



Marick Incorporated & ServiceTrade NorthBoundary Consultation

Michael Menolascino with Marick Incorporated
Recorded on 6/23/23 via Zoom, 1 hour 0 min.

Participants

SERVICE TRADE

Michael Menolascino
Field Manager

Tommy Polcari
Associate NorthBoundary Account Executive

MARICK INCORPORATED

Mark Totino

Lee Jensen
Service Manager

Topics

<i>Small Talk</i>	0:00
<i>Call Setup</i>	3:24
<i>Small Talk</i>	13:36
<i>Pricing</i>	23:49
<i>Pricing</i>	36:42
<i>Pricing</i>	50:50
<i>Wrap-up</i>	57:15
<i>Wrap-up</i>	58:52

Transcript

"This English transcript was generated using Gong's speech-to-text technology"

--- Small Talk ---

MICHAEL

0:00 Good afternoon, Mark.

MARK

0:01 Hey, good afternoon. How are you?

MICHAEL

0:03 Well, how are you doing today? It's wonderful.

MARK

0:05 For Friday.

MICHAEL

0:07 Yeah, weather's great out here. I'm in Chicago. You guys, are you in?

MARK

0:11 With them, Nebraska? I was just in Chicago yesterday. Actually. Let me, yeah.

MICHAEL

0:17 You got to experience some of the heat we're getting.

MARK

0:19 Yeah, it wasn't too bad. It was, yeah, we're in Omaha, Nebraska. It's probably about in the, it's about 90. So it's been warm. We've had a really warm summer so far.

MICHAEL

0:29 The last few days here have been warm but not too bad and it's cooled off nicely in the evenings, which is what I love. Yeah. So it's not discussing when you're trying to go to bed and things now.

--- Small Talk ends ---

MARK

0:41 Yeah.

MICHAEL

0:41 I was looking at your website.

MARK

0:44 Yeah.

MICHAEL

0:44 I saw you guys are in Omaha, you were in, I think headquartered in demoing yet for located, maybe something like that?

MARK

0:51 Yeah, that's correct. Yes.

MICHAEL

0:53 So, you're based out of the Omaha location?

MARK

0:56 Yes, are.

MICHAEL

0:57 Are the different locations handling different lines of business or is it, you know, all lines of business throughout all the locations? How does that look for you guys?

MARK

1:07 Right now, we are kinda going through, we're going to be going through a pretty major change here at merck traditionally, they have been focused, they've been a refrigeration contractor. We've added, I'm here basically to grow the side of the business in Omaha and then all of the other companies or all the other locations are going to be doing the same.

MICHAEL

1:31 Okay. So the other location will also be making, that growth in a.

MARK

1:35 Yeah, yep. Absolutely. Yeah. We're we're bringing on another sales person next week and that person is getting kinda focused on the South Dakota and Nebraska area. Okay? I have another salesperson, we're adding in demoinese, we're looking for another person. So I think Lee was gonna, I think our branch manager is gonna join up on this job on this to.

MICHAEL

1:59 Yeah.

MARK

1:59 Wait for him, but yeah. So we, we've got a lot of great potential including a name and a brand change. So we're changing it from refrigeration to mechanical. So.

MICHAEL

2:13 Okay.

MARK

2:13 This, you know, with the, you know, potential addition to your software and getting some first, you know, some actual processes put in place. So it'll be very, I know that it'll be, I know that'll be beneficial.

MICHAEL

2:26 Let me ask what brought you to Chicago earlier in the week because I didn't see that as one of your locations is that.

MARK

2:32 I was at a sales conference. So ironically, I don't know, you know, I'm sorry, James grading is.

MICHAEL

2:42 I don't personally know him, but actually, my VP of sales was talking to him earlier today and I heard his name the first time. So.

MARK

2:49 So, he was kinda, he used to be a trainer for Northboundary, and then back in like 2012, I used to work for it up in Minneapolis and I got a chance to meet Vince. And so I was part of that. So I worked on a Northboundary for a number of years up there.

MICHAEL

3:08 So you're pretty familiar with Northboundary, at least the state it was.

MARK

3:12 It was at that point. And then I got a, you know, I got like our crash course on some of the new updated stuff that you guys are offering now, but it looks like Lee just joined up.

--- Call Setup ---

MARK

3:24 Lee is the branch manager here in Omaha, so I invited him on the call so he could give him the spiel and both here together.

MICHAEL

3:33 Perfect. Well, it's good to meet you as well. Lee, while you were joining us chatting with Mark, I'm here in Chicago, I cover it's. Called it the greater mid west region for service trade slash Northboundary.

MARK

3:46 Great.

MICHAEL

3:47 Yeah, it's my favorite. I put great and bold on all of our internal decks when I like label my territory, it's the great lakes region plus midwest and things like that. But because yeah, I have everything from Ohio until Iowa and Minnesota and Nebraska just kind of that whole region. And I love it. So, it's you have to deal with the real people. I...

MARK

4:11 Exactly.

MICHAEL

4:12 Like the northeast at times and not my style. So, I hope as I say, that leads not from the northeast.

MARK

4:20 Yeah, I know you.

LEE

4:22 I just had I.

MARK

4:23 Just threw away.

MICHAEL

4:23 My board.

LEE

4:24 Clam, chowder.

MARK

4:27 No...

4:28 Well, it's great to meet both of you. So I'm gonna share my screen really quick.

