

# sore thumb

When it's good to stick out in the crowd

To be competitive in the marketplace, a business must set itself apart and be able to communicate what makes it so different from the rest. Business leaders have a term for it: competitive advantage. We asked local CEOs to tell us theirs.

## PERSONALIZED CARE

We limit the number of patients per physician so that patients can have easy access to their doctor. We offer a different kind of patient experience, which includes same-day appointments that typically start on time and last anywhere from 30 minutes to two hours. Patients enjoy around-the-clock access via phone or email. An affordable flat annual retainer fee covers all office visits, home visits, hospital care and most office testing and procedures – with no co-pays or insurance hassles. We take the time to pay attention and do it right, to prevent health problems or, where problems exist, to get to the root of the problem.

**KEVIN LYNCH**, owner,  
Lynch Primary Care



## CREATING VALUE

Unlike other industry consultants, Project Leaders, LLC, affords owners and sponsors the opportunity to hire an experienced construction manager or consultant based on project need in lieu of an assumed staffing requirement. We do not strive to staff a project – our mission is to minimize staffing, thereby creating value while reducing our client's opportunity costs.

**JAMES HARLOW**,  
president, Project  
Leaders, LLC



## TIGHT FOCUS

I feel what sets Title, Inc., apart from other title companies has been our choice to remain an independent title agency (without having to rely on an affiliated business arrangement) when the market forces over the past eight years have been quite to the contrary. Not having the upstream ownership allows us to focus our attention on the end user, the customer. Our independence affords us the ability to offer excellent, hands-on service. The customer wins when we work hard, listen carefully, adjust quickly and insist that our team excel as professionals. Having a strong team in place with open communication channels and extensive experience in the title industry allows us to go the extra mile for our customers.

**ALLISON WAYLETT**, president,  
Title, Inc.



## TRUSTWORTHINESS

Our main competitive advantage is trust. We are local. There are a lot of internet marketing and SEO companies around the U.S. and overseas, but who are they? People know me – I've been in the media market since I moved here 15 years ago and in internet for the past five years. I can visit and talk to clients and give them straight answers face to face. The big national companies (even Google) and offshore companies can't do that.

**JEFF SPOKES**,  
owner, Baltimore area,  
TruePresence



## THOROUGH COMMUNICATION

Our competitive advantage is communication. We act as general counsel to our small and medium-sized business client base. To do our jobs well, the establishment of an open line of communication with our clients is essential. We've built our business model around it.

**ELIOT WAGONHEIM**, founder and  
managing member, Wagonheim Law



## SERVICE VARIETY

Since 1976, Gramophone has provided a full range of services to busy people who hire professionals for a wide variety of services. Our staff is [made up of] career-oriented professionals who develop lasting relationships with our clients and are passionate about the products, services and, ultimately, the experiences that we deliver. From helping our clients plan their entertainment space to engineering the solutions, installing them, programming them and maintaining them, Gramophone provides complete support for our customers through all phases of the project. Our showrooms provide an environment that is much more reflective of our clients' homes.

**BRIAN WUDKINS**, president,  
Gramophone, LTD



## ACCOUNTABILITY

We have an acronym for "Do what you say you are going to do when you said you were going to do it." I have that on the back of our hats that employees wear. It promotes to everyone accountability in an industry that promises you the moon but rarely delivers on promises made.

**JAY VAN DEUSEN**, president and  
CEO, Van Deusen Construction Company

## CLIENT-CENTRIC

As opposed to our industry peers, who prioritize the business over its owner, at Glass Jacobson, the owner's needs and goals are our primary focus. The business becomes one aspect of a more

holistic approach to financial success. Based on this client-centric model, our firm evolved into the full-service wealth management firm it is today. By incorporating experts in tax, financial planning, investment advisory, asset protection and business planning into each client relationship, we form a complete trusted partnership. Our integrated approach to a client's personal and business financial needs enables us to help clients make smarter, better informed decisions to reach their financial goals. There is no need to coordinate multiple advisors.

**ED JACOBSON**, president,  
Glass Jacobson



## CUSTOMER SERVICE

Furbish Company delivers state-of-the-art, innovative building systems that enhance comfort and health, lower utility bills, increase asset value and restore the natural systems that support us. At Furbish Company, our competitive advantage is showing up on time, paying attention to detail and respecting the interests of our clients. Our clients appreciate that we don't need a lot of hand-holding, and ultimately, we deliver systems that grow healthy, happy plants.

**MICHAEL FURBISH**, founder and  
president, Furbish Company

