



DHF FIREPROOFING *blog*

What "Whatever It Takes" Really Means

In an industry where the lowest bid dominates, why bother using the term "Whatever It Takes," unless the meaning translates to an even lower price? At DHF Fireproofing, this concept is truly two-fold, as it's MORE than our willingness to consider "sharpening our pencils" when it comes to the bottom line.

For us, "whatever it takes to win the job" signals relentless reliability. But for others, it could result in reckless corner-cutting — and in fireproofing, the difference clearly matters!

The Right Kind of "Whatever It Takes"

A strong spray fireproofing subcontractor doesn't win jobs by being desperate. They win by being prepared, responsive, and obsessed with making the GC's life easier.

Think of a company that:

- Turns around bids fast — clean, complete, and with zero guesswork
- Shows up for site walks, even last-minute
- Solves problems instead of creating them
- Communicates clearly so the GC never wonders what's happening
- Mobilizes quickly when the schedule shifts
- Passes inspections the first time because they don't play games with thickness or UL designs
- Protects the GC's reputation by doing the job cleanly and professionally

That's the kind of "whatever it takes" that wins work again and again.

The Wrong Kind of "Whatever It Takes"

Fireproofing is not a trade where shortcuts stay hidden. If a subcontractor is willing to:

- Underbid unrealistically
- Skip prep
- Spray over dirty steel
- Ignore primer compatibility
- Rush thickness
- Hope the inspector doesn't notice

...that's not hustle — that's a liability.

A GC might save a few dollars on bid day, but they'll pay for it in failed inspections, delays, rework, and angry owners.

So, think of DHF as a company that is willing to do "Whatever it Takes" to win your business the RIGHT WAY in terms of services, solutions, and of course, cost.