



Victor DeOliveira, with his wife, Cristina. The DeOliveiras founded Discover Marble & Granite along with Victor's sister Laury and her husband, Joao Contao.

## PARTNER PROFILE

# A Perfect Storm Drives Growth for Discover Marble & Granite

The summer before September 11, 2001, Victor DeOliveira was flying high. Piloting a corporate jet for a small Boston charter airline, he was enjoying his newly acquired wings. DeOliveira was just 23 years old, and his sights were set on flying commercial airplanes.

But for DeOliveira that memorable day in America's history changed everything. Grounded planes meant unemployed pilots. "Instead of looking for another company to fly for," he says, "the idea was to find something else to get us through." Thus he began his search for other employment.

### Moving in a New Direction

Shortly after 9/11, DeOliveira traveled with his brother-in-law, Joao Contao, to Florida, visiting a trade show on stone-cutting. Before becoming a pilot, DeOliveira had worked in fabrication. "But it was a very limited experience with a small company no longer in business," he says.

It was after the trade show that DeOliveira decided to open his own stone-cutting operation. "With the budget I had, I could buy equipment," he says.

So DeOliveira, with his wife, Cristina, sister, Laury, and her husband, Contao, founded Discover Marble & Granite. They opened their first fabrication and installation facility near Boston in 2003.

Since then they've not looked back. "It was a sort of 'perfect storm,'" DeOliveira says. "The housing market picked up—both remodeling and new construction, and there was the popularity of stone countertops. Things started to take off."

### Commitment to Success

Just two years after opening in the Boston area, Discover Marble & Granite opened a facility in Fort Myers headed by Laury and Contao. In 2006,

the company opened a third facility, this time in Orlando.

"We want to take our business to the next level," DeOliveira says. "Everybody talks about quality and service. We go the extra mile. I tell my employees, 'Spend one minute doing the difficult, and five minutes doing the impossible.'"

"We want to create a 'wow' factor," he continues. "You can see it in how much money we pour back into the company to bring in the latest technology for better accuracy and better quality. This year we'll reinvest 70 percent of profits back into the business."

DeOliveira says that becoming a Cambria partner was a big commitment for his company. "But we did an analysis and saw we couldn't go wrong with it. The product opens doors; when we call on new prospects, it's difficult to get a first meeting. But when we name Cambria, they're interested."

DeOliveira continues, "Establishing relationships with a national company like Cambria and with a brand name is beneficial and a key factor in the growth of business."

Naylor's Kitchen, Bath & Interiors in Oxford, Mass., uses Discover Marble & Granite to fabricate and install nearly all of its stone orders. Naylor's is enthusiastic about Cambria stones and the service it receives from Discover Marble & Granite. Naylor's manager Roy Dahrouj says, "Cambria is the best product on the market. We do eight out of 10 kitchens in Cambria. Discover Marble gives us the service we want – they'll jump through hoops for us. That's what keeps us coming back. They have a great crew, and the girls in the office do everything to make us happy."

Judging from comments of satisfied clients like Naylor's, DeOliveira's perfect storm will continue. With unqualified dedication to service and with an outstanding product like Cambria, Discover Marble & Granite will continue to ride the waves of success.

