

hbarep.com / Headquarters: Portland, Ore. / Employees: 30 / Specialty: Plumbing and HVAC manufacturer's rep

/ Chad Hollabaugh, president: "We keep moving forward by continually investing in our people, in relationships within our industry and in technology."

Family Tradition

Through commitments to service, technology and people, Hollabaugh Brothers & Associates has achieved seven decades of success. **BY ERIC SLACK**

Founded by Roy Hollabaugh

Sr. in 1945 in Portland, Ore., Hollabaugh Brothers & Associates (HBA) is today a fourth-generation family business. The company's aim is to be the top manufacturer's representative in the plumbing and HVAC wholesale industry in the Pacific Northwest through superior marketing, sales, service and product knowledge.

"Each generation of family leadership has made the commitment to strengthen and improve upon the great opportunity of Hollabaugh Brothers & Associates," President Chad Hollabaugh says. "We've made the commitment to a smooth transition from one generation to the next, and we always recognize that long-term relationships are built on trust. Trust is a major foundation block that is crucial to a strong family business."

SERVICE MINDSET

HBA believes that successful sales come about through a culture of serving. This is the message its leadership tries to pass on to associates and customers by modeling and enforcing those ideals. Currently, HBA employs 30 people and services Oregon, Washington, Alaska and Idaho. Its customer base includes wholesale distributors, retail, plumbing and heating contractors, engineers, architects/designers and builders/remodelers.

"Our customers expect quality products and dependable service with communication that is fast and accurate," Hollabaugh says.



HBA is a fourth-generation family business in the Pacific Northwest's plumbing and HVAC wholesale industry.

The company represents manufacturers such as Watts, A.O. Smith, Charlotte, Uponor, TOTO, Woodford, Guardian, Seisco and Takagi. Its services include training; inside/outside sales customer support; order processing, sizing and design; startups; marketing and quotations. HBA also has stocking warehouses in Portland and Seattle along with an organized line package that keeps the company focused on the plumbing, heating, irrigation, water works and fire protection business channels.

"Our company has very strong part-

nerships with lines that are committed to quality and service, and that are willing to invest in the Pacific Northwest with HBA," Hollabaugh says. "In our territories, we have the right amount of people to respond to our customers' needs, and we've been investing in the latest technology to increase the speed and accuracy of our communication."

INVESTING IN TOMORROW

To help the company thrive in the current economic climate, HBA has devised what it feels is a very thorough strategic

plan. The company has been investing in technology to increase the speed of communication on opportunities with customers while investing in its people to build their knowledge and value to the industry. Helping the company adapt to market changes have been investments

in areas such as Switchvox phone systems, Sales Force CRM, live streaming and website/chat support and ISQ quotations software for accurate price and descriptions with active spec sheet links. It has also invested in making sure its stocking warehouses have the inven-

tory needed to support its factory and distribution partners.

Additionally, HBA has focused on investing in people. Its staff now includes 12 outside salespeople, 10 inside salespeople, four quotations specialists, three principles and an HR manager. The company is making sure it has the right amount of outside salespeople to cover its territory in an efficient manner as well as inside customer service reps so that customers get a live, knowledgeable person on the phone when they call. HBA has put resources into its quotation department so it can quote every job large or small with time to spare for distribution partners while ensuring that management can foster a uniform, consistent effort throughout its territory and within its inside sales customer support team.

“The focus has been on marketshare gain and marketshare balance for the factories so that we are in a position to grow regardless of where the commercial or residential markets are at,” Hollabaugh says. “Balance is key to being in a position to keep growing.”

HBA has certainly earned a strong reputation for its many years of service, including earning awards such as the 2014 TOTO rep of the year award. The company is proud of its commitment to integrity and a leadership model that espouses ethical, personal and professional accountability at all levels. Its four generations of family leadership have set the tone, and the company is in position to continue to succeed after the recent retirement of third-generation owner Brad Hollabaugh after 43 years of service.

“He has been a tremendous men-

Congratulations!



*Hollabaugh Brothers
& Associates*

On Their
70TH ANNIVERSARY!



// Watts Water Technologies // applauds Hollabaugh Brothers and Associates for their long-term commitment to Pacific Northwest customers in the plumbing and HVAC industry. As a manufacturers' rep for many of the Watts Water Technology brands, they consistently display superior knowledge of the products we offer and work diligently to meet customer needs.



tor who put a lot of time and effort into running the business, making sure it was in position to win, and adding key lines," Hollabaugh says. "He made sure that the next generation developed into leaders over 20 years, putting us in different parts of the company and different parts of our territory areas to learn and grow. He also

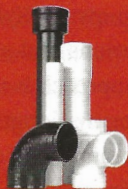
survived through many recessions and economic ups and downs, helping us to understand how to manage resources and maintain infrastructure during the dips. We learned those lessons and developed strategies that helped us come through the last recession and put ourselves in position to win."

As the company moves forward, it is fortunate to be large enough to have a positive impact by influencing sales and market-share for manufacturers in its service territory. HBA plans to continue to be a good community partner, supporting organizations such as Wounded Warriors Foundation and ALS Association, while at the same time providing donations to support customers' functions.

Additionally, HBA will ensure that it is creating standards and processes that are efficient and replicable while identifying and addressing bottlenecks that get in the way of a balanced working environment. That way, its customers can depend on fast, accurate and dependable service.

"Business moves forward with or without you," Hollabaugh says. "We keep moving forward by continually investing in our people, in relationships within our industry, and in technology." □

We salute Hollabaugh Brothers & Associates



Congratulations on Your 70th Year Anniversary

Charlotte Pipe and Foundry is proud to have Hollabaugh Brothers & Associates representing its high-quality plumbing systems. We thank you for your dedication and hard work, and congratulate you on your achievement.

CHARLOTTE
PIPE AND FOUNDRY COMPANY

You can't beat the system.®