



ServiceTrade Regroup w/ David of TempCon

Matt Hetrick with Temp-Con Incorporated
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Participants

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Topics

<i>Accounting integrations</i>	3:34
<i>Purchase decision</i>	5:53
<i>Purchase decision</i>	7:01
<i>Paper process</i>	15:08
<i>Paper process</i>	19:37
<i>Purchase decision</i>	20:27
<i>Accounting integrations</i>	22:52
<i>Implementation and ongoing support</i>	24:44
<i>Pricing</i>	25:03
<i>Purchase decision</i>	25:29
<i>Implementation and ongoing support</i>	27:04
<i>Purchase decision</i>	27:31
<i>Purchase decision</i>	28:51
<i>Purchase decision</i>	31:15

Transcript

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LAUREN

0:00 Hi.

MATT

0:02 Are you today?

LAUREN

0:04 I'm pretty good. How are you doing?

MATT

0:07 All right. Doing? All right?

LAUREN

0:18 I'm gonna share a document with you? Okay? Currently? Nothing on it. Can you put this document in our weekly pipeline invite? And I'm gonna start taking notes weekly so we can track everything prior to my being out and during my being out, yup. Perfect.

LAUREN

0:48 Thank you.

MATT

0:50 Of course. It comes David.

MATT

1:07 Good afternoon, David. How's it going?

DAVID

1:09 Matt morning?

MATT

1:11 Going very well. How about you? Okay... good. Big day with the executives today.

DAVID

1:20 No, that was yesterday. I was short brief... with, we had a little short meeting then we had dinner, and then I had breakfast this morning with Bill. So... got to kinda one on one with him. So that was good. Good meetings.

MATT

1:44 Is he based at that office? I forget what you said.

DAVID

1:48 What's happening?

MATT

1:48 Is Bill based out of your office?

DAVID

1:51 No bills in cinsinnatti?

MATT

1:54 Cincinnati? Okay. That makes sense. Okay?

DAVID

1:57 Yeah, he's with bills with TP.

MATT

2:00 Okay.

DAVID

2:01 He's he's the president of TP and he's I believe he's a coo of triple point.

MATT

2:07 Okay. So, he's up there.

DAVID

2:09 He's up there. Yeah, he's under Gordy and him and Tom Wilson are under Gordy co, so.

MATT

2:18 Okay. So the meeting that you guys had yesterday was that mostly acquisition stuff, just gathering, the service team leaders to?

DAVID

2:27 Much, yeah, like I said, we acquired a company in the carolinas and we're looking to acquire another company in Texas.

MATT

2:37 So, awesome.

DAVID

2:39 Yeah. So, those are going really well. They've got a couple more in the pipeline. So, couple that didn't shake out, but it's good. It looks pretty promising. Actually.

MATT

2:53 That's awesome. I know acquisitions. You're not allowed to say much before the acquisition, but curious, what about in Texas?

DAVID

3:02 Big company? It's it's bigger than tepcon. It's about the size of TP. So they're pretty excited about that one. So, a lot of opportunity, so.

MATT

3:15 That's cool.

DAVID

3:16 Yeah, yeah.

MATT

3:18 Making moves.

DAVID

3:19 Yeah. So.

MATT

3:22 It...

DAVID

3:23 It's good. And they're all, you know, part of the conversation was that, you know, our company is going to go under one platform, right?

--- Accounting integrations ---

DAVID

3:34 For sure. The service side for sure, our accounting side is going to piggy back off of what our Construction uses. So, the thought is that they're all going to go to computer is eventually, but that they're going to upgrade computer is like, I guess they've got a, they don't have the web based version of computer is, and I guess they have a web base or?

MATT

4:06 Based...

DAVID

4:06 Cloud based, yeah, cloud based Computerease. They're considering upgrading to that at some point. So.

MATT

4:14 I've never heard of a cloud based Computerease, had you Lauren?

LAUREN

4:20 Yeah. I mean, a lot of these legacy accounting systems are moving towards the cloud just to stay. Yeah, yeah.

MATT

4:33 Okay. Well.

DAVID

4:35 That's what they're kinda talking about. The, I guess they like Computerease over Sage, but, you know, I asked them and I said, well... what about going to something completely different, right? I mean, why if you're gonna change? You know, does it make sense to look at other options similar to how you're making me look at other options?