--- Call Setup ends ---

MICHAEL

4:36 You guys able to see that technician. It says service rate. So what I wanna do today is just talk to you guys a little bit. Mark was kind enough to share with me a little bit about the transition you guys are going through. Tommy who spoke with Mark initially kinda filled me in on his discussion with you, but I just wanted to gonna talk a little bit about current operations, how you're currently selling things, then tell you a little bit about who ServiceTrade is because service strait is acquired Northboundary... eight months a year ago. I know you guys are using build apps, very happy with that. So I'm not gonna try to position anything that involves that. I'm gonna keep this specifically to Northboundary. But I do want you to understand who service rate is, why we acquired Northboundary and where it fits and how we're what we're doing with it. And then I'm gonna do a call it a high level review of some of the capabilities of Northboundary, not necessarily getting into the weeds on any aspect. But from there, you know, if it makes sense, we'll set up time to get into the weeds, if that's necessary, if that makes sense is, the next step we go through or if there's specific aspects we wanna focus on. Because candidly marketing, I'm sure, you know, this Northboundary does quite a bit everything from proposal, you know, project proposals to maintenance agreements, to managing your pipeline and your sales funnel. And so I could candidly talk about it for a few hours if we try to walk through every piece. So goal is today to kinda give you a look at the breadth of the system and then figure out where we go from there. Does that work for you guys? Yep. Perfect. So first of all, I am with a company called service trade. Northboundary is now one of our products. Service trade has been around for 10 plus years at this point and we help mechanical contractors and fire and life safety contractors. Those are the two spaces we deal with. Specifically commercial and industrial is our primary focus and we traditionally provided tools to help them manage recurrent services, to quote repair, work schedule, and dispatch jobs, minimize and efficiencies, things like that. So we've been in this space for quite some time. And the way we view our business is it's all about controlling costs and growing revenue. That's how you guys succeed. That's why people turn to us. And historically we did that in a variety of ways. We had what we viewed as the office coordination piece that management of recurrent work, scheduling out upcoming jobs, understanding, you know, margins on your various deals... giving the technicians the tools to be productive in the field, giving customers a portal to access and see what work was getting done and giving management of his visibility to it. That's core service trade... where we had a gap was on the front end. It was selling those maintenance agreements. You know, we had all these great tools to manage your recurrent work, to manage those, that preventative maintenance work to capture the pull through revenue. But we really didn't have, the tool for that project proposals and those maintenance agreement proposals. And so about, like I said, about eight months a year ago, we acquired Northboundary, Vince, who was, the creator of Northboundary. Actually joined the service trade team. So he's still here, and what we're trying to do with Northboundary is we are a larger organization so we can put more resources into it to grow it, and get it out into the field with improvements, and new features and new capabilities and greater support. But at its core, we're leaving Northboundary, as Northboundary. We are selling it as a totally distinct product from service trade. So I have some customers that are Northboundary, only some that are Northboundary plus service rate, some that are service trade only. So this is

not something that requires you to leave build apps and go to service trade or anything like that. It's a fully standalone product... that makes sense so far just to make sure we all understand who service rate is, where we fit into the picture, and what Northboundary is and how it's distinct because I know some folks love their current platform, you know, in your case, build apps and we're not trying to get you to switch away from. That is my bottom line. And I just wanna make sure that's clear.

LEE

8:53 Yeah, yeah. Unfortunately, there's no switching away from it at this.

MARK

8:57 Yeah, we have a.

LEE

8:59 Just started in December, so.

MICHAEL

9:01 Yeah. And, and here's, the, you know, obviously, I think ServiceTrade better product because I'm the service sales guy, but at the end of the day, BuildOps is a great product, right? You guys have one of the top products out there in the market. You know, it'll be a waste of everyone's time for me to try to change that opinion, right? If it's if you've got a good product and it's working for you, keep doing that. But I do know that when I start talking to folks on the way, I thought I was looking at Northboundary, why is the service trade? Why does your shirt say service, right? You know, and I just wanna make sure it's clear that while it's all coming under the ServiceTrade umbrella and it's now one of those, you know, one of our products, it is still capable of functionally functioning, fully stand alone and that's not going to change.

MARK

9:43 Okay, good.

MICHAEL

9:45 Yeah. Just wanna make sure that's clear now for folks that use ServiceTrade and Northboundary, we have tools to make it easy to move Northboundary data into service trade, you know, seamlessly things like that. But again, we're gonna keep them as distinct products even though we're going to have data flow, you know, if it's a customer that's using both sides. So all of that being said Mark, I know you know what Northboundary is, but Lee is probably going okay, great. He told me what it's not that it's not blazing build is, but what is it? So, so Northboundary is a tool to help you build maintenance proposals. The idea here is that we wanna give you tools to grow the sales engine. We, we realize that it's often difficult to hire sellers to sell maintenance proposals and project proposals because they need a level of expertise about the industry and also need to be good salespeople. So we want to be able to give you a comprehensive maintenance proposal builder that helps you do everything from the equipment survey to the digital signature, right? Everything in there. As part of that. We also want to ensure that you've got a proposal builder for those one time scopes of work, you know, those project proposals. And then I think

one of the key pieces is giving you guys the visibility to understand what's happening in your pipeline. Where are we winning? Where are we losing? Who, you know, how do we change that? Because without that visibility, you can't make improvements. Yep, broadly speaking before we get into the weeds of north bound specifically, is that the type of goal you have currently, you're trying to sell more of these proposals more easily?

LEE

11:34 Yeah.

MARK

11:35 We definitely want to get more planned proposals in place and build our maintenance base. Obviously, I know what comes after you get more maintenances, you get more pull through and we want to kinda try and be a little bit more of a proactive have a proactive business line of work rather than reactive. Although when it's 95 degrees, I don't know how you can ever get around that, but, you know, at least it's a great goal to have.

MICHAEL

12:00 Think you'll always have some segment of reactive work. I mean, anyone who tells you otherwise, the mind, you know, especially in an area where the climate could swing like it does. So you're always going to have reactive work. But I think your goal is spot on is that idea of how do we get more of this planned maintenance work? This, this proactive work that we're getting out in front of and then capturing, the pull through revenue where we can. And, and, you know, Northboundary is really focused on how do we get those maintenance agreements in place? Mark, you told me you, you've got a new sales guy. I think you said starting next week was that?

MARK

12:36 Accurate I think is the next couple of weeks isn't it Lee?

LEE

12:39 Yeah, yeah.

MARK

12:40 Coming up soon.

MICHAEL

12:42 Are you guys finding it easy to find sales guys, right?

