



*Tots & Teens Pediatric Center,  
a fun, creative job for CPI.*

## COMMERCIAL PRODUCTS, INC.

Hands-on leadership

BY ANITA R. PAUL

COMMERCIAL PRODUCTS, INC. (CPI), based in Corpus Christi, Texas, performs commercial office build-outs, including interior finish and millwork. Knowing that people like to do business with people they like, Bill Hall, the company's owner, along with his wife and partner Pam, have built the company on word-of-mouth referrals and keep it going by being involved in every area of growth related to the business.

Bill Hall started the company in 1976 as a general contractor. Twelve years later, CPI ventured into design-build, and now works in joint ventures with the general contractors who were once his competition. Specializing in framing, drywall,

insulation, doors, hardware, ceilings, floors, and cabinets, the company's niche is managing the job once the general contractor erects the building shell. CPI then takes over as the superintendent and carries the job through the carpentry stage. This frees up general contractors to start other projects. With this strategy, Commercial Products gets a larger portion of several pies, yet the volume of work is smaller; a fair trade-off as far as Hall is concerned. "Our philosophy is that if you take care of the job, the job will take care of you."

Commercial Products, Inc. is a general contractor that also operates as a prime subcontractor. CPI's approach to

a project is simple, yet effective. Each project is reviewed carefully prior to beginning, and a timeline is developed, taking into account the specific skills of the 18-person staff at CPI, as well as the needs of the client. After careful consideration, appropriate construction materials are selected to support the integrity and the budget of the project. Hall says being a reliable subcontractor and providing expert build-outs has proven a godsend for busy contractors, some of which have had to cut their own workforce, but still must keep up with new and existing projects.

Taking on unique projects that allow fresh ideas and creativity to flow are a welcome challenge to the CPI staff. One such project was the Tots and Teens Pediatric Center, for which CPI built a mock railroad car as part of the building's entrance, and accompanying rail cars built into the side of the building all the way around. Hall counts that as one of the most enjoyable projects he has worked on. Another unique job included the use

### AT A GLANCE

LOCATION:  
CORPUS CHRISTI, TX

AREA OF SPECIALTY:  
COMMERCIAL  
CARPENTRY

GROSS REVENUE:  
\$3.5 MILLION

EMPLOYEES:  
18

Bill Hall, owner.



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of rustic wood and the integration of a simulated “chow wagon” as the check-out station at a barbecue restaurant.

Keeping the business growing in good times and in more economically challenging times takes a keen business acumen and attention to all details of the company’s operations. Hall explains that one of CPI’s strategies for stability is to maintain low liabilities so that when times are slow, the company isn’t burdened with accounts payable. Additionally, Hall says, learning new skills and remaining curious about innovations in construction helps keep the work interesting and satisfying. “As we’ve learned new techniques and added to our skill levels, growth has been continuous,” he says.

With a reputation as a “can-do company,” CPI has built solid and lasting relationships with its clients. Those clients have come to know that if they need something, CPI will come through for them. That is the kind of honesty and integrity that has become a legacy for the company.

CPI’s extensive connections within the Corpus Christi business community have added to its staying power. CPI is a

long-time member of Associated Builders and Contractors (ABC) and the Corpus Christi Greater Business Alliance, both of which became ongoing clients. The company is also a member of the Corpus Christi Chamber of Commerce,

the National Federation of Independent Business (NFIB) and the Better Business Bureau. (BBB). These connections, plus the years spent serving their community with professional construction skill, have added up to success. ABQ



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