

Execution is Everything



In the business world, as with life, there are three important keys to success: planning, expertise, and execution. No matter what the goals and objectives may be, excelling in these three principals is essential for success.

However, there is an important distinction between the three that provides some clarity to their importance. When one of the three is flawed, the significance of each comes to light.

With proper planning and execution, objectives can be achieved with the appropriate expertise. In fact, this is the mark of a great entrepreneur: somebody who may not have all the answers, but knows where to get them. Appropriate planning can overcome the challenge

presented with a lack of expertise, and superior execution will ensure success.

While difficult, success is just a dream. All of the planning in the world, with the top experts in the industry, will be thrown away without proper execution. Execution is absolutely vital when trying to accomplish a critical mission.

At US Building Consultants, we pride ourselves on execution. As an engineering and general contracting firm that is forensic in nature, we come across all kinds of building construction defects. Exposure to thousands of problems in our industry has provided us with the expertise necessary to solve any building issue. However, this expertise, even with months of intensive planning, means nothing without *execution*.

The secret behind our unrivaled ability to execute lies in the core story of our CEO, Scott "Spiderman" Mulholland. In a true rags-to-riches story, Mr. Mulholland came from a very difficult childhood and upbringing before becoming a highly respected entrepreneur who is well renowned in the construction industry. After receiving a second chance at life at the age of 17, Mr. Mulholland Joined the United States Marine Corps, eventually earning the prestigious title of a Marine Corps Scout Sniper Instructor.

In the business world, execution means "the carrying out or putting into effect of a plan, order, or course of action." For Mr. Mulholland, execution means crawling on your stomach for seven days, through the most grueling terrain the world has to offer, eating out of a tin can, sleeping for two hours a night, and eluding the enemy's line of sight in order to get into a position that only allows for a four second window to accomplish the mission. For the CEO of US Building Consultants, execution is *everything*.

As a CEO and business owner, Mr. Mulholland has incorporated the core values instilled in him through his experience in the United States Marine Corps. He has transformed his passion and determination into a company that has successfully overseen billions of dollars in new construction projects without a single building envelope failure. With 29 years of experience in residential, commercial, and high-rise projects, coupled with the unparalleled attention to detail characteristic of US Marine Snipers, Mr. Mulholland has created a powerhouse company that can diagnose, design, implement, and oversee any construction related issue. At US Building Consultants, we consistently commission new buildings without litigation or water intrusion issues, a claim that is rarely heard in the industry.

This is the foundation of the culture at US Building Consultants. We understand that there is nothing worse than paying good money for a solution to your problem, and receiving excellent planning and expertise, only to see it crumble because lack of execution. At US Building Consultants, we provide our clients with military-type response to their problems and will *always* put the clients' needs first.

Cost-effective solutions that will finally put an end to your building's problems: that is what execution is all about.