LEE

12:45 No... no.

MICHAEL

12:48 No. What do you think? The challenges is that people lacking the industry experience where, I guess tell me a little bit about where, what's challenging about?

LEE

12:57 So that's a lot of it as people lacking the industry experience. And also, we are so backlogged on our current workload. The way it is that we cannot afford to pull anybody from the field to go into that position. So, we're kind of, you know, focusing on stealing from competitors, you know, and it's I know it's hard to say that we're going after a program that is gonna generate more work for us and we already can't get to the work we're at, understand that we'll worry about the consequences later. But yeah, well, I think there's...

--- Small Talk ---

MICHAEL

13:36 Something to be said for going after proactive work like this because it's a lot easier to staff for the challenges that I see with every one of my customers is they hit busy season and, they have more work than they can get done. But then they get out of busy season and now they don't have enough to keep all their guys busy necessarily, or it's a little slower whereas with, the PM work and being proactive, it helps smooth that out, right? And so you could keep a bunch of happy and fully busy texts year around.

LEE

14:06 Yep. I don't we don't have, we're fortunate enough to not have that problem any time of the year. We're to see more in the busy season, but now it allows us, to create, you know, to also have a good gauge on how many texts that we actually need and especially if we have that consistent work that we know that's gonna keep coming in like clockwork you know?

--- Small Talk ends ---

MICHAEL

14:29 Yeah, no, that makes...

MARK

14:31 Income and income, too, right?

MICHAEL

14:33 Consistent income is a very valuable thing to have your business. It's kind of critical. So, no, that all makes perfect sense. And what you said about, you know, finding the right people to hire as a challenge. I mean, I figured you would say that as what we hear over and over is how do you find guys that have the technical know how and the sales document to get this done? And you can't always afford to take a guy out of the field to start doing this? And there's a learning you bring someone new on and they have to learn all of this. I'm sure someone like Mark, can put together these proposals pretty rapidly but it's challenging. So we wanna give you the tool to make it so that you bring a new guy on and they have a game plan to follow and they

have tools to make it easy. So while they're learning they're able to do this more efficiently and even for your veteran sellers and guys like Mark don't have to lose as much time putting it together.

MARK

15:30 Well, I mean, I'll even piggyback on that. So, I mean, I started about four months ago, and they had just gotten the BuildOps platform. So it was nice to be able to like learn from scratch a new platform. So I feel like this would be good for a new salesperson to like this is something that would be well structured, but I'll let you keep going.

MICHAEL

15:53 No, no, please jump in. I really want this to be a conversation today and not meet me tell talking you guys. So no, I think you're spot on Mark is when you're a new employee somewhere you like coming on and seeing that there's a process, seeing that you have tools that support you and guide you through it and make your life easier. So... so it all starts so, with an asset survey. So if we consider let's just say you have a opportunity to build a proposal for rooftop units at a school just or at a hospital or whatever it might be. And you need to build out a proposal Mark. You wanna, you want to sell this school and get them on board on a maintenance agreement. Great. How do we do that? Well? The first thing is you got to understand what assets you're dealing with, right? What assets, how do you currently Mark go about doing an asset survey when you're putting one of these together?

MARK

16:47 Well, we're kinda doing it manually. I mean, we do have, yeah, pretty much manually. I mean you're taking it because we don't really have, we don't have a maintenance proposal software right now.

MICHAEL

17:00 So you're just going through gathering up the assets in a spreadsheet or something like that and then writing up a proposal free hand essentially.

MARK

17:08 Right. Yeah.

MICHAEL

17:09 Perfect. No, that's pretty common that's typically what we hear and why Northboundary exists. So the way it works with Northboundary, the first thing you could do is you're able to capture all of the assets efficiently. You could do that from your mobile device with the mobile asset survey. So this, it's actually playing a little video right here where it'll show you where you could just scan it and capture information. Alternatively, you could even make it even easier by just taking photos of all the asset tags. And then when you get back to the office, you can have the system just use computer vision to read all of them and populate all the fields afterward. So you Mark could literally walkthrough a site, take photos of the asset tags and then get back and load them into Northboundary.

MARK

17:53 We never had before. I remember that we never.

MICHAEL

17:56 This is a newer capability because computer vision and AI, you know, continues to improve the computer reading the tag. Now, what I will say is it's never 100 percent accurate. I mean it might be 100 percent accurate for one location, but sometimes it'll be like especially on a dirty tag like is that a G or a nine, right? You just type in that one at it. You know what I mean? You just add it one one letter if you need to, but it's pretty effective at capturing that. So, the idea here is we want you to be able to capture all the assets you're gonna service easily. We wanna make that mobile asset survey really simple. And that's where you're going to be able to collect details like make and model serial number and know what assets you're going to be dealing with. And, you wanna be able to do that quickly. You don't want to have to sit there and type it all into a spreadsheet. So you can just walkthrough and take photos of each one of each tag. It makes it much quicker. Then once we have captured those assets. So you'll see here along the left hand side, I've got seven different assets that are captured. The next step you're gonna want to do. The next thing you wanna do is you've now got your seven rooftop units, whether Mark you capture them, whether you had an apprentice out there doing it, you've got all that information right here on the left hand side. And what you're gonna wanna do is if I can make this play... you've got that. And if for some reason you didn't have them, you could import them. Or like I said, use the ability to read the images to populate the information. But you could then pull up that model number. And now you'll be able to know how many, you know, you'll know the tonage, you'll know how many of which filters are needed, what belts does it need? So you'll see in this quick little video. I'll jump back in.

MARK

19:48 That pulls the information of that model number, and it knows the belts.

MICHAEL

19:52 So there's so there, it's not always going to. So there will be some is where you'll have to enter it once. But once you've entered that asset one time now, it knows it for the future. Okay? So if you've already entered, this model this year, this model, rooftop unit, let's say it's gonna know the belts now every time you do that model in the future. So if it wasn't already in there, you just enter it once. And then it is in there. Does that make sense?

MARK

20:21 Yeah, that's pretty nice.

