"We don't have a tangible product. What we do is not magical. Our product is our integrity, responsiveness and ability to solve problems. We complete a project on schedule and within budget," says Harold Block, Chief Executive Officer and founder of Pace Plumbing Corp. While this formula may not be exciting, it has proven successful. Since its inception in 1968, the company has grown and prospered. In the last 10 years, Block and his partner Andru Coren, President, have quadrupled Pace's volume to $40 million dollars.

One of the main reasons for Pace's increased volume is the effort they've put into the service and maintenance work. "We try to be a little bit more attentive, a little bit more accessible, and a little bit more responsive than the competition." "Our company's attitude is to find a way to say 'yes we can', instead of 'no we can not', says Block. This attitude has served them well in the building management community. "We understand that when a building engineer calls in the middle of the night, he needs help now, not tomorrow morning," says Block. "We've focused on building owners and managers for service oriented work. We feel that our willingness, range of expertise and ability to service the owner/management sector sets us apart from the small service only plumber."

Proof of the company's dedication to providing this level of service can be seen in the list of their projects, some of which include: the Statue of Liberty, The Central Park Zoo, Madison Square Garden, Radio City Music Hall, Chelsea Piers, and the Russian Tea Room. All of those projects were high profile, demanding projects requiring the most efficient professional team. "We think that played a significant role in Pace being awarded these projects," noted Block.

"Our specialty is plumbing," notes Coren. "That means every aspect of the trade. There are companies that claim expertise in service, restaurants, or high rise construction. Our feeling is that to restrict your level of competence in any one area is a mistake. Pace is a company that can complete a core and shell high rise for the developer, outfit a hotel for the tenant, plumb the restaurant and health club for the subtenant and service the whole package," says Coren. "We feel this ability is unique."

Pace's dedication to servicing their clients is evident at 6:00 AM when they open their doors, while their competition starts work between 7:30 and 8:00. In addition, Block and Coren avail every client their personal access on a 24/7 basis. "We turn the world upside down for people. All these little things add up," states Block.

More than just providing good service, however, Pace's ability to grow as much as it has can also be attributed to their devotion to innovation. Explains Block, "We like to go after the unusual jobs that not everyone is willing to undertake." Chelsea Piers was just such a job. Initially told that their bid was too high, Pace offered a redesign. "Looking at the job, we saw the design as planned required a lot of work being done using boats as platforms. After convincing the owners that with a redesign we could elicit large savings we were awarded the job. We wound up completing the job without boats which created a very successful job for Pace and a savings for the owners of over a half million dollars."

Two more unusual jobs recently completed by Pace were The W Hotel and Ian Schrager's latest hotel, The Hudson. Both projects were complete gut renovations of over 700 rooms, restaurants and core systems. Ironically both hotels remained open throughout the construction,