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NEW YORK BUSINESS

Fast 50

Crain's Fast 50 is annual list of the fastest-growing privately held and publicly traded firms that had revenue growth above 150% from 2010 to 2013.

October 13-19, 2014



JOSEPH YACCO

MR. INSIDER: Larry Petretti

Roberts to work. He quickly won marquee clients and a projected \$75 million in revenue for 2014.

The young company's biggest break came two years ago, when it got the job to build out 15 floors, totaling 360,000 square feet of offices, for Bank of America at 114 W. 47th St., which at \$30 million has been its largest assignment to date. Petretti also has done interiors for corporations such as Canon, Avon, Aon, Visa and CBS.

"Our goal from the start was to build our brand around Fortune 500 clients," Mr. Petretti said.

Interior construction can be a cyclical business because tenants generally need to build offices only when they lease new space, which picks up or slows down based on the economy. Mr. Petretti has gotten around that by focusing on clients in diverse industries and by developing specialties that are in demand. Petretti & Associates has become expert, for instance, in installing high-tech video-conference rooms that allow users in separate locations to have realistic, virtual meetings.

Mr. Petretti, who is 59 and has worked in construction for 40 years, saw starting his own firm as a way to pass on his success and contacts in the business to his son and son-in-law and to what he says is a predominantly young pool of employees at the firm.

"This is not something they'll just inherit," he said. "They're building this company with me."

—DANIEL GEIGER

Petretti & Associates

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What it does: *Provides interior-construction management services*

How it grew: Larry Petretti started his interior-construction firm, Petretti & Associates, at the least opportune moment to do so: during the depths of the recession in 2010, when the office-leasing transactions that usually spur the need for his services tanked.

"People said I was out of my mind," Mr. Petretti said.

But Mr. Petretti said he saw the lull as the perfect moment to begin building his own business with his longtime colleague Dave Foncello, son Rich Petretti and son-in-law Joseph Goubeaud. When the leasing market began to pick up again, the leap paid off, and Mr. Petretti had the pieces in place to put his long résumé at top interior firms like Structure Tone and Hunter that fueled the company's speedy growth from just a handful of employees to nearly 40 people

Website:
petretti.net
Twitter:
[@Petretti_Tweets](https://twitter.com/Petretti_Tweets)
President and CEO:
[Larry Petretti](#)
Headquarters:
[Manhattan](#)
Three-year growth rate:
219%
2013 revenue:
\$62.1 million
Profitable?
Yes
Local employees:
40
Total employees:
40