



*“The value of TAB is that it keeps me focused”*



**Anthony Scovazzo**  
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Member Since: 2009

How do you differentiate your company and attract customers when your competition spans multiple pages in the phone book? In the competitive construction industry, quality and reputation are key differentiators says Anthony Scovazzo, founder and president of AJS Consulting Engineers P.C. Scovazzo gets points for both, with more than 30 years in the industry and a focus on quality over price.

Located in bustling Alexandria, VA, AJS specializes in the design of HVAC, electrical and plumbing systems for commercial and institutional buildings. The firm's main clients are architects, although new construction has declined over the past several years, and construction costs have decreased 30-40 percent in the area. As a result, AJS has adapted to meet the needs of building owners who need to fix or replace outdated equipment, or are looking to reduce operational costs by implementing more energy efficient systems.

“We have three inseparable goals,” Scovazzo explains, “reducing energy use and costs, occupant comfort and health, and sustainable design.” Scovazzo has held these values since earning his degree in architectural engineering, and they’re a big part of why AJS increased revenue 33 percent last year. “Building owners nowadays look at energy conservation to reduce total cost of ownership. In the past, most of the long-term players were investors and didn’t really care. But they’re mostly out of the picture now.”



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Scovazzo is capitalizing on this increased interest in energy efficient systems, but he knows that the competition is still fierce. When he joined TAB in 2009, he knew that reducing his price wasn't a long-term strategy. "When you're looking at your long-term strategy," he says, "you can focus on price, differentiation or specialization. Trying to focus on all three doesn't work."

As it turned out, the other members of his TAB board had the same dilemma. "Our board is pretty diverse," says Scovazzo. "We've got building engineering, a video production company, a cleaning service, a repair service and an events planner. Yet we all have similar challenges regardless of our industry."

When it comes to differentiation, Scovazzo admits it requires constant focus. "You have to be very consistent," he says. "You're always marketing, whether you know it or not. You may be doing negative marketing and not know it."

Scovazzo's TAB board and facilitator serve as a welcome sounding board for new ideas. They also keep him focused on the big picture. "TAB has helped me realize that I can be as effective without working 60 hours a week," admits Scovazzo. "I've surrounded myself with skilled people that confidently accomplish delegated tasks."

As a seasoned business owner, Scovazzo recommends TAB because it reinforces what he needs to do. "The firefighting aspect of running a business will steal your attention," he acknowledges. "The value of TAB is that it keeps me focused."



## About The Alternative Board

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