MICHAEL

20:23 Yeah. So at worst, you're entering at one time, the other thing this video play so quick through this, but I do want to highlight one other piece here and that's not only is it letting you know, the tonage and the belts and all of that. It's also gonna show you what the tasking needs to be for that. And this is really important especially when you're talking to guys that aren't coming from the industry or don't have the expertise or even if you just don't have to memorize it. All right here, it also is going to let you know what tasking you need in the summer, winter, fall, spring, you'll see

that it'll show when each task is due. So in this case, January doesn't have the lubricating, all motor or fan bearings is needed while April and October do?

MARK

21:09 Yeah.

MICHAEL

21:09 So it's going to assign that tasking automatically based on the best practices and what, what's recommended? And it's gonna, you could always go in and add something in, but by default, it's gonna show you what the tasking should be for that asset type... questions on that so far? Let.

LEE

21:28 So now, does that do that by the, is there a code name for like what asset like package unit, boiler, chiller, air, handler, so on and so forth.

MICHAEL

21:40 In the back end, there's essentially a library of all of the assets and it has a table of what tasking associates with each asset. Okay? So for some reason you strongly disagree and said, you know, what? In this case, we need to be checked for the security to shaft in the winter as well. You can go in the back end table, add that as a task that's required for it. And then it'll be there for all future ones or you could do it as a one off on a specific agreement. Does that answer the question? Lee? Yeah. Okay. Just wanted to make sure...

LEE

22:17 So, does it do best practices per unit though? Like does it auto populate?

MICHAEL

22:23 Yeah. It'll auto populate by specific model of unit?

LEE

22:27 Okay.

MICHAEL

22:29 Yes, no. The table in the back end is by unit type. So, so it's not gonna try to give you a tasking that isn't appropriate for that exact unit. So... and then from there... I can get my screen to jump forward. So now we have that tasking, then it applies auto task based pricing. So now that we've said here's the tasks that you need to perform in the spring, the winter, the fall here's how long they should take. We can now see for these six assets we're looking at 14 point six, eight hour man hours of labor in the spring and five point four, nine in the summer and 11 point four in the fall and five point four nine in the winter. So the idea here is that because it auto assigned the tasking, it's now also able to map that to your or labor rates and you'll note just jumping back really quick. You'll note that this was a link to your labor. So you could set like here's, our journeymen labor rates here's, our apprentice labor rates. You

could set different labor rates, and we could have certain tasks use, you know, apprentice versus journeymen labor rates. And so then what we can see though is here we need 14 point six, eight total hours.

--- Pricing ---

MICHAEL

23:49 And then it calculates that out, it calculates the number of trips, the hours per visit, all of that type of information. And then it's going to allow you to price that out appropriately. So right here, we now can understand what should this be priced at for maintenance? What should it be priced at? If we had, you know, just to test and Inspect agreement and what margins you want. And it'll calculate that pricing based on your labor rates combined with the tasking for the assets.

MARK

24:20 And we definitely want to go higher than 32 percent too.

MICHAEL

24:24 You go whatever margin you want.

MARK

24:26 Yeah. You said that the minimum was 45, but, yeah.

MICHAEL

24:30 You set the margin you wanna go with, and then it'll calculate it all out for you?

LEE

24:35 Some people are going with 10 percent Mark?

MARK

24:38 Yeah. Well.

MICHAEL

24:39 Better.

MARK

24:40 Value here, man. We gotta pay for, you know.

MICHAEL

24:44 I, I'll be honest if you're only at 10 percent, you better be getting a lot of other revenue out of.

--- Pricing ends ---

LEE

24:50 Yeah. There are some companies that are that way though.

MICHAEL

24:53 Yeah. But again, so you can set those margin targets and work, you know, and make sure you're capturing that level of margin.

MARK

25:02 The idea, the idea though, the idea is to have, you know, structured meetings with these people that we're selling it to. We don't want to waste our time putting something like this together. You know, before I even put something like this together, I'm gonna know what kind of client and customer they are, and, you know, that's the kind, of people want to go after.

LEE

25:21 So, now, the material costs on here, how does it figure that?

MICHAEL

25:24 If you recall, let.

LEE

25:27 That based off the model number?

MICHAEL

25:29 Yep. If you recall, it captures the filters and belts that are going to be needed for that based on?

LEE

25:35 On the model?

MICHAEL

25:37 So that's how, you know, the materials.

MARK

25:39 And that's years and years, of data input, right? I mean, like that's all that's been collecting over the last 15 years.

MICHAEL

25:46 A decade plus.

MARK

25:48 Yeah, yeah.

25:50 Multiple decades of data populating this. And again, if for some reason, you go, you know, what we personally like to, I don't know whatever it is. A new, a new filter comes out that's non standard and you want to fit, it, whatever you want to break the rules, go for it, you would just update that for yours in the back end. You know what I mean? Yeah, you could configure all of this in the back end, but we try to pre populate it with the best practices, the defaults, the standards because that's 99 percent of the instances.

LEE

26:22 Yeah.

