

Maximize Slow Season

5 Things You Can Do To Maximize Slow Season with Technology

1. Vision

The home improvement industry is at a turning point when it comes to technology. It's a gold rush of sorts. Contractors who embrace and adopt technology into their business are going to have a huge advantage over others who do not.

Too often we're stuck in the day-to-day working in the business and dedicate little to no time working on the business.

Adopting technology into your business will yield one of the biggest returns on your investment.

The process to adopt technology begins with a vision. Think about where inefficiencies exist in your business and where technology can help.

Ask yourself:

- How much is it costing me to keep doing it this way? Payroll, time and errors all add up.
- Who would be affected by changing this process?
- How long will it take to implement this new process?
- How will they feel about changing things up?

What is the average technology budget as percentage of revenue?

Wall Street Journal
Projection
2022



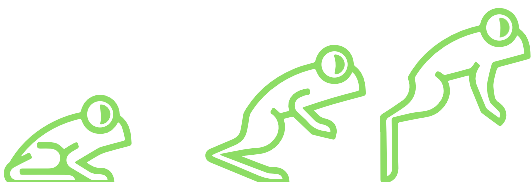
Construction and
Infrastructure
Spend 2.15% of revenue
on technology

We're so accustomed to software being free that we think all of it should be.

An article from the Wall Street Journal says that the average technology budget as a percentage of revenue is 2.15%.

This translates to for every \$1mil in revenue your business does, you should be spending about \$1800/mo on technology.

We also found that the pandemic drove these tech investments and trends of automation, cloud adoption, supply chain enhancements, a digital economy, and remote work.



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2. Marketing

Things we know about homeowners...

- They want a personalized & branded experience
- They want digital marketing brochures, pricing options, packages, and offers
- They want the ability to have a digital shopping experience like they are used to

Homeowners are getting younger and we've recently done some more research about their needs and wants.

For more information and stats about what types of projects are in high demand, click the eBook link below:

https://leaptodigital.com/wp-content/uploads/eBooks_infographics/What-Do-Homeowners-Want-Today.pdf

There's also a second link for selling to millennials. As you know Millennials love technology. According to Business Insider, in the past year "homes have been selling at breakneck speed." Many millennials are buying fixer uppers. And if you click the link below, you'll be able to download an e-book for more information about selling to millennials.

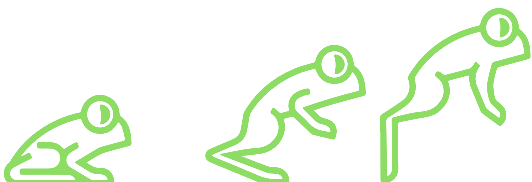
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3. People

Technology is an accelerator. We see it all the time at Leap.

- Make a list of names of everyone in the company. Once you have that list you can begin to see how that workflow with technology could look. Many tech companies are even integrated together to make your life easier.
- Determine which of the people on the list is needed for onboarding, training, and daily usage, etc.



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4. Processes

Once you've created a vision for how your company/department will use tech, looked at your marketing plan, and who will be involved in using tech, you will start to review your existing processes with your team.

- What is a business process review?
- Map out your vision with a small team
- Review customer touchpoints.
- Determine which technology will be the most beneficial inside the home to the customer, internally for your workflow, or both - can you find one that does both?
- Look for gaps and room for improvements



5. Research

Let's move onto the fun part – doing your research.

- Commit to researching more than one tech solution for the gaps you saw after you reviewed your processes with your team.
- Compare cost, integrations, whether a company has onboarding and account management, training opportunities and optimization!
- Make a decision with a company that values your partnership!

