



Residential Skirting Products

Innovation and Determination

February 2011

Tim Powers started in the winter of 1986 doing some repair work on mobile homes for a local dealership as fill-in work. From there, he began to offer his services to the manufacturers located in and around Indiana as a contractor. For some time, he worked at various levels both in and out of the manufacturer's service departments. In the fall of 1992, he embarked on developing a framed-in skirting system that would strengthen the side walls of the skirting. In 2002, he received the first patent for originating telescoping skirting frames which allow for, among other things, the ability to produce skirting kits in a controlled environment assuring product quality and consistency. From several efforts, he formed Residential Skirting Products, Inc. with a longtime friend and business associate Greg Cassels. Today, many people are involved in the company far beyond what Mr. Powers could accomplish on his own.



Many of his ideas are not original in their concept; however, they are original in their application specifically to the H.U.D. building code home. Through fifteen years of trial and error, the System today is a real 'prescription' for the home. It is Mr. Powers' conviction that a properly built skirting system will substantially increase the health of the home. He has taken the intrinsic problems homeowners deal with regarding the skirting and designed the solutions into the Residential Skirting System.

"From the beginning, I looked at the problem and solved it. I never solely considered the cost to the homeowner first. Once I had a good handle on how to solve the problem, I would then set out to apply the solution in an economical way. So many times, especially in the manufactured housing industry, we get caught up with the idea that cheaper is better and we miss the opportunity of creating real solutions to real problems," recalls Powers.

As their business grew, Residential Skirting contacted the MI-SBTDC Flint/Genesee regional office looking for help with growing their business and improving their marketing. Growth Group consultant, Harry Blecker, met with Tim and Greg to discuss their business plan, analyze their marketing materials including their website, and guide them to many different resources available for



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their business.

“Harry Blecker and Marsha Lyttle, Regional Director, were instrumental in improving our marketing strategy, business plan outline and our company’s financial analysis,” said Powers and Cassels. “Whenever we schedule an appointment with the MI-SBTDC, we have specific goals in mind and can count on good advice from Harry, Marsha, and all the resources they point us toward.

Residential Skirting is continuing its steady growth and Tim and Greg are hoping to expand into other areas of Michigan and the United States. They remain focused on their vision and are always finding new ways to overcome obstacles. They are committed to using the MI-SBTDC services, including the Growth Group, as the business continues to expand.

“Harry and Marsha are assets to our company and we have no plans on going without them any time in the near future. We are looking forward to continuing our relationship and taking full advantage of all the wonderful tools the MI-SBTDC has to our small, but growing business.”

Learn more about [Residential Skirting Products](#)



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