MICHAEL

26:24 So, so, and that's not a maintenance proposal. You know, with that, you can also do project templates in here, you know, where you can create a template for whatever type of work it is you want to do and have that in play. So you could build a more complex proposal outside of. So this isn't limited to just maintenance agreements and you can actually build, hey, here's, the template, you know, the template library that we have. The rep picks what template they wanna use. And then as you can see, they, you know, select their template... and it's going to pre populate with the parts and labor that might be needed. This is a really simple one. And then again, as you go through... you're going to get a lot of flexibility on these pricing worksheets. So you can see how you can set up a hierarchy of work for this specific project and then have pricing worksheets within it that's more. Again, that's on the more project proposal side rather than the maintenance agreement side. But I wanna just jump forward as the projects momentarily. This also will allow you to pop out the actual proposal documentation. These will have your TS and CS, these will have, you know, your logos, your branding, it all, you know, it's configurable. So you can say under this type of agreement, I want to attach these pages and it'll have them in there. It'll have summary pages, pricing pages, ROI pages. Again, we have a lot of default content you can use or you could swap it out for your own terms, your own forms beyond that. I mean, so we have this ability, to make it easy for you guys to make the proposals. But what do you do with that, right? You're growing your sales organization, you gotta make sure that everyone you bring on is selling. You have visibility to what's happening. So we have this opportunity that gets created as you're making the proposal and you're able to then track and manage that life cycle. So you can understand how deals are going winning, losing it's all click and drag. So you can, you know, drag something into the next stage here. I actually have a video of that in action. So each tile on the screen is a distinct opportunity. And so you can literally just drag it over to move it through the funnel again as you move it. If you try to move it to loss. I'll ask you why we lost. So you could track and report on why you lost, why you want any of that detail. It allows you to understand what kind of deals am I winning? What kind of deals am I losing? Are there things that are just a bad fit for our business and we need to stop spending time on them or are there proposals that we're getting priced out on? And what do we have to do? You know, our margins are too high? Do we, do we consider lowering those or do we say no, we're gonna stick with the high margin business because we're super busy, but you need to have that information and that visibility to be able to make those types of decisions. And then again, beyond that beyond, you know, managing the pipeline, you have that reporting, so you can quickly and easily see what does our pipeline look like? What have we want? What have we lost? You know, how does this, how is, how are things moving through the funnel? That makes...

LEE

29:49 Sense. Yeah.

MARK

29:50 Yeah, it looks better than my spreadsheet.

MICHAEL

29:54 Well, it's also easier than a spreadsheet Mark. It's real nice to be able to create a proposal and an opportunity and just drag it forward, drag it back. And then when Lee wants to understand what your pipeline looks like, you don't have to update a spreadsheet, he could just run a report and see exactly where things stand.

MARK

30:09 Right.

MICHAEL

30:10 So, that's the idea here is to keep it real simple, but give powerful tools made easy so you can, grow the sales team. But in a standardized way because the last thing you wanna do, let's be real Mark. I'm sure. You know, this is, you don't want to bring on six sales guys and have six people running things their own way.

MARK

30:32 Right.

MICHAEL

30:33 Different proposals that are non standard, trying to figure it out on their own constantly calling your text to go, hey, or googling. Hey, what belts do I need for this? How much did I charge for that? Right? So it's all right there at your fingertips.

LEE

30:48 Yup.

MICHAEL

30:51 So, how do you, so spreadsheet lead? Are you just getting a spreadsheet from Mark today to understand what deals are coming or?

LEE

30:59 Yeah. And then, you know, we have a quoting tool that's pretty, it's not robust, but it's there so.

MARK

31:08 Yeah, you can see that way too.

LEE

31:10 Yeah.

MICHAEL

31:11 Closer made and the basics, yeah.

LEE

31:15 Yeah. And then, you know, I do, you know, I do department overview as well. So I have a general idea of, you know, what's coming in and what's coming out as well.

MICHAEL

31:24 Yup. Yeah. So we wanna just give you that same level of visibility easily quickly cleanly. And I know as you know, Mark had mentioned that all the branches are likely going to be putting more focus on, you know, mechanical, and maintenance agreements and things like that. So the way for you and the other branch managers to have standardized reporting, right? So you can share your data the same way they're sharing their data. You're not all sending in different spreadsheets or anything like that. So.

LEE

31:53 Now, is this only for H back? Like, we do a lot of refrigeration work as well.

MICHAEL

32:00 Yeah, yes, it's specifically on the mechanical side. So we only sell to two spaces. You know, we've got the mechanical space, which is your hvac, your sellers, things like that. And then we have the fire in life safety?

LEE

32:11 Okay.

MICHAEL

32:11 This is not for the fire and life safety side that's the one segment. This isn't built for it. This time. It's just a different space. Our core service trade product is great for firing life safety, but we don't introduce Northboundary on that side, but on the mechanical side, you can use this.

LEE

32:27 Okay.

MARK

32:29 I think on the refrigeration side, you could plug in the equipment. It just wouldn't no, it would, could you?

MICHAEL

32:37 So you could put in the assets it.

MARK

32:38 Might not do a project. Yeah.

MICHAEL

32:41 You may not have it in the asset library, but as I mentioned earlier, once you add to an asset?

MARK

32:46 One time, yeah.

MICHAEL

32:47 You'll be able to pull that in the library in the future?

MARK

32:50 I don't think we could use it, for that unlimited be, you know?

LEE

32:54 Yeah, I think we can just put like one one low temp case or something like that, and that's gonna cover our generic for everything. Yep. Okay.

MICHAEL

33:04 Okay. Yeah. And then... let's just.

LEE

33:11 I gotta ask a question here since we're at a little bit of a lull, is this an open platform? Like, well, could we potentially have this information? Like if we have a project, it selves, can we export this data directly, to BuildOps? Yes, potential for that, so that all your margins, your costs, everything created straight over into a job.

MICHAEL

33:40 You're able to export all your data now, I will say that, you know, with service trade from Northboundary to service trade, we're building out the more seamless flow of data where it could flow directly in plan to do that, with competitor products. But all the data is exportable and you just import it, right? Port what you need to CSV and import it wherever you need it.

LEE

34:00 You said there is or there is not a plan for that?

MICHAEL

34:03 We are, there is the ability to export data to CSV and import it wherever you want. It's yours?

LEE

34:08 Okay.

MICHAEL

34:09 Right. There is no plan to build like an API integration to compare.

LEE

34:13 Editors with it. Okay?

MICHAEL

34:15 That's you know, the unique benefit of using service data with it. Does that make?

LEE

34:19 Yeah.

MICHAEL

34:20 So, but no, the data is yours, it's you export it, you put it where you need.

LEE

34:24 To go. Yup. So.

MICHAEL

34:27 Yeah, we're not trying to prevent you or preempt you from using another vendor. Like I said earlier, Northboundary, stand on product, half my customers using Northboundary, aren't using service trade. They're using BuildOps or other tools like that. So.

