

**Charleen and Rich  
Rowland**

Owners, Precision Crane  
814-282-9133  
Linesville, PA

**County:** Crawford County

**Industry:**  
Crane Operator

**Year Founded:**  
2014

**SBDC Assistance:**  
Financial Projections  
Marketing

**Consultant:** Shane Foster

**Additional Partners:**

## Precision Crane Expands into Pittsburgh, PA, with the Assistance of Gannon University SBDC!

Precision Crane, LLC, headquartered in Linesville, PA, specializes in providing crane operating services to Northwestern PA companies and has expanded in the Pittsburgh, PA market with assistance from Gannon University SBDC.



Owned and operated by Charleen and Rich Rowland, Precision Crane started on the intuition that the market needed a customer-centric crane operating service that is professional, fully insured, and well trained. Before beginning Precision Crane, Rich worked in the family business of installing commercial signs.

After speaking with many commercial construction project managers, he noticed the massive potential and market void.

The Rowlands first began working with Gannon SBDC 2014. They sought assistance with developing their business plan and general guidance on launching their business. Their business started with humble beginnings, with one crane and a handful of customers. Since opening, the company has grown to assist hundreds of clients in the commercial construction and HVAC industry and played a pivotal role in several large revitalization projects.

Charleen and Rich re-engaged with Gannon SBDC in December 2019 to receive assistance in obtaining capital to purchase a new crane. The larger crane would allow the Rowlands to bid on new jobs that the smaller crane could not handle. Also, it would position Precision Crane to become more competitive within the market and service more customers. They were assigned to work with Senior Business Consultant Shane Foster. Shane assisted the Rowlands in an extensive financial review, and they developed a strategic plan that included financial projections. In March 2020, they were successful in obtaining a loan to purchase a new crane!

The Rowlands continued to work with their consultant post-acquisition and had their most significant success when they decided to enter the greater Pittsburgh, PA market. Their consultant assisted them in developing targeted marketing material to attract new customers and general guidance to increase their digital presence during their expansion. The Rowlands plan to continue working with Gannon SBDC to receive strategic quarterly reviews focusing on cash flow management, marketing assistance, and strategy consulting.