



Partner

Technology Consulting for
Small and Medium Businesses

Customer:

SelectBuild

Industry:

Construction

Partner:

www.itsynergy.com

Customer Profile:

SelectBuild is a nationwide single-source materials and labor subcontractor for large, community-size developments. The company has extensive materials supply, labor and manufacturing resources it brings to bear on housing projects.

Software and Services:

StartPro from itSynergy

New itSynergy Applications Help SelectBuild Stay Agile in a Fluctuating Market

Introduction / Summary

SelectBuild is a national subcontractor for large residential developments. The company has perfected its ability to manage material and labor costs with StartPro, a comprehensive software solution from itSynergy, the company's IT specialist. StartPro is integrated into SelectBuild's accounting system to provide real-time bid adjustment and cost management to a specific home or across an entire development project comprised of hundreds of homes. StartPro delivers both a competitive advantage and remarkable business agility to SelectBuild.

"Managing thousands of different bill of material items can translate into a similar number of headaches," said Dan Dewey, senior account manager, SelectBuild.

For example interior finish products such as baseboard, hardware and sliding doors had to be ordered manually so it was difficult to track the costs in any systematic way. It was also equally difficult to track small items, like bolts, hangers and fasteners. When a company is completing 50 to 400 homes a month the total costs for seemingly insignificant items can be staggering.

"One of our competitive advantages with StartPro is the ability to adjust quote pricing instantly. That kind of agility underscores the value we add to a customer's project."

Dan Dewey
Senior Account Manager
SelectBuild



Business Needs

Building large residential communities is a complex process involving thousands of decisions on materials and labor. Historically, SelectBuild marshaled its resources with a combination of extensive paperwork and computer spreadsheets. What it needed was a better way to manage the whole building process including forecasting, materials consolidation, scheduling, inventory management, and real time tracking.

"Managing the re-pricing and re-bidding process is also challenging," said Dewey. "We needed a solution that would speed bid turnaround and put us ahead of our competition."

Solution

Tapping the technology expertise of itSynergy, a comprehensive materials and labor management solution was developed called StartPro. It is a customized, flexible tool for estimating, bidding, contracting and purchasing.

From construction drawings come the “take offs” or list of materials which are then entered into the database portion of the software. The list of materials is correlated with a huge master library of items and prices to generate a materials report, billing sheets and estimates for labor for each home or project. Links to the SelectBuild’s accounting system are also created so each added or deleted element can be precisely tracked and managed.

Overall, StartPro is an incredibly powerful management tool used to make strategic business decisions. Part of the genius of its design is its modularity which enables continuing functionality to be added on demand. It also reduces the time to develop a bill of materials by 40%.

Benefits

StartPro works seamlessly with SelectBuild’s accounting program to remove the guesswork of

Forecasting the Future or Pondering the Present

“StartPro serves as our business crystal ball,” said Dewey. “We can query the system with ‘what-ifs’ and forecast material needs as costs rise and fall in the market. And, better cost information means better control of profits.”



tracking thousands of different material costs that go into projects and which can impact an entire community development.

Pricing Agility

The ability to custom-price exceptions on bids such as adding a special door or patio extension on a specific home in a development is a testament to the power of StartPro. The custom software solution is not only comprehensive and flexible; it’s valued as a distinct competitive advantage.

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pricing instantly,” said Dewey. “That kind of agility underscores the value we add to customer’s projects.”

Dewey continues: “StartPro can also keep us well-grounded in the present with real-time cost data for better material and labor decisions, immediately.”

So how does SelectBuild view the overall value of StartPro?

“If we suddenly lost StartPro, doing business would be extremely difficult,” said Dewey. “We’d be back to spreadsheets and pencils.”