and buildout, headcount and strategy, IT integration, HR integration, policy and culture integration, route analyzation, repair and maintenance integration, modernization WIP integration.

CHAMPION ELEVATOR CORP.

9-01-2015 – PRESENT (FOUNDER AND PRESIDENT)

LEADERSHIP

National Association of Elevator Contractors

Member Since 1996. Current 2019 / 2020

President

Cross County Savings Bank

Board of Director

The Maurer Foundation for Breast Health

Board Member & Golf Committee Chair

Molloy College

2017,18,19 Golf Committee Member

Friends of Saint Dominic's

2018 Leadership Honoree and Recipient

Elevator Conference Of New York

Member Since 1993

Rockville Centre Chamber of Commerce

Member Since 2010 & Current Vice President

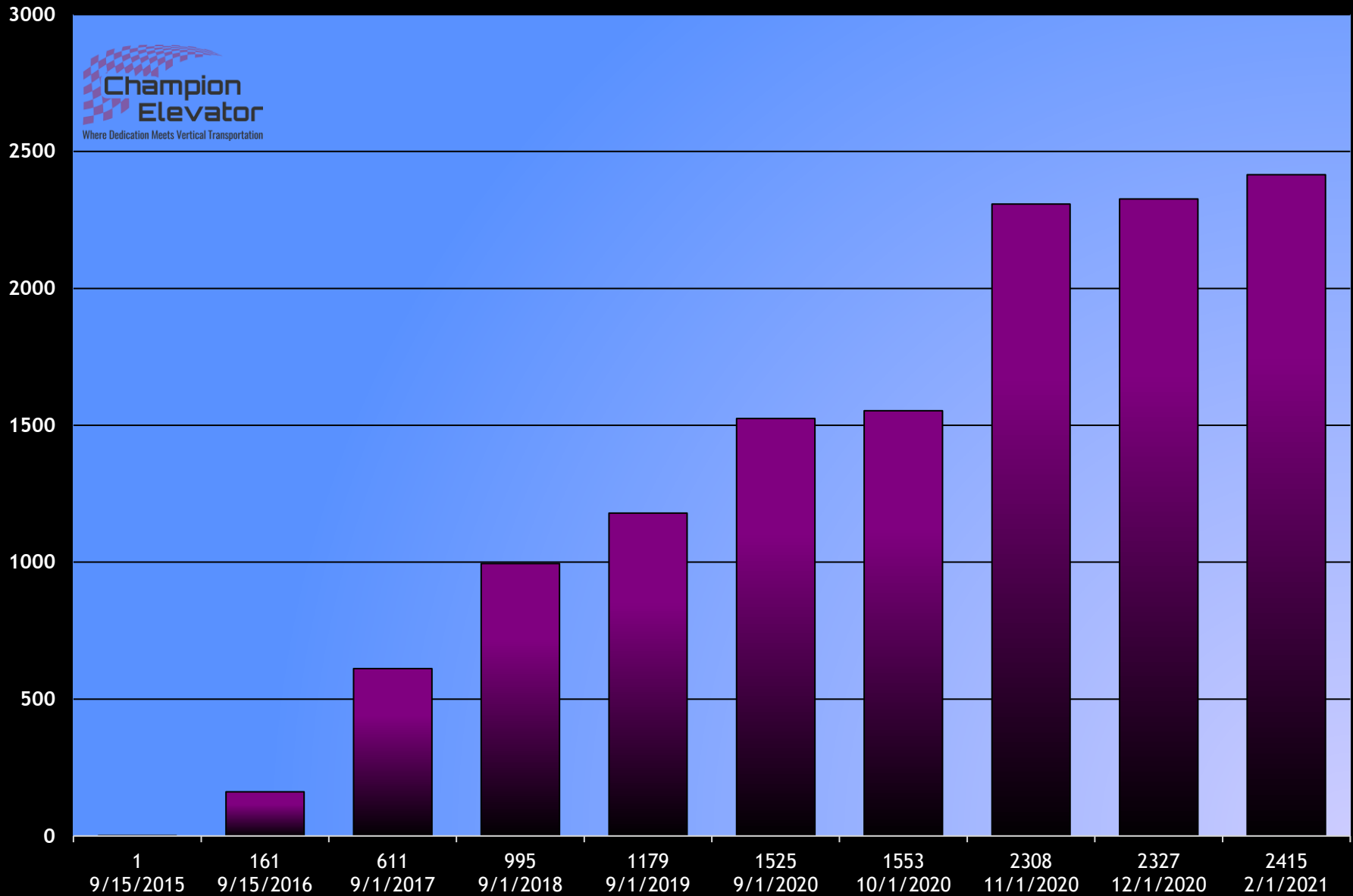
Taking Your Elevator Service Company to The Next Level!

