



The tech support department is extremely helpful. You always get first-rate advice whenever you call in. If they can't figure something out right away, they don't stop trying until they do.

—Gary Morrison
Main Estimator



CASE STUDY

INTERNATIONAL ROOFING CORPORATION

International Roofing has been a long-time customer of The Estimating Edge LLC. Since 1995, they have successfully used The EDGE® to increase revenue and productivity. According to owner Scott Birch, The EDGE gave International Roofing the ability to keep up with competition and customize bids faster and more accurately.

Established in 1989 by founder and current president S. Scott Birch, International Roofing Corporation is a diversified roofing contractor that specializes in commercial roofing, waterproofing, architectural paving and sheet metal services in the Central Virginia market. This Richmond-based company is one of the largest independently owned roofing companies in Virginia concentrating on roof maintenance and replacement roofing for the commercial market. International Roofing has worked on commercial roofing projects for some of the most prestigious companies, including Verizon, Philip Morris, Comcast and Virginia Tech.

CHALLENGES TO OVERCOME

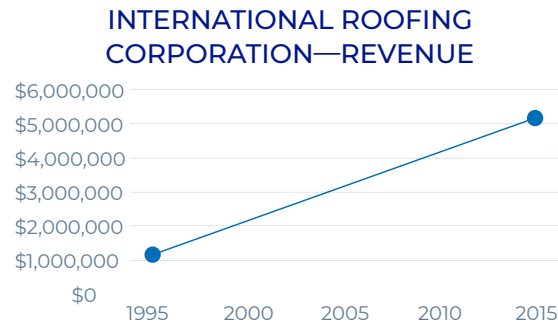
Prior to using The EDGE®, International Roofing started estimating by hand and later transitioned to using spreadsheets to complete bids. According to Birch, this method was extremely involved and time consuming. Not only were the spreadsheets limiting, each new bid had to be customized from scratch. In addition, multiple people were focusing on estimating in order to generate more bids; this took time away from other tasks that needed to be accomplished and did not allow employees to specialize in other areas of the company.

SOLUTION

Birch first learned about The EDGE at the NRCA tradeshow in 1994. One of The EDGE sales representatives followed up with him for about a year before he made the financial commitment to purchase The EDGE. When Birch learned that one of his nearby competitors had purchased The EDGE, he quickly decided it was time for his company to jump on board.

The feature that has benefited International Roofing the most is the Tapered Insulation Module. They have been using this feature since the beta version and rely heavily on it for day-to-day estimating. Gary Morrison, International Roofing's main estimator, stated, "With new building codes, every

job has tapered. We use it a lot." This feature has given them at least 30 percent savings over package prices. The EDGE gives them different piece count options and allows them to compare their designs to the manufacturers' designs, then decide which is more cost effective for their company.



THE RESULTS

Birch stated that it took some time before they saw the benefits from using The EDGE. The biggest reason for the lag was that the bids they were submitting using The EDGE were "too accurate." Because their competitors were using an inaccurate method of estimating, their bids were faulty, unreliable and lower than International Roofing. This would result in the winning company losing money on the job. Once International Roofing tweaked their margins, they were able to outbid competitors and save money for both the client and themselves. As their business picked up,

they saw an increase in gross and net revenue. Their revenue has grown 433 percent since using The EDGE. With their estimating process now faster, consolidated and more accurate, they are able to bid more jobs at higher margins. Because of how precise the measurements are with The EDGE, there is virtually no waste accumulation.

Additionally, The EDGE cut down on the number of people and time needed to complete bids. Once International Roofing saw an increase in revenue and a decrease in the time spent creating estimates, the company was able to hire an additional project manager, allowing Morrison to devote all of his time to estimating. Morrison can now accomplish four to five bids with The EDGE for every one bid he would have completed with spreadsheets and Birch is now able to focus solely on operating the company.

According to Birch and Morrison, The EDGE has also helped International Roofing with competition. Many of the companies and individual estimators in their area are also using The EDGE. This allows for all bids coming in to a potential customer to be similar and more accurate, giving the customer the opportunity to easily compare the bids and choose a company based on service, efficiency and reputation, not just numbers.

Bid sharp. Build sharp.®

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