--- Accounting integrations ends ---

DAVID

5:00 But how about a little bit of that, right? And... I think they're you know, part of the problem is that you get these guys that are like they're entrenched, right? And, and how they know how to run a business and what they know. And the Construction side is probably a lot more of that old time. Let's do the work and don't try to go over complicated. I think that's kind of what they're dealing with and there, and to a certain extent... TP service is the same way... old school mentality. And I think they like temp con because 10 service under me is more like let's go, let's do something different.

--- Purchase decision ---

DAVID

5:53 Let's explore all options. Let's not tie our hands so to speak. So they like that. And they like that getting started at 10 con, first showing everybody how it works. And then it's going to be an easy transition or easier to convince other people. And part of it was getting Ken Wood on because he's one of those old time guys too. You know, he loved perfect. Were he was trying to get us to go to perfect were?

--- Purchase decision ends ---

LAUREN

6:20 No, no.

DAVID

6:21 No, that's never gonna happen. That's it's terrible. So.

MATT

6:25 Yeah.

DAVID

6:27 But, you know, we convinced him he's seen the light and he's off for it now, so.

MATT

6:34 He's off or service right now.

DAVID

6:36 He's all for changing a platform, to service trade or something like that for sure. Yeah, he's, he, I told you, did I tell you went through the BuildOps one and he was a little leaning towards BuildOps.

MATT

6:49 We didn't we weren't clear about him leaning toward BuildOps. We knew he was there for, the presentation, but that was gonna be my next question is, what did he like about it? What, you know, what was his feedback?

--- Purchase decision ---

DAVID

7:01 You know what, I think that, I think those guys that came in, I think they made a, I think they made a pretty big impression, on everybody there including Ken and... you know, that's great. You wanna bring six guys, seven guys with you. I get it. You know, that's a strong statement, right? But, you know, it's all about functionality, and all that for me. So, and price obviously factors into it. So, I think I did talk to Bill about this presentation to them by myself and Ken, and I think we kinda narrow down kind of what they're looking for. You know, I think what they want, what he asked me for is he said, you know what he said?

--- Purchase decision ends ---

DAVID

7:57 I know that, you know, you guys kinda went over with service trade, what your needs were, where your pain points were right? And you guys kind of address those you wanted to see. They presented, on those points. And he said, what if, what he'd like to see is service trades, comparison of their product against BuildOps product.

MATT

8:28 And I said, well.

DAVID

8:30 Are you looking for some Muslim? Like what are you looking for there? And he goes, no, just, you know, they know what you guys were asking, you know, as far as your preventive maintenance, you know, how is that gonna look inside of service trade? And how is the functionality of what ServiceTrade offers to manage your preventive maintenance in your estimation and your assets and your... customer portals and billings and all that stuff? How does that compare or contrast against BuildOps, right? I ask service trade if they can provide because they, you know, like us, we should know what our competitors are doing. We should know kind of what the ballpark is, what kinds of things we offer what, and we offer to someone over one of our competitors. And I think, you know, his point was, well, what is service trades opinion of what they have to offer in those different categories where they excel over BuildOps, right? And, you know, do the same have, can do the same with BuildOps? And then we put those two together and we'll present those to the board. And then once we present that to the board, then at that point, we can come back to service trade and BuildOps and ask them to present to a couple of the key executives, Gordy, Bill, Luke, those guys, maybe Tom Wilson, our CFO present to those guys kind of a, an ROI return on investment strategy, or information based on other customers, that have went over to service trade, right? And with, you know, similar to, the information that you've already given me, right? But allow service trade, allow BuildOps to come in and present to a small group of the executives to say, hey, this is what we offer. This is what you're gonna get when you come with us and then... they might have some questions you know, regarding that. So.

MATT

10:34 I mean, that sounds like a good plan to us. We would love the opportunity to get in front of your C suite and maybe we'll use this as an opportunity to introduce our CEO after all the meetings we've already had. Sure. So, yeah, I mean, I think that makes perfect sense instead of relying on you to explain everything that, you know, you're not a product expert. It does make sense to give, you know, us and build up an opportunity in front of them directly.

DAVID

11:01 And I told him I said list service trade has provided me with a bunch of information, right? Graphs, charts, comparisons, can, you know, they presented me with a bunch of stuff and I went through it and I said...

