



# Advanced Roofing & Construction: SRS Distribution & Leap







Advanced Roofing & Construction specializes in customized roof repairs, replacement, and gutter installation in the Huntsville, AL area. With rapid year-over-year growth, Brandon Foote, President of Advanced Roofing, needed a sales and ordering system that was simple, accurate, and scalable.

**“The systems need to be so good and so dialed in that new people can come in and immediately know how to run the job.”**

Advanced Roofing needed a system that eliminates human error, automatically protects their margins, and creates a repeatable process for costing every job.



# New Business Opportunities

Working Together for Shared Success





**“I don’t want my guys having to read ‘eaves 237’, ‘rakes 137’... You have the time it takes someone to read it and then the transcribing. That’s two separate interactions that have human failure points.”**

**Brandon Foote**  
President, Advanced Roofing

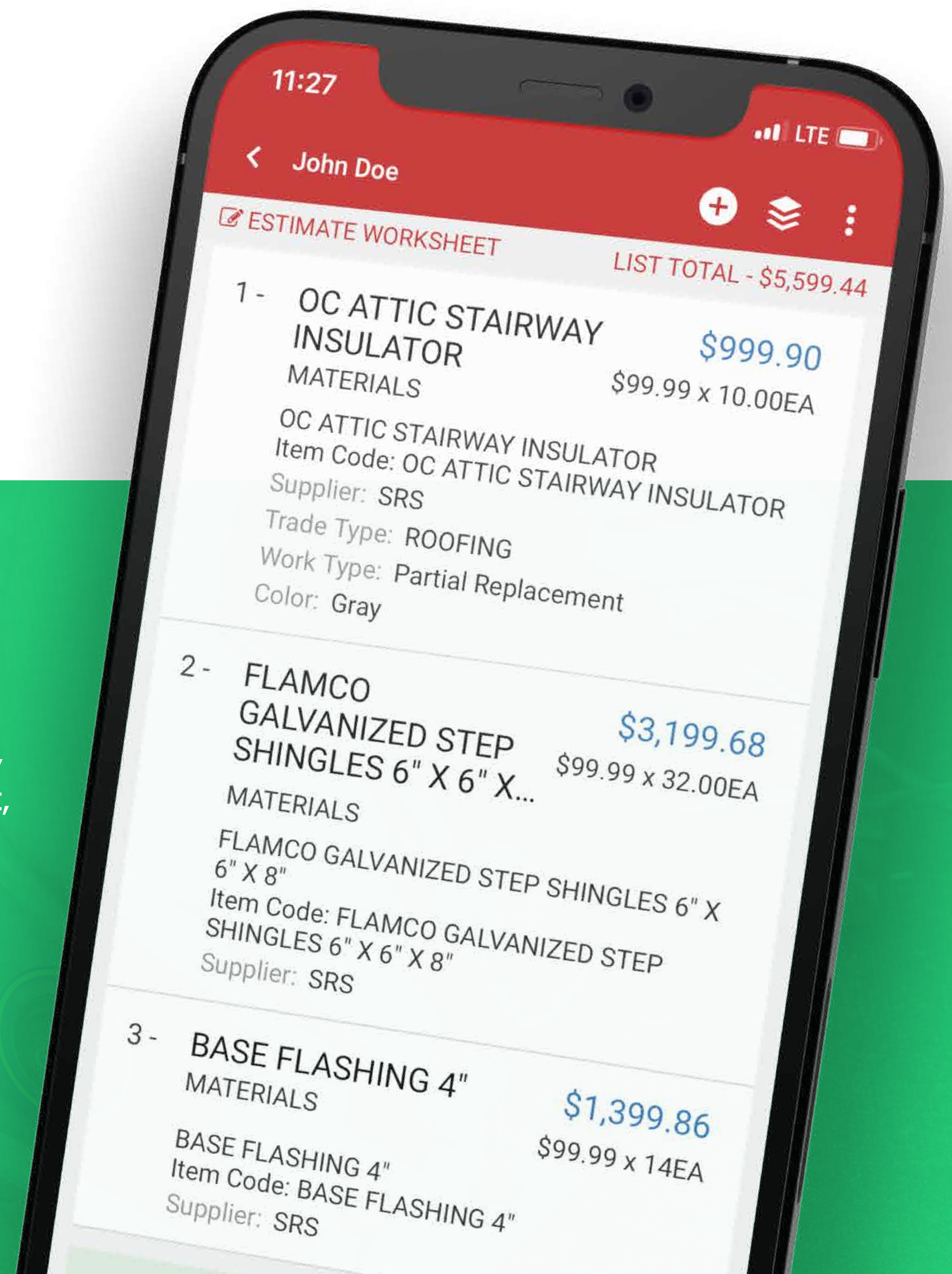




# Job Costing and the Price of Human Error

While job costing is one of the most important pieces for Advanced Roofing to get right, the steps leave plenty of room for human error. An employee may need to take out a tape measure, read the measurement, report the measurement, enter the numbers for estimates, then enter the numbers again for ordering.

Getting just one number wrong in the process can throw off the entire job. Luckily, Brandon found Leap and SRS which streamlined his entire process.







With the powerful partnership between SRS and Leap, Brandon knows that he's created a seamless system to ensure accurate job costs every time.

The Advanced Roofing team can complete everything they need right within Leap. They get accurate measurements using a measurement integration, like HOVER. Those measurements are then passed into a custom cost sheet with live, accurate prices delivered directly from SRS.

When it's time to order supplies, Brandon relies almost entirely on online ordering.

# Eliminate Human Error for Enhanced Accuracy







**“I’m doing electronic orders  
99% of the time now and the  
reason is to eliminate  
human error.”**

**Brandon Foote**  
President, Advanced Roofing







# Scaling with One Fluid System

Even when an item is out of stock, the team knows immediately and can make the change. They never had to bring out a tape measure, punch numbers into a calculator, or even switch to another app. Everything they need is right at their fingertips.

“I like that it’s easy. I create my macros, I click add my measurements, it creates my cost sheet which I can then use to submit the SRS order right in Leap. It’s a very fluid system.”

The Leap and SRS partnership has enabled the Advanced Roofing team to create accurate orders, do estimating and ordering in one place, and make fewer errors.

“That’s our whole thing – we’re eliminating human error.”





# Ready to **Get Started?**

For more information about the partnership between Leap and SRS, visit [leaptodigital.com/srs](https://leaptodigital.com/srs)