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Steiner Adds Bobcat Equipment for Concrete Sawing Work in Ore.

Morgan Steiner of Klamath Falls, Ore., learned first-hand how compact equipment can dramatically grow a company's sales revenue.

Prior to owning Bobcat equipment, Steiner's small, family owned business in southeast Oregon specialized in concrete sawing and coring. He was a successful businessman, but when it came time to grow his revenue, he needed to find other opportunities.

That's when a friend persuaded Steiner to purchase Bobcat equipment and get started in concrete demolition.

"Living in a small town, there was a limited amount of concrete cutting work, and in order to double our numbers, the natural way to go was demolition," Steiner said.

He immediately found success in the demolition business, due in part to Bobcat tool carriers and attachments.

"Our demolition numbers are actually over half of the business today. It better than doubled my revenue."

Look Who's Laughing Now

Steiner took some ribbing from his colleagues in the concrete cutting industry who thought he was wasting his time with compact equipment.

"Everyone else was using big iron, big trucks, giant excavators, and they all laughed at me," Steiner said. "They giggled and asked, 'What are you going to do with that?'"

Today those individuals aren't laughing. In fact, Steiner said he sees more and more compact equipment in Klamath Falls.

"I've noticed a lot of people buying compact equipment," he said. "They're taking a second look at this equipment now. They're not laughing like they were 10 years ago. They see too much work happening too quickly with small machines."

Today, Steiner owns a Bobcat 435 Zero House Swing (ZHS) compact excavator, a 316 compact excavator, an 863 skid steer loader and numerous attachments, including the new 1180 hydraulic breaker, all purchased from Bobcat West.

"Bobcat sells the bracketing to move the breaker from the 435 to the 863 in five minutes," he said. "We can reach as far as 14 or 15 feet with the excavator and breaker, then easily switch [the breaker] to the loader and do flatwork."

Contractors like Steiner prove that opportunities to grow a business exist, but owners have to be willing to take a chance.

Bobcat dealerships offer an opportunity to rent equipment and test the waters before investing too much.

For more information, visit www.bobcat.com/attachments.

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