► This is a Presentation designed to give an Elevator Service Company Owner some thoughts on how to scale the company to their own expectations.

More in-depth presentation at the Spring Conference

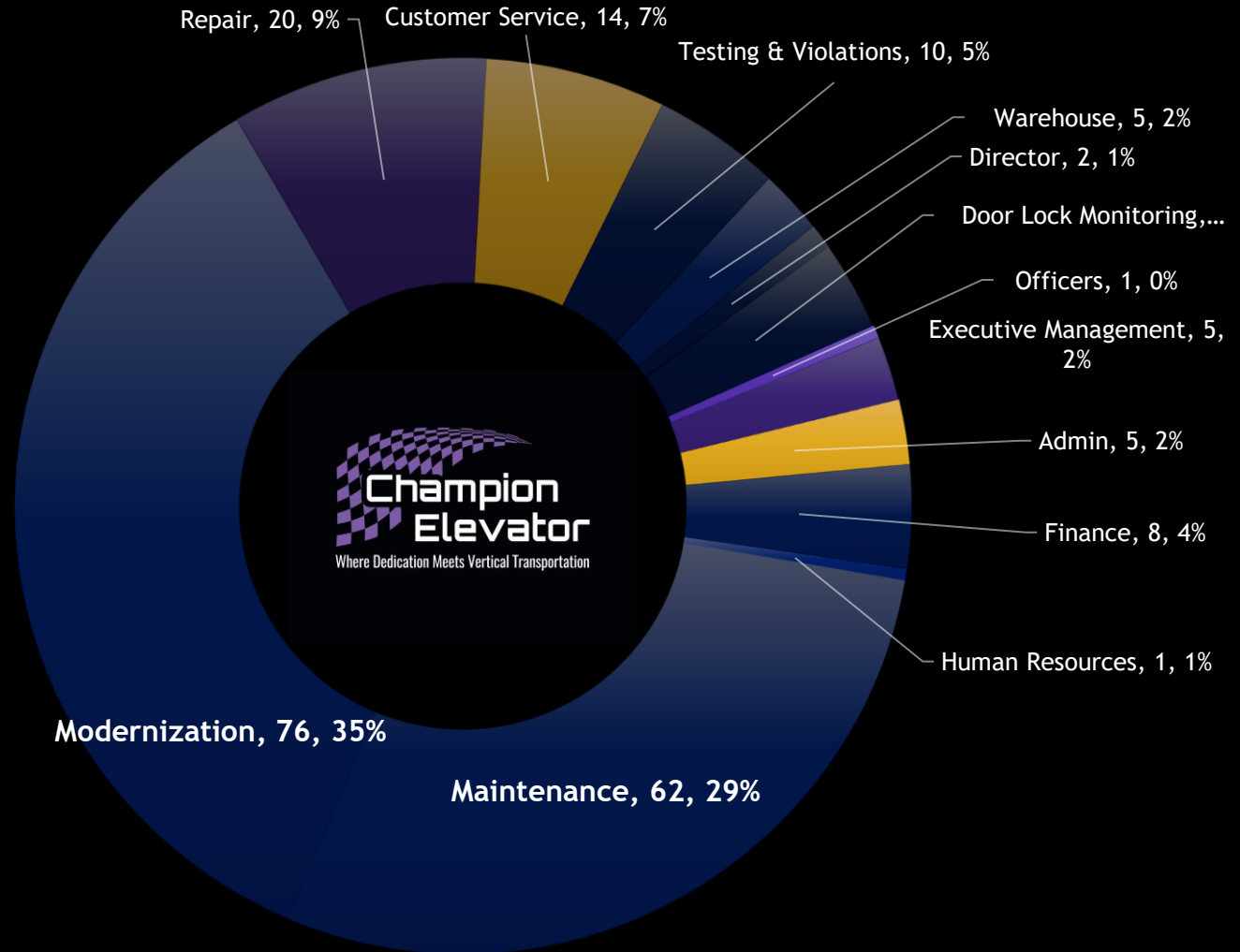


Champion Elevator Corp. Sept 15, 2015 thru January 01, 2021 Maintenance Growth Chart - 2415 units on service



FEBRUARY 2021 CHAMPION ELEVATOR 216 EMPLOYEES

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- Executive Management
- Admin
- Finance
- Human Resources
- Maintenance
- Modernization
- Repair
- Customer Service
- Testing & Violations
- Warehouse
- Director
- Door Lock Monitoring
- Officers

Co-Op City (43,752 residents)

Largest Elevator Modernization in the United States
\$40,000,000.00+

Department President Robert Masterson runs the Project

Consists of 180 elevators:

- 25 stops x 19 duplex cabin
 - 27 stops x 31 duplex cabin
 - 18 stops x 15 duplex cabin
