



THE
TOP
100

INNOVATORS and *Entrepreneurs*

Featuring

DOUGLASS COOPER

Founder & CEO

Advocate Construction





Nick Wallace

Founder/Co-Owner of Advocate Construction

Doug Cooper

Co-Owner/President & CEO

Right out of college, Douglass Cooper met Nick Wallace at Enterprise Rent-A-Car. It was a first job for both of them, and they would go on to form a lasting friendship. Ten years ago, Doug and Nick decided to take everything they learned at Enterprise, like empowering and enabling sales leaders, and apply it to the roofing industry by founding Advocate Construction. Some of their Enterprise colleagues soon followed.

Advocate Construction started as a Chicagoland storm restoration contractor in 2012. Today, they're the 28th largest roofing company by revenue in the U.S., with locations in seven markets across the Midwest and Texas. With their impressive growth, they have become ever more committed to their core values—being part of the community through charitable work and establishing a great culture. They've evolved into a company with customer-focused teams able to help with new construction, multifamily, projects with a

sloped roof or shingles, aiding customers with budgeting concerns, timelines, and scope of work. They're consistently building their team, with constant training and development so they can hire and promote from within.

As the founder and CEO, Doug guides his team towards excellence—and beyond. He builds the framework for Advocate Construction's new offices, and then lets his talented team fill them in while providing support. "My role is to enable, empower, support, and bring people together with their objectives," Doug says. "I'm truly privileged to work with the amazing people I do." In addition, he serves on the advisory board and is a founding member of the Exterior Contractors Alliance, which is made up of 70 of the best-performing roofing and exterior companies in the country and a subset of the FEI Group, bringing together all kinds of contractors to help builders with all construction needs.



We caught up with Doug to learn more about Advocate Construction, their growth trajectory, and what the team is looking forward to.

Advocate Construction has experienced tremendous growth since its founding. To what do you attribute this?

Our growth story is envisioned and acted on by our people. The owners and top managers don't make all the decisions. We focus entirely on training and empowering our employees to understand the business model fully so when they get to the point of mastery, they can continue to grow where they are, or move anywhere they want to within the company, including relocation opportunities. Like partners, we grow our offices with our employees.

What have you learned during this growth process?

One of the things we learned is that there are elements of the workflow that are very specialized and not strictly construction. So, we created an invoice department, which is now a wholly owned subsidiary, that will help roofing companies interact with insurance companies and invoicing. The team is very experienced, so now the homeowners' scope of work is more complete, contractors don't feel the need to sacrifice time or quality, and everything is done ethically and is well-documented. It's also allowed for even more growth.

How we train and develop, and how we interface with customers and insurance companies, is really an outcome

of what we've learned, which is empowering employees to treat their teams like their own business. We've learned to foster the entrepreneurial spirit. We develop our people to be leaders in service, and our mission is to be an exceptional company where every person and decision is aligned with this goal. This is our North Star and guides us in how we treat customers and other companies and meet their needs.

Speaking of your team, you go to great lengths for them. Tell us a bit about that.

We have a great recruiting incentive, and top-performer sales incentives. If someone is referred to an open or created position, or if the production team meets all customer needs on every project, we do something really memorable. We've gone to Austin for a private dinner at Willie Nelson's ranch, seen comedians in Los Angeles, and this year we went to the Cayman Islands. These events become amazing team-building experiences.

What are some of Advocate Construction's roofing specialties?

Steep-sloped shingle roofing. We're the best-performing company in the U.S. in this regard, and because we have expertise in navigating insurance losses and invoicing, we can provide solutions for anyone with the need to redo this kind of roof. We're on a journey, striving to be even better. We're restless and hungry to be a household name in this market.

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REASONS TO WORK AT ADVOCATE

1. Support for Success

At Advocate Construction, we pride ourselves on providing the necessary tools and foundation for your success. We are committed to equipping our employees with the training and development they need to perform at high levels. With our focus on mentorship and individualized attention, you can expect to grow personally and professionally.

2. People-Driven Company

We are proud to be a people-driven company. Our focus is on cultivating a positive workforce that thrives on collaboration, respect, and a shared sense of purpose. If you're tired of the corporate way of life and want to be part of an organization that values its people, Advocate Construction is the right place for you.

3. Personal and Professional Fulfillment

Advocate Construction is committed to providing opportunities for personal and professional growth. We believe in investing in our employees' development and helping them reach their full potential. When you work with us, you can expect to experience fulfillment in both your personal and professional life.

4. Competitive Compensation and Benefits

We understand that our company's well-being is tied to our employees' well-being. That's why we offer competitive compensation and benefits packages to ensure you are fairly rewarded for your contributions. We value your hard work and believe in recognizing and rewarding your efforts.

5. Promote from Within

Advocate Construction believes in the growth and advancement of our employees. We have a culture that encourages internal promotions, giving you the opportunity to progress your career within the company. By nurturing talent and promoting from within, we create a pathway for you to reach your full potential.

6. Innovative and Collaborative Program Planning

Everyone's opinion matters when collaborating or planning our next innovative program. Perspectives and differences in approach are a couple of the things that make Advocate unique. We focus on team building and collaboration as effective tools to innovate and problem-solve.

7. Quality, Integrity, and Fun Culture

We strive to maintain a workplace culture characterized by quality, integrity, and a sense of fun. Our team members are passionate about what they do, and that enthusiasm translates into a positive and enjoyable work environment. We believe that when you love what you do, it reflects in the satisfaction of our customers.

8. Flexibility

At Advocate Construction, you will have the flexibility to create your own schedule, allowing for a better work/life balance. We value accommodating the needs of our team members because we understand the importance of personal obligations.

9. Love What You Do

If you love what you do, you will never work a day in your life. Advocate Construction offers an alternative if you want to leave behind the traditional corporate way of life. We foster a people-driven culture that focuses on the well-being and happiness of our employees. You can genuinely impact our company's success by becoming part of a close-knit team, where your voice is heard.

10. Meaningful Impact

Working at Advocate Construction allows you to make a real difference. We provide essential services in the roofing industry, ensuring that our customers' homes and businesses are protected. By joining our team, you contribute to the well-being of our clients and play a vital role in the success of our company. We also have several programs that enable us to give back to the community through our Advocate Cares program.