



Escaping Residential Price Wars with Higher-Margin Commercial Work

How a Contractor in Maryland Shifted into Large-Scale Commercial Projects

The Challenge

A Maryland-based contractor had built a solid business in residential slab lifting.

But they saw a clear opportunity:

Move into higher-value commercial work.

The residential market was competitive and price-driven. Larger opportunities existed—but required a different level of positioning and access.

They made the decision to expand beyond residential and pursue more complex, higher-margin projects.

What They Discovered

The opportunity wasn't missing.

It was **in a different market.**

Commercial projects required:

- Stronger positioning
- Access to decision-makers
- The ability to present higher-value solutions

They recognized that growth wasn't about doing more of the same work—

It was about **competing in a different category altogether.**

The Shift

Through partnership with Alchatek, they expanded into:

- Single-component solutions
- New application capabilities
- Engineer outreach and commercial positioning

This gave them the ability to engage in larger projects and present solutions at a higher level.

They weren't just adding a service.

They were **entering a new market.**



The Impact

The results were immediate—and defining.

With Alchatek's support and targeted engineer outreach, they secured a:

\$500,000 project at the University of Maryland Medical Center

That project positioned them for **two additional phases valued at \$1.5 million.**

This wasn't just a new job.

It was entry into a completely different tier of work.

They moved from competing in residential price-driven projects—

To winning **large-scale commercial opportunities with significant upside.**

What Changed

They didn't just expand services.

They elevated their position in the market.

They moved from:

- Residential-focused work → To pursuing and winning commercial projects

They gained:

- Access to decision-makers
- Higher-value opportunities
- A scalable path for continued growth

The Takeaway

This wasn't about incremental improvement.

It was about strategic expansion.

By shifting into commercial work and leveraging the right support, this contractor didn't just grow—

They positioned themselves to compete for—and win—**multi-phase projects worth over \$2 million.**

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