 - 19 stops x 15 duplex cabin
- 10 Full time modernizations teams
 - 1 modernization supervisor
 - 1 Project Manager

Monthly Maintenance over \$200,000 + tax

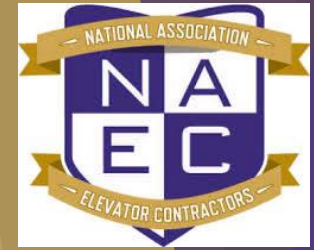
- 4 full time techs 8-4
- 1 repair team 7-3
- 1 supervisor / troubleshooter 8-4
- 1 maintenance tech & helper 4-12
- 1 maintenance tech & helper 12-8



The Question is....

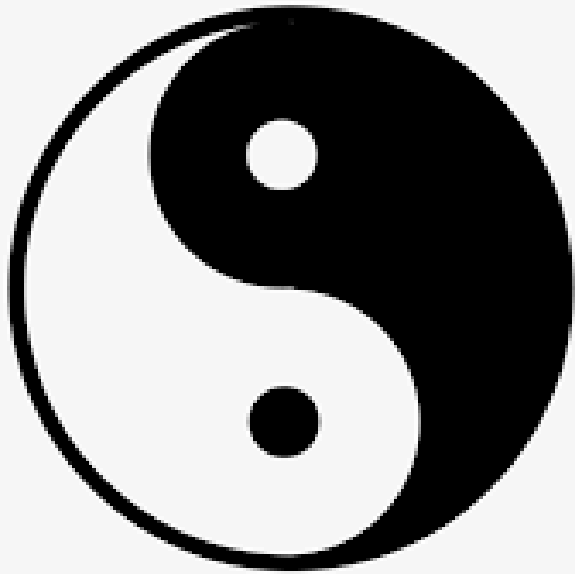
How & Why?

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- **Know Your Threshold and Bandwidth as well as that of your team!**
- **How big of a geographic Footprint do you want to cover?**
- **What type of equipment do you want to service - can your team perform the work?**
- **Where are you now and Where do you want to be?**
- **What time frame do you want to reach your growth goal?**
- **Can you afford to grow and how do you create or obtain financing for growth?**

What Do These Symbols Bring to Mind?



