



## QUALITY HOME EXTERIORS



Brian Diamond, CEO  
Quality Home Exteriors

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One thing that we found is when we started using Leap, our margins were incredibly consistent across all of our job cost break-downs. We were only off maybe 1 or 2 percent of a variance consistently. What we found then is that Leap actually paid for itself over time.

## PERFECTING ESTIMATING TO PROTECT YOUR MARGINS

Brain Diamond, CEO of Quality Home Exteriors (QHE), was on the lookout for a better way to train his sales staff on the estimating process. As a remodeling contractor offering windows, siding, roofing, gutters, and one-day bath conversions, QHE needed an efficient system for teaching new sales representatives how to estimate each product line correctly while still maintaining appropriate profit margins on each project.

### Perfecting Estimating

The perfect system for QHE allows for their sales representatives to understand the scope of work, input measurements and then get the homeowner a price right there on the spot. When dealing with several product lines, little things can make a big difference in the pricing. In order to keep growing his business, Brian found himself needing to add more support staff to assist with cleaning up the paperwork after the initial home visit, reviewing contracts for errors, and assisting with communications to production. “When I saw Leap, I saw all of that encompassed into one program. It gave us the ability to really list out all of the things you need to pay attention to when estimating a job and it became a paperless process which I absolutely love. It gives us full control of our pricing process and protects our margins.” stated Brian.

From a customer perspective, Leap's estimating tool helped QHE to stand out in the marketplace. Anytime a project was bid in the home and the price point came in beyond the homeowner's budget or a change needed to be made to the scope of work, QHE would have to reconstruct the bid right then and there in order to close the deal in one visit. That created challenges and extended the amount of time QHE was in the home. With Leap, QHE could simply toggle selections on and off to adjust the estimate, which greatly increased the speed and efficiency of the estimating process both for QHE and for their customer.

### Protect Your Margins

Another great benefit QHE found from using Leap was the ability to control their pricing consistently from rep-to-rep and job-to-job. Once pricing is entered into the system, QHE could be confident that every single piece of that scope of work had the correct markup and that their margins were protected. By doing this in real time and baking the correct pricing into the estimating process, QHE was able to utilize sales support staff to help generate more leads instead of spending time fixing errors.

### Final Thoughts

"I would encourage people to think about the impact that getting Leap into your organization could have. Making it easier to scale out your business, protecting your margins and how going paperless can create more efficiencies, and allowing you more time to grow your organization which is something that it has done for me. Leap was very good at walking us through the entire process and has great resources to help us train our guys and understand how it can be beneficial. My recommendation is: take the leap."

For more information about Leap, visit [leaptodigital.com](https://leaptodigital.com).



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It's really changed the way that we have done business and has encouraged us to continue to add new tech into our organization. Just jump on board and give it a go. It's going to be worth it.