

Tinting's Finest

A circular badge with a serrated edge, containing the year '2016' flanked by two stars. Below the badge is a blue ribbon banner with the text 'TOP DEALERS' in white, bold, sans-serif capital letters.

★2016★
TOP DEALERS

by Katherine Coig

This year's Top Dealers List has some new companies, new names and more importantly—new numbers. Across the U.S., Top Dealers' tint sales are surging in every department: commercial, residential and automotive. The average annual sales of the top ten for 2016 was \$4,535,012, a 19-percent increase from 2015, when the average was \$3,813,338. Eight of the top ten from 2015 have remained on this year's list, with Jeff Franson's Window Film Depot in Marietta, Ga., still occupying the top spot.

Graffiti Shield of Anaheim, Calif., and its sister company, XInt Tint (Nos. 2 and 8), have both dropped from the list as Graffiti Shield focuses on becoming a mainstream supplier. The list saw two new deal-

erships: Window Genie (all franchises) and Protective Solutions of Holliston, Mass.

While calculating these lists, a few noteworthy things stood out. The average number of employees dropped to 17, whereas last year's average was 22. However, overall sales continued to grow, averaging \$266,765 per employee at this year's top dealers (though some operate with subcontractors).

Residential sales saw an increase of 31 percent from 2014 with our top ten sellers totaling \$9,805,808 for 2015—Coastal Applied Solutions ranking No. 1 for its second year in a row. Commercial sales also saw an uptick with an 18-percent increase from 2014 to \$25,346,845 in 2015.

The highest jump of all sales was in automotive film—up 82 percent from last year's top five list with a total of \$8,629,155. Chris DiMinico, president of Protective Solutions in Holliston, Mass., sold \$4,275,000 in this sector alone—but that's not what separates Protective Solutions from the others. A whopping 85 percent of his sales (\$3,633,750) was in paint protection films. If there's anything to take away from this, it's that customer awareness of PPF is growing.

These dealers were selected based on 2015 sales and input from industry insiders. If you think your company may qualify as a top dealer for next year, contact assistant editor Katherine Coig at kcoig@glass.com to be considered.

King of Commercial

Jeff Franson, CEO of Window Film Depot in Marietta, Ga., has been in the window film business for 19 years, and he's been making headway in the industry ever since.

"If there's one word that could describe our company, it's resilient," says Franson. "You have to have resiliency—it's having the foundation of doing the right thing, working hard and coming out stronger on the other end."

His company has consecutively led commercial film sales on WINDOW FILM magazine's Top Dealers, and it's this business motto that has allowed it to achieve such success—completing more than \$6,030,000 in

sales representing more than 4,000 installations in 2015 (a 20-percent increase over 2014).

However, operating a business that doubles every three to five years isn't an easy feat. A lot of trial and error had to happen to make Window Film Depot the national installation company that it is today. It all began with two brothers trying to make it in the residential film market.

"In the early 2000s, we were approached by a national shutters and blinds franchise about our film," Franson says. "People already had shutters and blinds, so what else could we give these cus-

tomers? We enabled the franchise to offer our product and use our installers." Partnering with a company that already had a footprint in the market allowed them to expand into a national company.

Seems simple, but things have a way of changing—quickly. The economic crisis of 2008 cut the company's revenue in half overnight.

"We were forced to switch to commercial installations to survive. We had a lot vested in residential, but we made the switch quickly. We really had no other choice—we couldn't quit; we had to have the will to see it through," says Franson.

The Top Dealers in the U.S. by Sales Volume

Rank	Company	President/Owner	2015 Sales	2014 Sales	Percent Change
1	Window Film Depot Marietta, Ga.	Jeff Franson	\$6,700,000	\$5,700,000	18%
2	Window Genie Cincinnati, Ohio	Ken Fisk	\$6,200,000	\$4,100,000	51%
3	National Glazing Solutions Atlanta, Ga.	James Beale & Patrick Coyle	\$5,100,000	\$4,500,000	13%
4	New York Window Film Co. Farmingdale, N.Y.	Steve Pesce	\$4,700,000	\$4,200,000	12%
5	Protective Solutions Holliston, Mass.	Chris DiMinico	\$4,500,000	\$4,000,000	13%
6	Solar Art Irvine, Calif.	Matthew Darienzo	\$4,378,000	\$4,292,000	2%
7	Campbell Window Film Huntington, Calif.	Brad Campbell	\$3,987,836	\$3,300,000	21%
8	T&T Tinting Specialists Inc. Honolulu, Hawaii	Tommy Silva	\$3,583,286	\$3,008,891	19%
9	Coastal Applied Systems Hilton Head, S.C.	Dennis Fusco	\$3,311,000	\$3,187,000	4%
10	ClimatePro Santa Rosa, Calif.	Jeremy Dobbins	\$2,890,000	\$2,396,000	21%

The Prudential Tower, located in Newark, N.J., is Window Film Depot's current installation project with 120,000 square feet of 3M Prestige 50.