LAUREN

11:12 You know?

DAVID

11:13 It makes sense to me, but it's easier for me to sit down in front of you guys and explain this than it is for me to create a presentation.

MATT

11:23 I...

DAVID

11:23 Said, I'm an ops guy. All right? I'm not, and Bill said, you know, I'm an ops guy. Do, I'm not that guy, right? I said, well, there you go, right? And that's when he suggested, well, this is what this is what they do. Why not ask them to compare and contrast their product to BuildOps based on what you guys gave them as your key pain points, and what you were trying to achieve by changing over to a platform like ServiceTrade. So.

MATT

11:55 What I will say about the compare contrast that's a little bit tricky is I don't expect that we're necessarily experts on BuildOps products. We know about their reputation. Again, we've spoken to some people who have unsuccessfully attempted to go to them, but it would be hard for us to really say what we can do over what they do. We tend to just focus on our line and what we do well.

DAVID

12:22 Yeah.

MATT

12:23 And, you know, conversely, I think BuildOps has a document out there as part of their smear campaign that does they focus a lot on service rate? So it's like I told you.

DAVID

12:36 Yeah.

MATT

12:37 I think we've since addressed it. But if you Google service trade, they have a paid ad that pops up at the top here's. Why BuildOps is better than service rate. We've never invested in anything like that.

DAVID

12:46 Really. And.

MATT

12:48 So their table that they've come up with is also wildly inaccurate. You know, we've gone through it and the...

LAUREN

12:55 I'm gonna interrupt Matt and tell you that their table of comparison between service trade and BuildOps is an exact copy of their comparison between service trade or BuildOps and service tighten. So we can actually, I have these articles handy because I just needed them earlier today... because as you can imagine, we've got targets on our backs. So, so what I can send you exactly what they're gonna send you,

which is the same as how they position themselves against service tighten, who is a wildly different application? Because they only focus on residential well that's not 100 percent true anymore, but historically.

DAVID

13:46 Yeah. And I appreciate those kind of the finer points of if someone is going after somebody, there's a reason why they're going after them, right? So it's like the union targeting our text right? There's a reason the union comes after our service tax, right? Because we do a great job and training them, and keeping them up to date and expecting excellent. So, yeah.

MATT

14:13 It's it's flattering for sure, but it's also a little bit annoying. We hold ourselves to a higher standard and it would be easy to give in and fight dirty as well, but we just have a great customer base and we're doing fine focusing in our Lane. So, it's just conversations like this where we now have to address the tactics that they're pulling out and just hope that you guys can see through it.

DAVID

14:38 Yeah, yeah.

MATT

14:39 So, but so I mean, we can put together definitely put together a kind of a table of what we can offer what we provide. And then I would recommend, you know, BuildOps, do the same with what they provide. And then I think what is gonna provide the most value honestly is that second stage where we present to your C suite because there are certain things that just don't translate to a criteria table, you know?

--- Paper process ---

DAVID

15:08 Understood. I'm just trying to get over this first hurdle, right? So once I get over this first hurdle that they put in front of me, I think things could go a lot faster and a lot easier. So, yeah.

MATT

15:20 Okay.

DAVID

15:23 They're requesting a ton of my time because it's gonna take me longer to do this, than I have time for it. So, you know, yeah, you're, killing me small. Yeah.

--- Paper process ends ---

MATT

15:37 Great. Moby.

DAVID

15:39 Yeah.

MATT

15:40 Well, and I also think that it's great that it came from Bill that this is something that he wants, to put in place. So, I think we'll have more support setting this up since, you know, it's not you pushing it on them not to say that they wouldn't listen to you but like you said, before you're like, hey, they're giving this homework assignment. I don't know what they're looking for here. Well, now, they give you a little bit clear guidance are allowing us to come in and help you with this.

DAVID

16:05 Perfect. Yeah, he's pretty, I like Bill a lot out of what?

MATT

16:10 Hello?

DAVID

16:12 The executive team, that guy humble down to earth came up front through the field. I mean, he's a good dude, so.

MATT

16:23 That's awesome.

DAVID

16:24 Respectful...

MATT

16:26 It's nice. You don't always have that in the C suite. So, when you do, it kinda gives you confidence in who you're working for.

DAVID

16:33 Yeah, yeah. Yeah. He sees the picture.