LEE

34:42 Yeah. I was just curious because we have within the next two months, build outs are supposed to be open for two way traffic. So they're allowing, you know, data and data export and it's supposed to make seamless opportunities like this. So.

MICHAEL

34:58 So, we are, we have no road map items for this, you know, for EPI pushes.

LEE

35:02 Fun.

MICHAEL

35:03 With this, but it would be data export. Data import is fine.

LEE

35:06 Yep. Okay.

MICHAEL

35:09 So, yeah, that is again high level Northboundary, like I mentioned up at the front end, what I really wanted to do was kind of cover those. And then kinda get your thoughts understand, you know, is the project proposal piece interesting? Is it more of the maintenance proposals? And then from there, what we can do is set up time for, you know, a live in the system demo at those specific aspects. If that makes sense. Vince actually still host to a week that are live hour long, you know, from Vince himself because let's be honest, Vince is better at the showing off every nook and, granny than I'll ever be leave for background. Vince is the creator of Northboundary. Okay. So.

MARK

35:49 The builder?

MICHAEL

35:51 Yeah. So, he twice a week does sort of... like a standing demo, Q and a, where, he covers all the basics but really dive into whatever random corners. People might have questions about.

LEE

36:06 Okay.

MICHAEL

36:07 So, I can give you guys links for those. How many, how many total people do you think you would have making service agreements with Northboundary?

LEE

36:18 And I would say maybe before...

MICHAEL

36:21 Four. So one nice thing about Northboundary and I'll just tell you this. It's we only charge for sales users. So your admins, you might need visibility to, you know, what's going on, but they're not actually making agreements, things like that. Those are uncharged.

--- Pricing ---

MICHAEL

36:42 And then as far as your sales users, you're looking at roughly 1,200 dollars a month per sales user. I'm sorry, wow.

LEE

36:52 A a Mark, you're gonna have to get your...

MARK

36:56 That...

MICHAEL

36:57 I just said per month. I meant per year?

MARK

36:59 I thought.

MICHAEL

37:01 Number... move 1,200 dollars per year? Very affordable.

MARK

37:07 We want have said, yes, Mike, I...

MICHAEL

37:11 Sold it to you at that.

MARK

37:12 Price. Let's.

MICHAEL

37:13 Great tool, but you're not gonna get your money back at that price... 1,200 dollars annually.

MARK

37:21 So, we are able to add as we add salespeople.

MICHAEL

37:24 Yup. The only, the only restriction is that there is a three user minimum to get started. Okay? So that doesn't mean I'll be honest if you only have two people that wanna use it to start, you, can we just, it's a three license minimum. Does that make sense? Yep. So we're gonna charge you that 35 64, whatever it is, which is three times 12 times 99. So it's we're gonna charge you for three sales users minimum, but you could then have as many as you want of non sales users and additional sales users are again just that 12 roughly 1,201 1,000, 188 dollars per user per year.

LEE

38:06 So, we're part of, a pretty extensive network that's growing every day.

MICHAEL

38:12 Ryan.

LEE

38:13 Yep.

MICHAEL

38:14 Yep. We have a couple Ryan group companies that are actually active customers of Northboundary today, and a couple of service trade as well. But I know using Northboundary, I think Texas chiller, USA, mechanical and Calvert controls maybe.

LEE

38:34 Yeah, that sounds right.

MICHAEL

38:35 I think those three there might be more, but, I think that I saw you guys were in a Ryan company, so I looked it up before the meeting, right? Wanted to make sure I looked into it. And so I believe those three were all Northboundary, and I think us mechanical USA, mechanical is also on service trade as their core at.

LEE

38:54 USA might have been, but I know they just switched over.

MICHAEL

38:58 They did.

LEE

39:00 So, BuildOps, is our exclusive?

MICHAEL

39:05 Gotcha. I just still been marketing our system because I was just, they're not a customer of mine personally, but again, like I said, in prep for this meeting, I wanted to make sure, I took a look for it.

LEE

39:18 I'm sure they're still involved with service trade because system implementations as, you know, can be difficult and tricky. So you can be working in both systems for quite some time.

MICHAEL

39:30 Yeah, that could be it now.

LEE

39:32 They just switched a month ago, I believe so.

MICHAEL

39:34 Okay.

LEE

39:35 So, now, if we decide to move forward with this, I know, we would be working with Ryan. I mean, is there a price breakdown or a group membership discount if we get all of our companies involved?

MICHAEL

39:53 If you guys got all of the aryan group involved, I can definitely go to our VP of sales, Tim, who Mark that's who I mentioned knows James, I was on the phone with him earlier. Yeah, but I could definitely go to him and say, hey, what can we do? I can't give you a price off hand on.

LEE

40:09 Right. Yeah, no, I understand that. But so like let's say we just decide to move forward. And because we're not patient enough to wait for a private equity group to make up their mind, so let's say we get all of our 15 or 17 companies on board. Is there a contract that we have to sign up front that we're guaranteed, you know, for X amount of years or anything like that?

MICHAEL

40:35 Typically, we do a 12 month agreement.

LEE

40:36 Okay.

MICHAEL

40:37 Months at a time, the other thing I'd say is if it, you know, if you really were pushing and wanting to get Oliver Ryan on there and, you know, wanted to make that a priority. I'll be honest. I'd be comfortable putting in that agreement language that said, you know, hey here's, the price you're paying today, but if Ryan as a group signs, we'll honor, you know, even mid term, the new rate?

LEE

41:00 Okay. Yeah.

MICHAEL

41:01 That's right? I don't want you to get penalized for being a first mover, right? We don't want you signing up. And then Ryan more broadly signs up and gets a discounted rate and you guys are going, hey Mark.

MARK

41:13 Yeah. What happened? What have?

LEE

41:15 And here? So I...

--- Pricing ends ---

MICHAEL

41:17 Comfortable getting language added that said something to the effect of, you know, at the point of aryan signing up, you know, those prices in terms apply.