Opportunity came a few years later that set the foundation for Window Film Depot to grow into a national entity when 3M asked it to take over a nationwide project. It was also the company's biggest learning curve to date. With a lot on the line, Franson accepted eagerly.

"The project was a national rollout for the U.S. Army Corp of Engineers' recruiting centers," he explains. "They wanted us to install security film with caulking—that's a difficult application, and we were young, just learning what to do. There were 1,500 cites, and

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Fastest Growth

Of our top dealers, these 10 companies experienced the fastest growth spurts in terms of sales across a period of one year.

Rank	Company	2014 Sales	2015 Sales	Percent Change
1	Advanced Film Solutions Lutz, Fla.	\$785,000	\$1,300,000	66%
2	Mobile Tint and Audio Metairie, La.	\$1,400,000	\$2,200,000	57%
3	Window Genie (All Franchises)	\$4,100,000	\$6,200,000	51%
4	Genesis Window Tinting Elk Grove, Calif.	\$764,000	\$1,100,000	44%
5	A Plus Tinting Inc. Stuart, Fla.	\$549,000	\$745,000	36%
6	Custom Car and Stereo Charleston, S.C.	\$1,000,000	\$1,300,000	30%
7	Designer Graphics & Window Film Sheffield, Ala.	\$890,000	\$1,100,000	24%
8	Campbell Window Film Huntington Beach, Calif.	\$3,300,000	\$3,987,836	21%
9	ClimatePro Santa Rosa, Calif.	\$2,396,000	\$2,890,000	21%
10	Tint King Billerica, Mass.	\$852,000	\$1,020,000	20%

Lean Operation

These top 10 companies run the leanest operations in terms of employees per sales dollar.

Rank	Company	No. of Employees	Sales Per Employee
1	National Glazing Solutions Atlanta, Ga.	12	\$425,000
2	Coastal Applied Systems Hilton Head, S.C.	12	\$275,917
3	Sunmaster Window Films Napa, Calif.	3	\$266,667
4	Window Film Depot Marietta, Ga.	27	\$248,148
5	New York Window Film Co. Farmingdale, N.Y.	24	\$195,833
6	ClimatePro Santa Rosa, Calif.	17	\$170,000
7	Solar Art Irvine, Calif.	28	\$156,357
8	Tint King Billerica, Mass.	7	\$145,714
9	Advanced Film Solutions Lutz, Fla.	10	\$130,000
10	T&T Tinting Specialists Inc. Honolulu, Hawaii	30	\$119,443

Top 10 Commercial Film Dealerships

Rank	Company	President/Owner	Percent of Sales	2015 Sales
1	Window Film Depot Marietta, Ga.	Jeff Franson	90	\$6,030,000
2	National Glazing Solutions Atlanta, Ga.	James Beale & Patrick Coyle	100	\$5,100,000
3	Solar Art Irvine, Calif.	Matthew Darienzo	82	\$3,589,960
4	New York Window Film Co. Farmingdale, N.Y.	Steve Pesce	75	\$3,525,000
5	Campbell Window Film Huntington Beach, Calif.	Brad Campbell	70	\$2,791,485
6	ClimatePro Santa Rosa, Calif.	Jeremy Dobbins	60	\$1,734,000
7	Coastal Applied Systems Hilton Head, S.C.	Dennis Fusco	40	\$1,324,400
8	Sunmaster Window Films Napa, Calif.	Peter Mott	65	\$520,000
9	Advanced Film Solutions Lutz, Fla.	Mike Feldman	30	\$390,000
10	Advanced Window Solutions Poughkeepsie, N.Y.	Marc Vitaliani	90	\$342,000

Top 10 Residential Film Dealerships

Rank	Company	President/Owner	Percent of Sales	2015 Sales
1	Coastal Applied Solutions Hilton Head, S.C.	Dennis Fusco	60%	\$1,986,600
2	Campbell Window Film Huntington Beach, Calif.	Brad Campbell	30%	\$1,963,508
3	New York Window Film Co. Farmingdale, N.Y.	Steve Pesce	25%	\$1,175,000
4	ClimatePro Santa Rosa, Calif.	Jeremy Dobbins	40%	\$1,156,000
5	Solar Art Irvine, Calif.	Matthew Darienzo	18%	\$788,040
6	Advanced Film Solutions Lutz, Fla.	Mike Feldman	60%	\$780,000
7	Window Film Depot Marietta, Ga.	Jeff Franson	10%	\$670,000
8	Absolute Perfection Window Tinting Skysville, Md.	Bill Valway	20%	\$510,000
9	T&T Tinting Specialists Inc. Honolulu, Hawaii	Tommy Silva	14%	\$501,660
10	Genesis Window Tinting Elk Grove, Calif.	Sid Maharaj	25%	\$275,000

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