

BUSINESS JOURNAL 50



Charles Jimerson

JAMES CRICHLAW

No. 23 (52.67% revenue growth) Jimerson & Cobb PA

The Jimerson & Cobb PA law firm started in 2009 as a full-service business law firm with the primary emphasis on business litigation construction law.

"It's not necessarily about doing more, it's about creating more impact with less work," said Charles Jimerson, managing partner at Jimerson & Cobb PA. "We're a productive firm because we're focused on obtaining great results for our clients instead of just being busy shepherding their legal matters. We like things to happen at our firm, and if they don't happen, we like to make them happen. The whole firm is a group of people who know that it's them who will get themselves to the places they want to go in life, both professionally and personally, and not anyone else."

Jimerson said finding the right person-

nel, retaining them and ensuring they buy into the vision of the business can be a challenge at times – a challenge he shares with many fellow executives.

"I don't have the magic answers, except to hire the people who share your core values, have a positive attitude and are personally accountable," he said.

In the past year, Jimerson & Cobb organized an internal events committee dedicated to employee health and morale programs. One component of the program is that each month they select a civic or charitable organization for either a service project or a donation.

"Each month we're doing something different," Jimerson said. "We rise by uplifting others."

- Eleanor Snite

No. 24 (49.89% revenue growth) Rinkwell Plumbing

After founding Rinkwell Plumbing in 2003, Beverly Rink said the company could barely keep up with demand.

"We grew really, really fast at the beginning," said Rink, who serves as the company's president.

Rinkwell specializes in new construction and interior build-out work for both the residential and commercial sectors. They also do repair and maintenance work, and they've taken on much of the plumbing work for the housing nonprofit Habijax.

After scaling back during the recession, Rinkwell has rebounded with the housing market, though Rink said she is being much more cautious this time around, diversifying the kinds of jobs the company seeks out and accepts.

"We forged good relationships because

of the quality of the work we did, and we were able to earn a lot of repeat customers and weather the storm a little bit," Rink said. "Now that the housing market has taken off again, we continue to build on those relationships in the commercial sector. It's become a mix of both."

Now with 20 employees based out of Rinkwell's Chester Avenue office, Rink said they've been able maintain focus during such rapid growth through a commitment to sharing the company's success with everyone involved.

"We've got a nice little team here. We like to keep people and promote them," Rink said. "Our employees feel like they are growing with the company. I think mostly we are just trying to build a really great reputation."

- Matt Shaw



John Treadwell and Beverly Rink

JAMES CRICHLAW

No. 25 (47.20% revenue growth) CornerStone Homes

With the real estate market picking up steam again in recent years – particularly in new construction – home builders like CornerStone Homes in Jacksonville are seeing business follow.

Capitalizing on that momentum requires CornerStone, led by owner Mark Downing, to think strategically about which communities it should invest its resources and assets into.

"As a smaller-type builder, we really have to be careful about where we commit," Downing said. "In our market, it really is location, location, location."

In CornerStone's case, those well thought-out decisions have paid off. Recent work in Crosswater at Pablo Bay (near Mayo Clinic) and Palencia in St. Johns County has proven very profitable for the developer.

CornerStone Homes caters to what Downing calls the "move-up buyer," referring to a customer investing in a second or third home with larger space and more amenities. In delivering luxury homes (CornerStone's typical home goes for an average of \$400,000), Downing knows he's in the people-pleasing business.

"We really have to focus on creating a great customer experience," said Downing, who oversees a staff of nine full-time employees.

To continue on the upward trajectory, the company doesn't necessarily see expanding as a way to fuel further growth, but just to continue making the right bets, which this year will include work in the popular Nocatee community.

- Colleen Michele Jones



Mark Downing