



“ Revenue has definitely gone up 30 percent over the past four months. We are being looked at for so many jobs right now, if you talk to me in a month it may be 50 percent. We could be tripling our revenue. It’s THAT good!

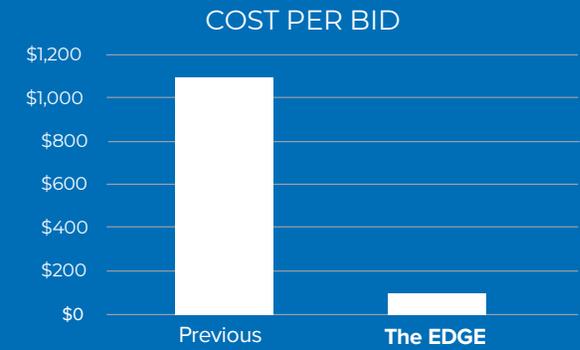
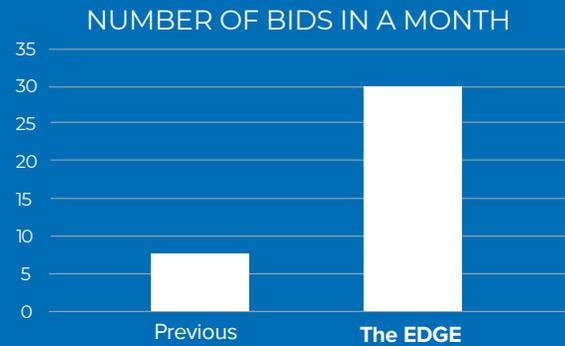
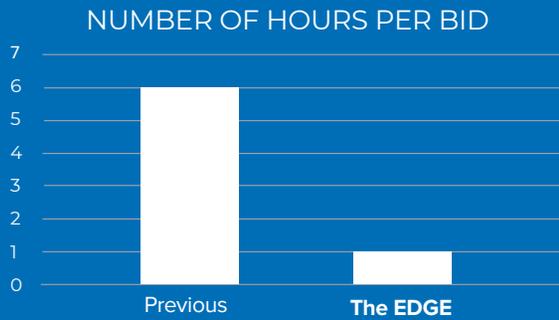
—Herb Fletcher
owner & estimator

CASE STUDY

Hf3 Construction, Inc.

Hf3 Construction, Inc. started in 2001 as a small, commercial construction company. In 2003, the company branched out to include fireproofing after realizing there was a significant need for it in their area. Today, they continue to do business in both areas.

Driven by a desire to grow and improve the company, Hf3 Construction, Inc. was actively looking for a way to increase the efficiency and accuracy of their estimating and bidding process. Additionally, they wanted to cut estimating costs in order to invest in other areas of their business. According to its owner, the implementation of The EDGE™ positively changed everything about how Hf3 Construction, Inc. runs and operates.



CHALLENGES TO OVERCOME

Herbert Fletcher, owner and currently the sole estimator for Hf3 Construction, Inc. was frustrated with the slow and often inaccurate output of his previous method of estimating. Fletcher's former estimator was using a combination of PlanSwift® and Excel® to estimate the bids that Hf3 Construction, Inc. submitted. He referred to this combination as a "really bad version of The EDGE." Fletcher was looking for a way to decrease overhead and overall business costs while increasing productivity and revenue. He knew there had to be a way to streamline the bid process and take the fireproofing aspect of his business to a higher level.

After five years of searching, Fletcher learned about The Estimating Edge from his supplier, Carboline. Upon further research, he discovered that no other product matched what The Estimating Edge could do in the field of fireproofing.

SOLUTION

When completing bids by hand, Fletcher says, much of the process relies on utilizing your experience and trusting your gut. This, he feels, is not always the most accurate and effective way to estimate. The EDGE takes the guesswork out of estimating and provides sound results based on the estimator's input. The accuracy of the bids automatically increases the more you use The EDGE.

Additionally, Fletcher wanted a way to keep current in an industry that is constantly changing with the times. The Estimating Edge has a unique relationship with the primary fireproofing manufacturers. As new fire tests become available, The Estimating Edge works closely with Isolatek and Grace to integrate them as quickly as possible into the existing database.

THE RESULTS

Hf3 Construction, Inc. has already seen a return on investment with The EDGE estimator software. Use of The EDGE has

lowered estimating and overall business costs, decreased time involved in estimating and increased revenue. Fletcher is able to produce 375 percent more bids in a month than previously. In addition to producing more bids, the time involved in completing these bids has decreased 83 percent, allowing him more time to accomplish other tasks. "The EDGE allows time for multitasking that I didn't have with paper bids. I've never been so busy and not busy at the same time. I have time to get things done."

The EDGE simplifies the estimating process and consolidates all aspects of a bid in one easily accessible place, retrievable at any time for reference. The information can then be printed and sent off in parts or as a whole. In addition, final submissions for the fire inspector are effortless and accurate.

Bid sharp. Build sharp.

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