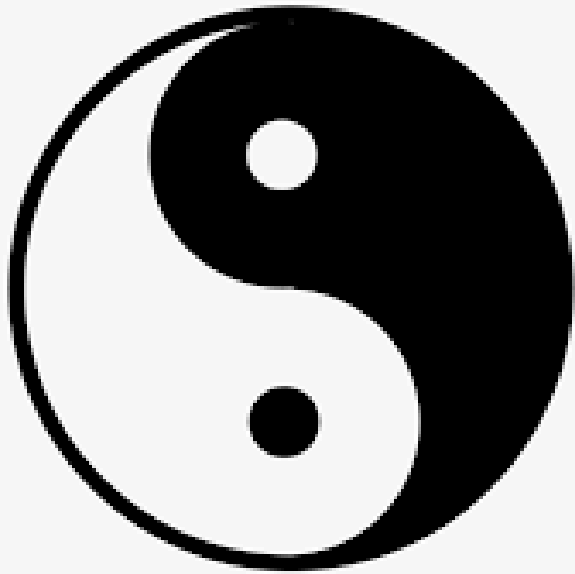
If you said Bruce Lee, Karate, Good & Evil as well as Mercedes Your Right!



But NOT for this presentation.....

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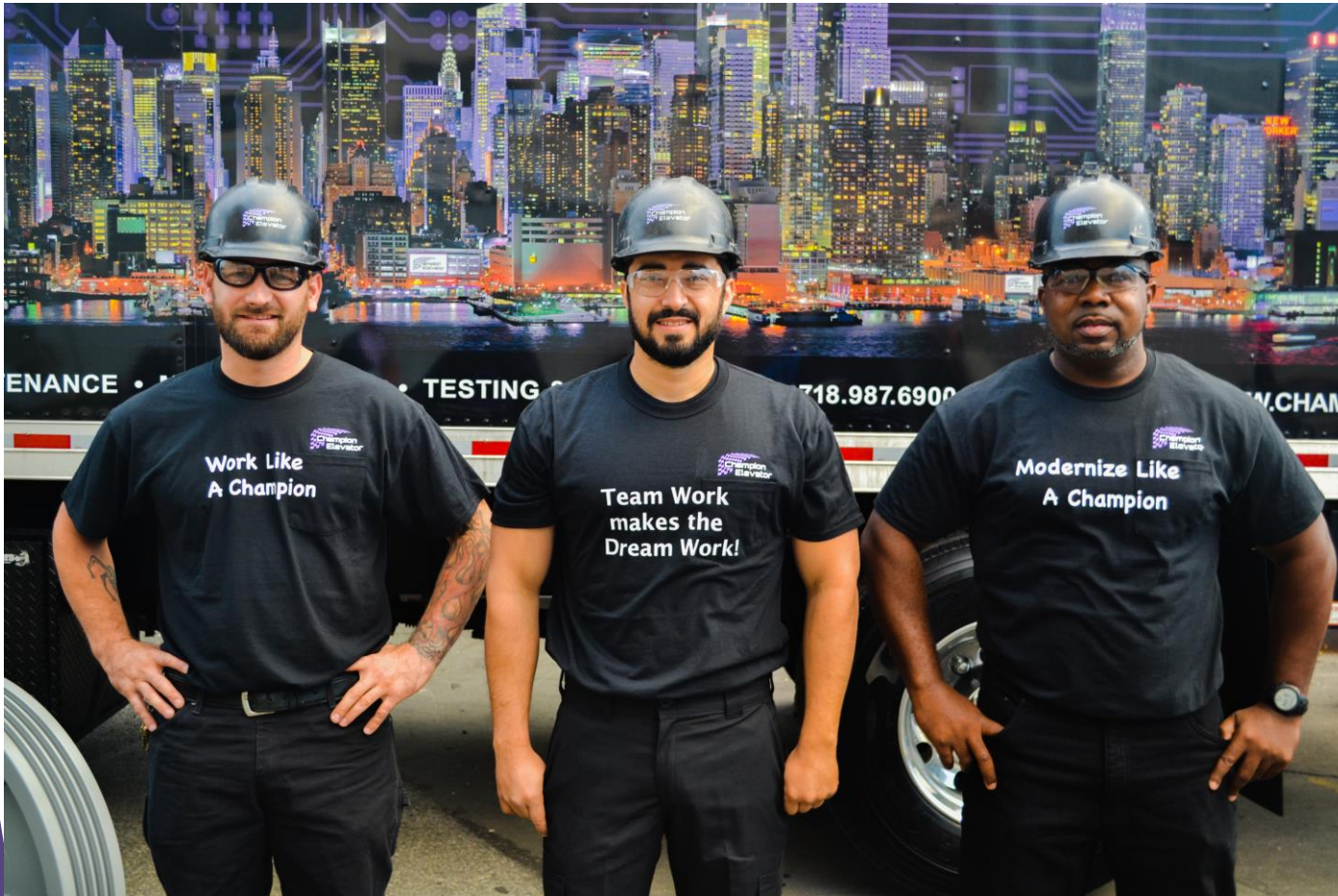
These Symbols Represent a few Key items...



