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Diffenbaugh starts new special projects division

By CARLOS RICO, The Daily Transcript

In an attempt to better expand and serve the Southern California market, general contractor Diffenbaugh has started a new separate division within the company.

Diffenbaugh Special Projects is the construction management and design-build firm's new department.

"The company wants to broaden its market and grow in the public works," said Dwight Becker, director of estimating and preconstruction services who has been with the company for almost 10 years.

The Special Projects division will be exclusively devoted to single-story ground-up construction, renovations and interior tenant improvement.

This new unit will offer the following services: prepared budget estimates that separate owner and tenant obligations; subcontractor bid packages with negotiated unit prices where applicable; presentations that show construction cost breakdowns; warranty packages once project is completed; and continuous one-on-one updated throughout the project until completed.

The company also said the new division will coordinate, supervise and create a timeline for the project along with maintain quality safety standards, as most construction firms do.

Diffenbaugh has always taken on renovations, single-story ground-up construction and interior tenant improvement projects, but business development manager Valerie Leonard said in order to provide clients with the best service possible, this new department was needed.

"It is necessary to establish this new division and implement the proper systems and methods to distinguish our firm from the competition," said Leonard. Becker will lead this new division, which as of right now will consist of four people, two of whom were new hires. "I wanted to be a part of this new division because I have experience in tenant improvement work, and because I saw an opportunity for a good fun experience," Becker explained. He added that the unit would hire more people as it grows.

According to Jenna Lockstedt, senior marketing coordinator, Diffenbaugh has 30 projects awarded to them at this time, but could not release the firm's estimated revenue for 2009 or how healthy their project backlog is stating they do not typically release this information.

The firm provides services all over Southern California, but currently does not have any projects in San Diego or Imperial County.

Some of the type of projects the Riverside based company builds include auto dealerships, university facilities, banks, retail centers, medical facilities, hotels and churches.

Diffenbaugh is also a co-founder of Citadel Group, a corporation comprised of major general contractors in large cities throughout the United States.

Through Citadel Group, Diffenbaugh offers construction services to national clients throughout the country.