

EQUAL BUSINESS CONSTRUCTION REVIEW



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The Morley Companies : The Company with a Personal Touch

Caulking the windows of the 36-story Suntrust Tower takes a lot of caulk – “60 miles of it, in fact,” estimates John Morley, President of J. J. Morley Enterprises in Alpharetta, Georgia, but that is what his firm does, and happily. Even with such task the workers had no complaints during a recent EEOC audit of the field staff. Being so satisfied with their employer, the auditor was suspicious, and asked Morley, “What did you pay them not to complain?” Visiting Morley’s corporate headquarters on Valentine’s Day, this reporter observed this high morale throughout the office – maybe the large

produced results. Morley’s team has successfully landed dozens of lucrative restoration, waterproofing, and asbestos abatement contracts for high profile structures around metro Atlanta. Some of these include the historic Fox Theater, 300 Peachtree Tower condominiums, and the Candler building. Likewise, Morley Company offices in Birmingham, Alabama and Nashville, Tennessee have tackled similar challenges. In Nashville Morley removed hazardous asbestos from the Federal Reserve Bank while it remained in operation. Needless to say “security was tight,” said Morley. Workers were carefully screened and

...removed hazardous asbestos from the Federal Reserve Bank while it remained in operation.

bouquets of beautiful flowers on every desk of the administrative female staff sent by Morley had some effect!

This positive attitude of the staff has

then passed through those infamous metal detectors daily.

Currently, Atlantans can see Morley workers on the Park Regency



Concrete cures in clamped forms installed by Morley workers in the restoration of balcony walls of the Regency Park condominiums.



John J. Morley, President of Morley Enterprises, started his successful business of restoring and waterproofing buildings in Atlanta in 1988.

condominiums in Buckhead performing restoration work on the balconies and applying a waterproofing sealer.

“Morley Companies are two companies,” explained Morley. Morley Enterprises is owned and headed by Morley himself, and his wife, also an interior designer, owns Morley Environmental. Why two companies? For good business sense – environmental companies have higher insurance rates,

- Concrete/Stone Restoration (Exterior and Interior)
- State-of-the-Art Building Cleaning
- General Contracting Services
- Leak and Damp Stopping
- Sealants and Coatings
- Restoration Work
- Interior Design

Morley Environmental’s services focus on indoor air quality and abatement of environmental hazards

....caulking project for Alabama jails, where Morley carefully selected a “pick-proof” caulk for the job.

and Morley Environmental qualifies as a Woman Owned Small Business, a not uncommon, effective business strategy on both counts.

Morley Enterprises’ services center around building restoration and waterproofing, which accounts for about sixty-five percent of the work. Specific services include:

in buildings, which account for about thirty percent of the Company’s work. Specific services include:

- Asbestos Abatement
- Lead Based Paint Removal
- Mold Abatement
- Building and Interior Demolition

Morley explained that building

The Morley Companies

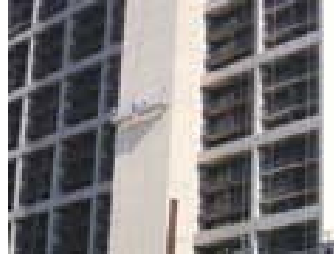


John Morley and members of his Project Management Team pose with in front of a signature project, the rehab of the facade of the 300 Peachtree Tower condominiums. From left to right are J. J. Morley, President, and Project Managers Don Brown, Dan deBriijn, Eric Kelly, and Bill Lacy.

cleaning and restorative work is not as simple as it may sound. To effectively clean a building his firm has pressure washers that can be adjusted for the type of surface to be cleaned. The highest pressure is preferable for assured removal of oxidized surface layers and

pollutants, but some materials, such as sandstone, would be excessively eroded, so a lower pressure is used. Each type surface has an optimum water pressure that is used for maximum cleaning effect without damaging the surface substrate.

Likewise, restoration of masonry



Morley workers pressure wash the exterior walls of the Renaissance in preparation for applying a waterproofing sealer.

there may be movement or expansion and contraction, a silicone or urethane caulk is used for its ability to flex with the structure." This was especially true for the caulking project for Alabama jails, where Morley carefully selected a "pick-proof" caulk for the job.

In Morley's shop on this day, just such training of new employees was ongoing to assure workers were skilled at their tasks before taking to the field.

One different project of note was

Morley's management style is one to mimic. "Take care of your staff and they will take care of the customer."

requires proper preparation before concrete sealing or caulking is installed. For example, for cracks in cement, Morley's in-house trained workers carefully scrape away all decayed mortar before tuck pointing in new mortar to assure adherence to the base structure.

"When caulking, it is important to use the right type of caulk for each situation," Morley explained. "For example, where

Morley's American with Disabilities Act (ADA) subcontract to Parsons for constructing ADA facilities for the US Postal Service. On this contract Morley is bringing the Postal Service into compliance with the ADA by installing facilities from ramps to restrooms at Postal Offices throughout the southeast.

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Valentine's Day at Morley Enterprises as April Bagby admires her own bouquet of roses sent by John Morley to her, as well as, to all members of his administrative staff.



The Park Regency condominiums in Buckhead are one of Morley's show case projects for concrete restoration and waterproofing.

Much of Morley's restoration work follows the designs prepared by local architectural and engineering firms such as Wiss, Janney, Elstner Associates, Inc.; and Williamson & Associates and Penta Engineering.

Morley has many certifications and has won several awards for his work as listed on his web site at <http://www.morleycompany.com/>. His most coveted award is "First Place Restoration Category Award for the Five Points Parking Garage" awarded by the highly discriminating International Concrete Repair Institute. "This award really makes Morley stand out," Morley indicated.

Perhaps Morley's highest award is his repeat contracts with long-term clients such as the US Postal Services, which has been a client since 1992. This proof-positive show of customer satisfaction reaches back to the incorporation of Morley Companies in 1990. Since

then growth has been steady up to the companies' current staff of 190 and three office locations with an annual revenue of over \$16 million a year.

Asked the reason for the companies' success, Morley humbly credited his staff, which he personally commands like a caring military leader, rather than an impersonal corporate manager. "Take care of your staff and they will take care of the customer," he agreed. Morley's management style is one to mimic. His focus is on hiring good people, fully training them, delegating authority to get the job done, making personal job site visits to his workers (and the clients) and inquiring of their family. He also provides medical benefits, turkey certificates for Thanksgiving, Christmas parties and bonuses, and flowers on Valentine's Day. But, most of all, Morley has a very open door policy, where any time, walk-in visits are informal and welcome on any subject.

John Morley was raised in Massachusetts, as was his wife, Lynn, and went to Boston University for his engineering degrees. After transferring to Atlanta for a new job in 1984, he decided to stay and start his own company in 1988. As an avid outdoorsman, his interests have taken him as far as Zimbabwe for a safari for him and his son. Outdoors includes the water, as he often takes to the sea in his family's deep sea fishing boat.

Morley's key trusted staff includes his Atlanta operation managers John Rape, Mark Kelley, Bill Lacy, Don Brown, Dan de Bruijn and Myron Patterson; Nashville operations managers Bob Daily and Brian Hill; and Birmingham operations managers Cosette Brown, Missy Ellis and Harper Rape, all with years hands-on experience in their fields and managing construction projects. Morley continues to watch for good talent to work on projects, and to work on his administrative staff.

Morley's long-range strategic plan for growth is to steadily build the business along his core lines of business, but to expand geographically. Opening an office in Florida is next.

What advice could Morley pass on to others for success was asked. Morley's answer: "Quality work and be a problem solver."

