

Spotlight on Success: Partners in Growth *in Action*

Creative Paving Solutions, Scottsdale, Arizona

By working together, StreetPrint™ and its Applicators offer a unique, winning combination. With a value-added product such as StreetPrint™, a customer service approach works only when the end-user – the client of the Applicator – wins as well. Specifiers and clients look for credibility and professionalism. They want to be sure that the installations take place on time. They want solutions to their decorative paving needs, and no worries.

In only four years, Hadar Rahav, owner of Creative Paving Solutions in Scottsdale, Arizona, has turned his business into one of the most successful Licensed StreetPrint™ Applicators.

Rahav owned a large landscaping business with more than 150 employees and clients in the high-end residential market. "Having that big a business gave me too many headaches," Rahav says. "I sold it and came across StreetPrint™ while



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looking for a new opportunity. There is a great future for decorative paving."

"I told Mike (Mike McKay, StreetPrint's™ Regional Vice President based in Tucson) that I was going to be the biggest and best Applicator he ever saw," says Rahav.

Asked how it is possible that this prediction has come true so soon, McKay describes Rahav's attributes. "Hadar is relationship driven and

comes from the visual craft perspective, so he understands that StreetPrint™ is a value-added, service-focused product, not a commodity that you sell on price," says McKay. "He sells high value and superior service. He connects all the dots, every time. He takes every single lead seriously. He calls his clients during the job to keep them informed on the progress. And he calls them after every job, several times, to make sure that they are happy. He asks StreetPrint™ and me for advice and input. He is open to suggestions and lets us help grow his business." Passion about the product and about his customers matters most in the end. "It comes from the heart. You cannot teach passion and customer care at business school, you either have it or you don't," he says. *Under-promise and over-deliver* is his motto, and he treats everyone the way he wants to be treated himself.

Rahav credits StreetPrint™ for his success. "They help me with everything," he says. "Whether its technical questions, custom templates or just brainstorming to find the best solution for a

customer, Mike is always accessible. Amber (Amber Bloch, StreetPrint's™ Customer Service Supervisor) at the head office is a person that every company would benefit from having on staff."

Hadar Rahav has applied close to half-a-million square feet of StreetPrint™ to date and is confident that the growth curve will continue its upward trend. "The product is proving itself and word-of-mouth is working," he says.

Three of his existing customers, for example, have projects coming up that – if they all come through in the next two years – will add up to 2.5 - 3 million square feet of StreetPrint™. The Partners in Growth approach is clearly working in Arizona.



**Working together with
StreetPrint™ experts results
in superior applications and
satisfied customers**

In this issue

We introduce the SR2, a new innovative machine designed specifically for StreetPrint™ Applicators. Also, meet the StreetPrint™ Expert - Amber Bloch.

We welcome your feedback, and encourage you to submit story ideas.

Margo Bates, Editor
Tel: 888 581-2299
E-Mail: pr@streetprint.com