MATT

16:36 Yeah, that's who we wanna talk to you then that's good. Who did, who did you say? He said should be in that meeting? Obviously, Bill, I don't know if.

DAVID

16:48 Bill and Gordy?

MATT

16:49 Gordy?

DAVID

16:51 Gordon bite Miller. Yeah.

MATT

16:55 And...

DAVID

16:55 Then Tom Wilson, our CFO... he might be Tim oven might be in that as well. I think Tim might have taken over. I think when they moved and it's not on our website, but I think when they moved Bill to coo, I think they moved Tim, the president of TP. So... pretty sure.

MATT

17:26 Okay.

DAVID

17:27 And of course, me. And of course, Luke would be there.

MATT

17:32 The president, the.

DAVID

17:33 President of temp con, and then myself, and then Ken, so.

MATT

17:45 Now, did Bill imply, you know, if that would take place in Cincinnati or at your office? Did he have a preference there?

DAVID

17:53 As far as a present? I'm not sure yet.

MATT

17:55 Yeah, I think.

DAVID

17:57 Most of most of the people and most of the people are going to be in Ohio.

MATT

18:01 Okay.

DAVID

18:02 Probably me and Luke would be traveling to Ohio, to have that presentation.

LAUREN

18:09 Okay. That sounds like you and Billy will be traveling to Ohio since I'm on no travel orders from my doctor.

MATT

18:16 I hate that for you but sounds like we will, I might need to bring five other people apparently.

DAVID

18:23 Wouldn't it be terrible would be, would it be terrible to be stuck in California? I mean, that's sounds...

MATT

18:28 Man.

LAUREN

18:29 It's awful. Honestly, it's really hot right now and I don't have AC, so it's a...

MATT

18:36 Yours...

LAUREN

18:38 I'm taking a break from the boat this week because we're going to Catalina next week apparently.

MATT

18:45 Nice. Okay. Still getting around that?

DAVID

18:48 Catalina mixer?

LAUREN

18:50 Yeah. The Catalina wine mixer. My, my partner was like, hey, let's go to the Catalina wine mixer. I was like, I am pregnant. I'm not going to that.

DAVID

19:01 I love that.

LAUREN

19:02 Show. So funny. All the shops have the merch and it's like my favorite thing.

DAVID

19:08 Yeah.

MATT

19:13 Okay. Well, that sounds good as far as whipping up a scope of features and what we do, Lauren, I think we already have a head start on.

LAUREN

19:25 I like that. If I'm not mistaken... you have everything that I pulled together, but, we can put our heads together. In the meantime, David, I'll send you a couple of, these links.

--- Paper process ---

DAVID

19:37 Yeah.

LAUREN

19:38 Just since they have them handy.

DAVID

19:41 And you guys know where our pain points are with the, with all the spreadsheets that we use and tracking preventive maintenance and frequency and cost and asset, I mean, it's just, it's a nightmare. So, same with our estimating where there's spreadsheet after spreadsheet to calculate the cost to, you know, customer information. And just... you know, we use sharepoint, we use our F drive, I mean, Google sheets, holy cow.

--- Paper process ends ---

LAUREN

20:12 Yeah.

DAVID

20:14 It's amazing. We do what we do.

MATT

20:16 Yeah. Well, and it's kind of a, it's a testament to the team that you have, you know, if you can do that with your current system, then just imagine when you get something that is, you know, on your level, something premium.

DAVID

20:27 Exactly exactly. They're holding us back. Matt, I keep, I told Bill that you're holding us back man.

MATT

20:34 We don't...

DAVID

20:35 Want me?

MATT

20:37 Well, let us help you?

LAUREN

20:39 Get in there.

DAVID

20:40 Yeah.

MATT

20:40 Yeah. Well, so as far as getting a scope together for you, I mean, I'll get right to work on that, see what we can come up with. Do you, do you guys have next steps with any other software vendors currently?

DAVID

20:57 No... I think what we, you know, based on everything that I did prior to meeting with you guys, right? And during our initial meeting with you guys, I was looking at several other platforms and kinda went through a couple of first steps with them and eliminate them from consideration. And I think, you know, it, let us to you guys and, you know, we hung on to you guys and then we made the next step... trying to get it revitalize from last year, and then they forced us to go out and look at a couple more and that's how BuildOps came around and I think, you know, like...

