



Close Window



Don Kennedy Roofing: Dependable service since 1978

Always on the lookout for ways to enhance its professionalism, this small business thinks big

Feb 1, 2001

By: [Teresa O'Dea](#)

Roofing/Siding/Insulation (RSI)



Residential reroofing is the primary focus of this company.

Don Kennedy started his roofing company in Nashville, TN when he was only 19 and looking for a part-time business to supplement his income from a local utility company. Kennedy was pleasantly surprised when work grew through word-of-mouth to the point where the roofing business could become his primary occupation, and hasn't looked back.

The contractor now operates five roofing crews and two repair crews. The repair crews are directed by Tommy Jones. Two sales consultants, Eddie Majors and Mike Sullivan, help Kennedy market their roofing services. Now, the business averages over 450 reroofing projects per year.

For a comparatively small company, Kennedy has prepared a very professional looking marketing brochure/folder. He says he spends about \$5,000 annually on printing those eight-page brochures, which document attractive roofing installations, the composition of a fiber glass shingle, customer recommendations, and insurance issues.

In their field sales, company representatives use digital cameras, laptop computers and printers to enhance presentations.

Kennedy's marketing efforts also include large yard signs, bus bench advertising in prime locations, and front door hangers.

This company constantly keeps the big picture in mind. Its monthly bonus program extends even to the receptionist because, Kennedy notes, "she's the only person in the company who talks with everyone we do business with."

Kennedy says they pride themselves on being honest with our customers and leading them in the direction that best fits their needs, "which sometimes means telling customers they don't need a new roof but a minor repair."

Don's wife, Debbie Kennedy, is the chief financial officer. Kathryn Wiggs manages office operations; she handles purchasing, credit, confirms job specifications and materials, and schedules appointments.

Kennedy believes the company is a reflection of the outstanding attitudes displayed by its employees. Training and brain-storming sessions help them maintain their edge. Well-stocked trailers with tools and equipment eliminate the need for unloading at each job.

One of the roofing projects that Kennedy is especially proud of is atop the First Presbyterian Church, an historic building, where they installed a 40-year shingle.

Kennedy co-founded the Greater Nashville Roofing Contractors Association in 1995 to help elevate the image and standards of local contractors. He also served as president for its first few years.

Before settling in Tennessee in his late teens, Kennedy grew up in a wide variety of cities because his father was in the apparel industry. His most exotic posting was a year in Johannesburg, South Africa, which, he says, made him appreciate the U.S. more.

This contractor has donated roofing services to several local schools and athletic associations as well as a local Boy Scout council. For the past 19 years, it has also sponsored youth teams in soccer, football, baseball and basketball, and has donated uniforms.

Kennedy is guided by these words: "Let us always remember that the greatest among you shall be a servant, so let us serve others well."



Well-maintained trucks, featuring the company's distinctive logo, convey a good image.