You **MUST** have to succeed



Teamwork Makes The Dream Work!



Culture & Good People

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➤ Know Your Threshold and Bandwidth as well as that of your team!

- What Capacity And Responsibility Do You Want To Manage
- Have Time To Manage
- Can Afford To Manage
- At What Cost To The Balance Of Your Personal Life?

Remember - Your Not Doing This Alone.....

The Same Questions Need to Be asked of Your Team

First Step Is to Create a Forecasted business plan

You can do this if you are a 1 person company or a much larger company that has been “going with the flow” for a while.

Know your numbers **\$\$\$** and plan to them

Break Down By Book of Business - Maintenance, Mod, Construction

	Budget											
	January	February	March	April	May	June	July	August	September	October	November	December
SALES												
1. Maintenance	\$ 1,329	\$ 1,352	\$ 1,375	\$ 1,398	\$ 1,421	\$ 1,444	\$ 1,468	\$ 1,491	\$ 1,514	\$ 1,537	\$ 1,560	\$ 1,583
2. Modernization	3,174	2,965	2,954	2,963	3,463	3,212	3,465	3,460	3,468	3,464	2,952	2,952
3. Repair	981	996	1,010	1,024	1,038	1,031	1,046	1,054	1,053	1,067	1,081	1,075
4. Sales Credits and Discounts	(33)	(32)	(32)	(32)	(36)	(34)	(36)	(36)	(36)	(36)	(34)	(34)
5. Total Sales	5,451	5,280	5,307	5,353	5,887	5,653	5,942	5,968	5,988	6,032	5,560	5,576
COST OF GOODS SOLD												
Maintenance												
8. Direct Costs	512	461	491	546	568	510	581	574	544	596	577	558
9. Indirect Costs	602	543	604	617	674	575	674	624	623	651	663	611
10. Total COGS - Maint.	1,114	1,005	1,095	1,163	1,241	1,085	1,255	1,198	1,167	1,248	1,240	1,169
Modernization												
12. Direct Costs	1,806	1,676	1,711	1,751	1,960	1,793	1,913	1,913	1,913	1,961	1,747	1,722
13. Indirect Costs	700	639	694	738	788	683	737	707	707	758	752	702
14. Total COGS - Mod.	2,506	2,315	2,404	2,489	2,748	2,476	2,650	2,620	2,620	2,719	2,500	2,424
Repair												
16. Direct Costs	287	291	278	292	293	275	275	285	278	268	284	278
17. Indirect Costs	213	219	234	233	215	215	235	223	215	232	226	213
18. Total COGS - Repair	501	509	512	526	508	490	510	508	493	500	509	492
28. Total COGS	4,121	3,829	4,012	4,177	4,078	4,078	4,514	4,366	4,280	4,467	4,249	4,085
CONTRIBUTION MARGIN												
30. Maintenance Services	817	891	884	852	854	934	886	928	970	940	983	1,025
31. Modernization Services	1,367	1,288	1,243	1,212	1,503	1,418	1,504	1,526	1,555	1,504	1,205	1,230
32. Repair Services	694	705	732	746	746	730	770	769	775	799	798	796
33. Total Contribution	2,878	2,884	2,859	2,796	3,102	3,082	3,161	3,223	3,300	3,243	2,985	3,051
GENERAL & ADMINISTRATIVE EXPENSES												
Budget												
January February March April May June July August September October November December												
47. GENERAL & ADMINISTRATIVE EXPENSES												
48. Salaries, Benefits, Payroll Taxes and Training	488	488	600	596	718	594	714	593	592	588	708	737
49. Insurance	277	277	301	291	313	283	313	291	287	295	309	287
50. Utilities, Computers, Communication	14	14	14	14	14	14	14	14	14	14	14	14
51. Repairs & Maintenance	3	3	3	3	3	3	3	3	3	3	3	3
52. Auto Expense	11	11	11	11	11	11	11	11	11	11	11	11
53. Travel, Meals and Entertainment	43	38	38	53	38	38	38	38	68	38	38	38
54. Other Expenses	34	34	89	71	34	34	44	41	34	34	34	189
55. Professional Fees	75	75	75	75	75	75	75	75	75	75	75	75
56. Rent Expense	48	48	48	48	48	48	48	48	48	48	48	48
57. Dues and Subscriptions	4	4	4	4	4	4	4	4	4	4	4	4
58. Advertisement and Marketing	35	35	35	35	35	35	35	35	35	35	35	35
59. Office Expenses	17	17	17	17	17	17	17	17	17	17	17	17
60. Licenses, Permits and Registration	33	31	31	31	36	33	36	36	36	36	31	31
61. Total General & Administrative Expenses	1,091	1,076	1,266	1,249	1,346	1,190	1,352	1,206	1,224	1,199	1,327	1,489