LAUREN

21:40 Told them.

DAVID

21:40 I said, you know, it would appear to me that service trade BuildOps, you know, there might be a couple of more similar platforms to those. Maybe we could spend the rest of this year next year looking for all of them and doing all this all over. And I said, you know, and what's you know, surprised not surprising but I would expect is

that for similar platforms, maybe do a little bit of this, a little bit of that, maybe a little bit differently. The pricing is pretty in line, you know, it's not like this.

--- Purchase decision ends ---

DAVID

22:15 It's not, you know, low and high. I said, I would expect the other platforms that we would find that were similar to those are going to be similarly priced, right? Maybe there's a unicorn sitting out here that's absolutely perfect everything I said, but I would expect to pay a unicorn price, right? Like if someone said you wanna buy unicorn, it's going to be stupid expensive, right? So, you know, that and unicorn is probably building your own system right around how you do your business, which is, millions of dollars. So... you know, and that's what I told Bill this morning at breakfast, we can keep looking Bill.

--- Accounting integrations ---

DAVID

22:52 But I think we've pretty much narrowed it down to at least two that we know would make us more efficient than we are right now better platforms than we're presently working off right now and platforms, I feel that are we, you know... cloud based and able to be expanded as we continue to grow?

--- Accounting integrations ends ---

DAVID

23:12 Because the expect petition, is that this company in carolinas, this company in Texas company in other places are gonna, they're gonna move to this platform as we continue because tip con is the biggest service division that they have right now with the most text and in one location, which is the big thing. TB, has a bunch of text too but they're spread out in smaller offices and the expectation is to grow each one of those offices and the acquisitions that we make which have a very limited service group is to grow all of them up right out of one. Okay? If we can get 40 texts in each one of those locations. I mean, we'll be next level, so.

MATT

23:59 Giants guerilla.

DAVID

24:01 Yeah, that's and that's the ultimate goal. So, but I told them there's no point in trying to develop these other service groups until we can get 10 con on a platform, figure all out, work out all the bugs, make sure that we got a good system before you go and implement it over all these other. So that's our ultimate game plan. So...

MATT

24:25 Scale responsibly get the infrastructure in place and then grow from there because issues you're having and all those other little locations are just gonna magnify by adding to the headcount. So.

DAVID

24:34 Exactly. It's...

MATT

24:35 A really good plan. Yeah. Well, let's help you get there. Like I said, we'll get to work on a document.

--- Implementation and ongoing support ---

MATT

24:44 Did you happen to talk with Bill about any time frames? Because I know last at the end of the last meeting, we talked to you about what we have available for implementation start dates and where that would land you on going live?

DAVID

24:58 So, we start working on our 2024 budget in October, right?

--- Pricing ---

DAVID

25:03 The mid end of October. So I would expect to have made a decision around that time frame, okay? At the latest because if we're gonna do this, it would be nice to have that in the budget for 24 and, you know, have it all figured out, know what the costs are added to the budgets and there's no surprises in 24 for implementation software. So.

--- Purchase decision ---

MATT

25:29 Yep. That makes sense. Okay?

DAVID

25:33 I would think that I would think that there would be a for sure decision made prior to or right around October.

MATT

25:42 Okay. Well, that makes sense. And, and honestly, I don't know if we had the budget information before. So that's actually helpful. I'm glad you brought that up.

DAVID

25:52 Yeah... it was part of my discussion I had with Bill. So.

MATT

25:58 Okay. So, is the idea here that you guys are gonna wait to revisit this or are you planning to actively have these conversations leading up to that point? So that you're not blindsided by it, right? When it's in the budget?

DAVID

26:15 No, absolutely. Yeah, I don't like to be blind sided if I can help myself, but I get blindsided all day long by people walk in my office so I can mitigate that a little bit. I try to, so.

MATT

26:28 Okay. You know, us, we're Johnny on the spot. We're here to help, and we're willing to move as fast as you guys are. So we'll get together and work on that scope. Sounds like a good next step for you would be to do you guys have a meeting setup to go through the documents from BuildOps and us you talked about that?

DAVID

26:50 Once we get that, like I said, I still got to reach out to Ken and talk to him about BuildOps and about what I just discussed with you guys and he'll probably reach out to them or he'll ask me to, one way or the other.