LEE

41:27 Yeah, because full transparency. I think that, that's a route eventually that everybody's gonna wanna take. Is we're trying to make sure that each company has, you know, the playbook, you know, like, so if we go by another company, we can say like, here's, what you're using for service calls right here's. What you're using for your CRM, you know, all the way down the line. And Mark just came back from a sales meeting. And I think that, I mean, is that what you were kind of getting the gist of Mark?

MARK

41:59 Yeah, there was definitely a Northboundary sales pitch, but I mean, obviously, because James used to be a trainer for him, but, you know, we talked about because the whole idea of the sales meeting was talked about planned maintenance and structured meetings. And, and then, you know, that was, and that was, we had five or six contractors that were all part of the Astra Ryan group. So, yeah. Well, it is, if we are going to be all one group of contractors that are going to be, you know, rowing in the same boat, it would be nice to have similar systems... you know? So it's seamless to have the same process, same procedures. Hey, Mike, would you have a minute where you could show me an example of one of the PM proposals?

LEE

42:42 Yeah. Well, you put that up, Mark, was there any other talks of any other software similar to this just to be transparent?

MARK

42:55 I don't have to look at my notes. I.

LEE

42:57 Not heard of one, but I just didn't know since you were in that two days it there.

MICHAEL

43:04 I mean.

MARK

43:05 Nine other others out there. I don't know, I don't know who the competition is.

MICHAEL

43:11 I'll tell you just, this is not me being a sales guy. This is just transparently there's a couple of other small products out there. I don't know of any that have kind of, the library of information. And... why is this?

MARK

43:32 Yeah. I mean, I think that is the benefit is that to be able to pull all the data that like say, let me ask you this every time somebody puts a new roof top in. Is that go to the whole, is that sucked up into the whole cloud? I mean, is that?

MICHAEL

43:48 It'll be internally to your own initially. So to your own environment because we don't want Mark. Let's just say you're really craggy one day and you put in a bunch of bogus information.

MARK

44:00 Yeah.

MICHAEL

44:00 We don't want that going to the overall library without oversight automatically?

LEE

44:05 You don't want to be the wicked PD of...

MICHAEL

44:08 Exactly.

LEE

44:09 So...

MICHAEL

44:09 While we compile all this data and build out libraries, we want oversight because.

MARK

44:18 Yeah.

MICHAEL

44:19 I don't think you guys would be very happy or anyone else would be very happy with us, if we were?

MARK

44:26 Yeah.

MICHAEL

44:27 If it was, you know?

LEE

44:30 Mark, can you can just out of curiosity, so are we able to utilize at list with this? I mean, we should be able to pull model numbers off of the equipment that permits being pulled onto you, right?

MARK

44:43 I don't think atlas does that.

LEE

44:45 No, okay.

MARK

44:47 But I guess what I'm asking is okay. So if I put in a CCD 60, okay. I'm plugging that number in. How does it know? So you're pulling it out of your own database with the filters and filters are connecting to the manufacturer that's...

MICHAEL

45:05 It's ours, it's ours.

MARK

45:07 So, you do have a standing database of model numbers then? Yes. Okay.

MICHAEL

45:12 Not gonna. But what I'm saying is that if you change that stuff, it's not going to.

LEE

45:19 All to the database for everybody but you?

MICHAEL

45:22 Could alter it for your like in your background.

MARK

45:28 And...

MICHAEL

45:29 All I apologize.

MARK

45:30 Sorry for throwing you for a loop. You didn't have?

MICHAEL

45:33 No, I should have one and I'm just, I don't know where my file is. So this is actually Northboundary, this is the actual Northboundary interface right here. And I'm just wanting to see if we have in the demo one, if I have a proposal, I've done recently... hold on one second. Because, I thought I had a proposal ready to go. And I don't I have a tasking sheet. I have every other document open and, you know, when someone asks for something on the spot.

MARK

46:04 Yeah. I throw you off your loop. I have a sample one. I could probably share with them. It's no big deal. I just thought I...

MICHAEL

46:10 Should have one here here. I've got one. So again, this is in our demo account. Let's see. So here's a project proposal. Now, this is a it's pre populating the, that's not a let's go back all time. What do we have? What's this one? See? This is another RT replacement one. Why is this? What's in our demo account? I'll send you a copy of one. I know I have a PM one in here.

MARK

46:48 Yeah. Just looking at like one, you know, that shows the plan meeting, the screen shows the tasking list shows the, you know, the equipment list and something that you can see, you know, that, you know, that looks with all the pretty stuff on it for the customer.

MICHAEL

47:04 So here's let's I'm just trying to see what I have in my inbox right now. So this is just an example of how it can pre plug in, your t's and c's but I also have, if I can find... man, my inbox is mass, I apologize. I've got a tasking sheet too that would typically be part of a proposal... if I can... give me one second. So also part of proposals. And if I can drag this, you might have something like...

MARK

47:41 There as.

MICHAEL

47:42 A service agreement, planning report where they understand the labor hours, what materials, things like that. So you can have that level of that level of info. And again, you're able to dictate what you want included by default. Here's. Just an example of a tasking sheet for a specific job as well. So you have all those too. So I'll send you.

LEE

48:04 Again, this is all, this is all populated, right? And then you, before you finalize it, you could add or delete, any item on there.

MICHAEL

48:12 And so we also have, for example, when we take a look at agreements, there's in the settings, you're able to basically set up under a given agreement, you know, what TS and CS should get applied, what, you know, language, what ROI, work sheets, or if you have a document that talks about the value of preventative maintenance, right? You can have those automatically included.

LEE

48:36 Okay.

MICHAEL

48:36 A library of that content, that is sorta the default, but you could swap those out with the content you prefer.

LEE

48:43 Okay.

MARK

48:44 I think over on like customer care. Yep, there's a lot of stuff there, yep.

