

PART 3: COMPANY STRATIFICATION

- [Tier 1 - Super Majors](#)
- [Tier 2 - Regionals](#)
- [Tier 3 - Local Multi-Yard Operators](#)
- [Tier 4 - One-Off Operators](#)

Tier 1 – Super Majors

Examples:

- Martin Marietta
- Heidelberg Materials
- CRH
- Rogers Group
- AMI

Characteristics:

- Hundreds of locations
- Regional divisions
- Area managers
- Structured corporate hierarchy

Approach:

- Start local
- Expand regionally
- Learn division structure
- Sell upward after entry

Tier 2 – Regionals

Examples:

- Burnco
- TexMix
- Arcosa
- Knife River

Characteristics:

- Multi-state
- 5-40 locations
- Strong regional identity
- Decision-making semi-centralized

Ideal targets.

Tier 3 – Local Multi-Yard Operators

Examples:

- Titan ReadyMix
- Reynolds Asphalt
- 3-6 site operators

Sweet spot:

- Enough scale to care
- Not too bureaucratic
- Recurring opportunity
- Accessible leadership

Tier 4 – One-Off Operators

Examples:

- Single yard sand pit
- Small ready mix startup

Generally:

- Budget sensitive
- Low complexity
- Limited growth potential

Low priority unless:

- Strategic geography
- Clusters nearby