--- Implementation and ongoing support ---

DAVID

27:04 We'll get both of those together, put them together, presented to them. I would hope within... I don't know, first part of August, first couple of weeks of August. I would expect, I think, if get this back, we get the information back within the next couple of weeks, I would expect that we could put it together, present it to them.

--- Purchase decision ---

DAVID

27:31 It's gonna take them at least a couple of weeks to review it, wrap all their heads around, ask any questions that they have. And then, and then commit to... having time or making time to have a presentation. So, everything works pretty slow with those guys.

MATT

27:51 Sure. It tends to, with the C suite, we get it.

DAVID

28:05 I think that would, you know, if we can present to them in August? I think that puts us in that time frame of October, as a final decision and making it happen. So.

MATT

28:17 Okay. Well, also, you know, like we said last time at some point down the road, you know, there may be an opportunity for you and Ken to speak with, you know,

that customer that entertained and attempted to go to build up.

--- *Purchase decision ends* ---

MATT

28:33 So because there's going to be stuff that we're not going to be able to account for in our presentation, you know, we're not experts on their product, but it might be valuable for you guys to speak with a company that did get to know their product and their onboarding process and all that stuff. And they'll give you a really good compare and contrast just because they've kinda straddle the fence there.

--- *Purchase decision* ---

DAVID

28:51 Well, I also got, you know, I also ran by Bill that opportunity to visit... a company that has Sage and service trade, right? And he, okay that. So he said, yeah, absolutely. I want you to do that. I think you should do that. So... once I talk to Ken, once we get this information, put that together, once we present it to them, and they say, yeah, we're moving forward with this and we're going to go ahead and make time for a presentation to cover the ROI. Then at that point, I'll schedule visits for myself for sure. Maybe someone from my team and Ken and somebody from his team to go visit with the customers that you guys presented us with, reach out to them and see if we can make that happen. So.

MATT

29:48 We'd love that.

--- *Purchase decision ends* ---

DAVID

29:49 If you, if you had information about a customer that went to BuildOps and said this is BS and came back to you, or came to you after the fact and they'd be willing to talk to us, I'd be willing to listen. So.

LAUREN

30:04 We have two specific examples that we can point.

DAVID

30:08 Yeah, that'd be great. I need the Turk.

MATT

30:14 Better for you to get it from them than us because.

DAVID

30:17 Yeah, yeah, it's...

MATT

30:17 All speculation on that part.

LAUREN

30:19 So, we're so sensitive, to that type of thing and that's just, it's so against our company culture and, how we operate.

DAVID

30:28 Yeah.

LAUREN

30:28 So, we'd rather you hear it from the people that pay us, you know?

DAVID

30:34 We do.

LAUREN

30:34 Get paid, they pay us.

DAVID

30:37 Exactly.

LAUREN

30:38 Just say the things that they say that you should trust them. Not that.

DAVID

30:43 Well, it's not like BuildOps didn't present us with that same scenario, right? They were gonna come, they went to service trade and they came back to BuildOps. I heard that from them too. So if they have somebody that can give us the dirt, we'll go listen to them too. So we wanna hear both sides and, you know, ultimately like I said, I mean... I've been pretty impressed by your guys product. I'm an advocate for service trade, so, but I'm not, but I'm open, right?

--- Purchase decision ---

MATT

31:15 As you should be, we appreciate your, we appreciate you being a champion, but I think it's awesome that you're still open minded the blinders on that's good.

DAVID

31:25 Have to be.

MATT

31:26 100 percent. Okay, cool. Well, this was really helpful. This is good information. I feel like we've got a pretty good direction here with some next steps outlined.

--- *Purchase decision ends* ---

MATT

31:37 So the balls in our court right now, as far as getting, a scope put together and it sounds like you're going to reach out to Ken, and set some time on the calendar with him to review everything. So we'll try to get that to you within the next two weeks. I don't think that should be a problem. And then we'll kinda just keep in touch as the weeks go on to see the Progress we're making on your side, just so everybody's in the loop.

DAVID

32:02 Sounds good.

MATT

32:04 Okay. All right. Go team.

LAUREN

32:08 Hey, break.

MATT

32:11 Alright. Thanks again, David. Appreciate.

DAVID

32:14 All right.

MATT

32:14 Guys. Thank you. Bye. All right. Bye now.

The End