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# CLASSIC CONCRETE FORMING

Georgia-based Classic Concrete Forming, LLC, is not just committed to providing the concrete formwork that its clients need; the company's also committed to forming lasting relationships and providing a service that is not what customers expect from their specialty subcontractors.

In March 2006, Ed Fredrickson, Mike Vandenbos and Dave Crenshaw partnered to form their own company, Classic Concrete Forming. Today, the company specializes in producing commercial concrete forming for projects ranging from hospitals to parking decks and condominiums — virtually anything, anywhere where vertical or elevated concrete is needed.

"While we were at the World of Concrete, we started talking about it and decided to go into business," says Vandenbos. "We just wanted to be in charge of our own destiny. If we were going to work hard, we wanted to benefit from it. We had ideas of how we could do it, and here we are."

A leap of faith was followed by a slow start. The new enterprise eventually gained momentum when Classic Concrete Forming took their first job at the BOC Gases, Lin-Lox Tanks in Cartersville, Ga. Over the course of two-plus years, that momentum has been maintained with projects like The Artisan, which teamed Classic with Hogan Construction. "Atlanta is our

home market, and for us [The Artisan] was the first big job we did here," Fredrickson says. "It is one of the first high-profile jobs we've completed. This job is one we want to hang our sign on and say 'This is what we do.'"

The seven-story, elevated condominium development — also the first of its kind for Hogan — saw Hogan employ a tower crane in downtown Decatur. "We started the job with a sketch. We worked with Hogan to budget it and brought it all the way from design, to contract drawings, to actually building the project," Vandenbos says. "Everything went like clockwork. I think the neat thing about this project was that we were able to start from the very beginning, in the design

stage, and work through that. We brought a team together and we were able to work together to take it all the way up."

Paul Hogan of Hogan Construction echoes Vandenbos' sentiments. "We appreciate the long hours [Classic] spent working preconstruction with us as well as the numerous man-hours poured into the field in order to meet our fast paced schedule." Classic's coordination with Hogan "not only solidified the 7 day turn around on floor rotations, but also proved to Hogan Construction that a 7story slab and column project is the tip of the iceberg as it relates to Classic's capabilities."

Vandenbos notes one of the secrets of the company's success is the ability to be selective about those they choose to



partner with. "When we started this company, one of the things we decided to do was to work with people we like, and those who wanted to work with us," Vandenbos says. "We find people like that, whether it's our banker or our lumber supplier. We work with people we trust and we treat them fairly. We try to build relationships. The bottom line is that we can't do this by ourselves," Vandenbos adds.

Because they are a smaller company, Fredrickson said they're able to give their complete attention to smaller jobs, as well as the more high-profile projects.

The end result is a more personal rapport with customers, and the increased confidence that results from a more 'hands-on' approach. "I think because of our size, when you're dealing with project management, you're dealing with the owners," Fredrickson says. "I think that separates us from other companies when we make decisions. When we give our word, we're giving the word of the owner. It's final. I think that carries more weight."

Vandenbos adds, "We've kind of created a niche for ourselves. We enjoy doing the smaller formwork jobs (under

\$2 million), but on several occasions we have shown the ability to do big formwork jobs."

Classic has also partnered with Hogan on the Tremont Condominium Project in Atlanta and the Newton County Parking Deck in Newton County, Georgia. Classic and Hogan will be working together on the Athens Academy Preschool Center in Athens, Georgia, The Atlanta Northern Building in Marietta, Georgia, and the Atlanta Public Safety Building in Atlanta, Georgia. All of these projects stand as monuments to Classic's

approach to partnering with its customers and the company's ability to deliver. Classic's customers believe that they do good quality work and appreciate the fact that they are not a change order oriented type of company.

Fredrickson gives the credit back to their customers, their suppliers, and their employees. "That goes back to the team," says Fredrickson, "We get the best people for the job, the best tools for the job, but a large part of our success is the relationships we have built."

— Corporate Profile





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