

GPServ, Inc.



DAVE HOLT

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“Expert Guidance. Trusted Results.” That’s the business mantra at GPServ, Inc., a leading purveyor of surveying, mapping and field instruments and supplies to professionals in the engineering, surveying, and construction industries. Think GPS, optical, laser, hydro and drone equipment; practically everything a land surveyor might need.

Founder and president Dave Holt puts a lot of stock in that mantra, applying it not only to what he promises his customers but to how he runs his business as well. It’s a philosophy that led him to the Florida SBDC at UCF (FSBDC at UCF) and its Advisory Board Council (ABC).

“GPServ had been in business 15 or so years and we were doing fine,” recalls Holt. “We always turned a profit, had expanded carefully, moved into a new building, added services. But we weren’t growing as fast as I thought we could. I had heard about the FSBDC’s Advisory Board Council through the National Entrepreneur Center and wanted to learn more.”

Designed for established, second-stage companies, the Advisory Board Council is a no-cost board of experts providing advice and counsel to help businesses grow. It acts as a matchmaker between established local businesses like Holt’s and area professionals who volunteer their expertise as members of an advisory board, with the volunteers selected to address the specific needs of the FSBDC client.

“I wasn’t confident that my approach to understanding and managing company finances was solid enough,” Holt remembers. “And I thought there was room for improvement in our general management and we can always be better at marketing.” It was towards addressing these issues that Jill Kaufman, the program manager of the ABC, built GPServ’s Advisory Board while FSBDC consultant Roger Greenwald assisted Holt with implementing its recommendations.

“My Advisory Board helped me understand we had a good business going, that we were making money but there were things we could do to grow,” Holt says today. “They helped us with our finances, our management, our marketing. Sometimes it’s really hard to focus because there is so much going on day to day. The Board really helps you narrow down the things you need to work on. For me, it was invaluable.”

The results speak for themselves. “When we started with the ABC, we had 5½ employees and revenues in the \$3 million ballpark. Since that time, we’ve expanded to 12½ employees, our revenues have doubled and our profits have tripled,” Holt states. “I feel like the FSBDC and my Advisory Board were instrumental in helping us grow.”

“If I were to counsel another business owner who has the opportunity to take advantage of the Advisory Board Council, I would really encourage them to do so. You get a group of people who have a wide range of skills – none of which I had – who help you throughout the full width of your business. It was just so valuable for me and my business.”

“Expert Guidance. Trusted Results.” True for GPServ, Inc. and apparently for the FSBDC at UCF’s Advisory Board Council as well.



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