



DANNY SLESWICK

CEO, Image Cabinets

Industry: Manufacturing

Number of Employees: 30

Annual Revenue: \$5 Million

AT A GLANCE



Improved Value Builder Score from 42 to 65



Increased Company Value by 83%



Primary Key Driver: Customer Satisfaction



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VALUE BUILDER BUSINESS OWNER STORY:

Business Owner Went from Working 65 Hours a Week to 5 Hours While Increasing His Company's Value by 83%

BACKGROUND

In 2008 Danny Sleswick decided to join his brother-in-law's company, Image Cabinets, a cabinet manufacturing company specializing in home renovations. Sleswick brought 17 years of experience managing manufacturing companies, while his brother-in-law was a tradesman, making for the perfect pair to grow the business. With Sleswick at the helm, Image Cabinets has since expanded to manufacturing cabinets for multi-story developments, diversifying their offering.

Image Cabinets had doubled from a \$2 million company in 2008 to generating \$4 million in revenue in 2015. Seven years into their partnership, Sleswick decided to buy out his brother-in-law and took over full operational responsibilities. Once on his own, Sleswick grew an additional \$1 million in revenue.