SAMPLE ONLY !!!



People (Field & Office)

- Honest
- Good Communication
- Goal Oriented And Aligned With Your Plan
- Capability Of Adapting To Change
- **Don't Surround Yourself With People That Tell You What You Want To Hear Or Always Agree With You!!!**

SO..... NOW THAT YOU
HEARD SOME OF WHAT
YOU KNOW.....

HOW DO YOU ACHIEVE
ACCELERATED
GROWTH?

Let Employees and Customers Know What Your Doing



WEBSITE



BLOGS



PODCASTS

Use a Professional if you don't have the time or expertise..



BLOGS

Data analytics

There's alot to Know!!!!!!

PODCASTS

WEBSITE

CRM systems



Culture & Work Related



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Join Industry Committees and Boards



NATIONAL ASSOCIATION OF ELEVATOR CONTRACTORS (NAEC)



ELEVATOR CONFERENCE OF NEW YORK (ECNY)



INTERNATIONAL ASSOCIATION OF ELEVATOR CONSULTANTS (IAEC)



ASSOCIATED BUILDERS AND CONTRACTORS (ABC)



ACCESSIBILITY EQUIPMENT MANUFACTURERS ASSOCIATION (AEMA)



AMERICAN INSTITUTE OF ARCHITECTS



AMERICAN NATIONAL STANDARD INSTITUTE



AMERICAN PUBLIC TRANSPORTATION ASSOCIATION



AMERICAN SUBCONTRACTORS ASSOCIATION

Grow your Knowledge & Network

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Join Local and Customer Related Organizations



Attend events & advertise

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Facility & Property Managers



When New Codes or Products come out...

- Do Lunch And Learns
- Send Email Blasts
- Over Communicate But Don't Be Pushy.....



Do Good and Be Good

The words of a good Friend George Subraj



- Join Charities
- Donate To Good Causes
- Treat People As Good Or Better Than You Treat Yourself
- Good Things Happen When You Carry A Positive Message!

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Everything Cost Money !!!!!



Invest In Your Company

Some investments you can not place a dollar value on
Marketing - Branding - Advertising - Donations - R&D

These items are there for:

- Potential Customers Awareness
- Existing Customer Confidence
- New And Future Employee Engagement
- Existing Employee Culture

There are Many Ways to Finance Growth

Here are some Thoughts!

#1 Make Sure Jobs are profitable and Build your Cash!!!!

Low Risk - SBA & Bank Financing

Medium Risk - Capital Against Receivables
Joint Ventures or Partnerships
Private Equity Partners

Hi Risk - Ask my wife for the money!!!!



► At Spring Conference, I Will Be Doing a More In Depth And Detailed Presentation Which Takes Approximately 1 Hour.

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Looking Forward
to Seeing You at

- Spring
Conference
- Atlantic City



Thank You!