MICHAEL

48:49 If you take a look here, you've got this. I'll just open up a couple of these. And then the also if we take a look, you can see this is saying here's how I want my proposals to be laid out a summary and you could say which pieces are active, which pieces are not, what do we want that to actually look like? Again here's kinda the default and you could change those and it'll apply those same thing here services provided template. What do we want those to look like? You could upload new ones if you want to replace what's there by default? And then earlier you were... talking about asset types and so again we can go in and say chillers and we can say, do we want this group active inactive? What are the types within there and build all that out? So again, it has a lot of this in here by default... but it's gonna come down to... you know, it's still modifiable. That makes sense. We talked about labor rates which where's my maintenance management... man. There's so many fields. But when you set your different labor rates, I have to see where that was. There's. Proposal templates. No, no, no, no common setup. There's. The one trick. I will be honest, there's so many.

MARK

50:19 A lot there is, yeah.

MICHAEL

50:21 But the trick is here Lee, and I think this is really important to know we set you up. We're going to guide you through onboarding, get it all set up. Ideally, you'll never come back into this section, right? You'll have it all in place how you want it. It could then be tweaked, you could call us up. We'll help you tweak it. But, but realistically, you want to get that all built out on the front end and, you know, and a lot of it is built out by default and you're just modifying it to your taste and then go from there.

--- Pricing ---

LEE

50:50 So, is there our allotment for initial onboarding?

MICHAEL

50:55 Yeah. So so as part of the agreement, I mentioned it's you know, just under 1,200 dollars, just under 1,200 dollars per tech as your annual rate. I gotta make sure it's annual, not monthly. There's. Also just a 1,400 dollar setup fee and that covers your onboarding over those first few months and getting it all set.

LEE

51:20 Okay. So.

MARK

51:21 1,400 dollars not per person though.

MICHAEL

51:24 Not per person. It's 1,400 dollars, for your, you know, minimum three users. And then as we onboard additional sellers, there's 100 dollar setup fee... at one time, 100 dollar setup fee.

LEE

51:38 Okay. So now, is there any other hidden?

MICHAEL

51:41 No, that's it. Sorry. Yeah. So it's your 1,188 dollars annual fee.

LEE

51:49 Yup.

MICHAEL

51:49 That's it that's your only recurrent service fee is the 1,400 dollar onboarding fee at the front end. And then it's 100 dollars for each incremental tech that, you know, we're adding throughout the year, things like that one time fee and the set up, get them all built out things like.

LEE

52:06 Yep. Okay. And Mark, you could see yourself. I mean being in less daily, right?

MARK

52:14 Yeah, yeah... yeah, definitely. I mean this is something that it's something that it's a great system that can be uniform which will help us all.

LEE

52:30 You, I mean, it's almost seems like we have, we're going to have to double entry some of this stuff when we go to create the jobs. But if you already have, if you already have your budget there and your margin, then that should be all you really need to input into BuildOps. And then you can upload this as a file attachment to that job.

MARK

52:49 So, I actually asked one of the other contractors that we're using this. And obviously maintenance is going to be a little bit different. I don't know how that's gonna work with BuildOps because it's reoccurring. Like, you know what I mean? Like how do you set a contract up? That way? I don't really know.

LEE

53:04 There is a there's a sector and a maintenance sector. We just don't we don't utilize it yet because most of our customers are Michael for you. I mean, most of our customers send us a po for each individual quarterly maintenance. So to set up a recurring maintenance, you would still have to go back in there and re, edit it when you got the work order. So it just kinda seems counterproductive. But like for Mark, he's going to be going after a lot of owners, you know, direct to owner business where they don't run off of a po system. So it would be easier to set up that reoccurring.

MICHAEL

53:42 Yeah. And, and I'm no expert on do, but, I very certain they have a feature for their recurrent service. Otherwise, I'm concerned about some deals I lost that.

MARK

53:53 Yeah, we just got to figure that out. Yeah, because that...

MICHAEL

53:56 There's pain capability in some cases. So.

LEE

53:59 Yep. It's there. We just don't utilize it Mark. We definitely can and I can run it through it with you. I know how to use it.

MARK

54:05 But I think this is where we really get the detail, you know, when we propose to the customers, they are gonna know, you know, that's going to be the difference is that they're going to, we're going to understand what their expectations are, and we can provide good better and best, you know, we can give them all the different options that's a nice thing about this tool is that it does give you those options, you know.

MICHAEL

54:28 Better best and you could turn on which of those columns you want showing or, you know, when you're building this out, you can say, I want to send them this proposal and this proposal only. So if you're not selling comprehensive full coverage type things, then you don't present that obviously, but you, those proposals again, it's all the same tasking and things like that. It's all pre populated and build those out. And, and I'll just tell you that, I had, a customer sign up with this just recently and their sales guys are small organization. They just have the one sales guy to start and they're trying to build out that sales org and he was spending all day to do two or three proposals in a day if he was lucky. And he called me up. We called me maybe a week or two ago and he was like, man, I got a problem. I don't have a way to fill all my time anymore and I was like you could go sell more, but I'm already hitting my quota. I was like go sell board and make more money man.

LEE

55:28 Yeah.

MARK

55:30 Yeah. The nice thing is like getting historical quotes out. It's so easy to build off, of that base. You know, when you got a different customer.

MICHAEL

55:39 And this guy you got starting in a couple of weeks, it'll make it a lot easier for him to understand what to put in those proposals, how to build them out, how to capture the information. It's the whole idea here is to make this standardized among your organization, but still be really easy because too often is folks standardized processes and tools, it becomes an administrative TAM. Instead, in this case, it's standardize it on a simple tool.

LEE

56:07 Yeah, right. So I guess my final thing would be, I mean, what kind of onboarding process is there? What do you need from us? What, what do we need to fill out for you guys? So.

MICHAEL

56:21 There's gonna be the.

LEE

56:22 Lead time on being able to onboard.

MICHAEL

56:25 So my understanding, I can check right now, but my understanding is, our onboarding for July is now full for, the onboarding slots in July. So it's first come first serve as people sign up, you know, we fill them into those onboarding slots. So people signing up today are getting slots in August for onboarding. It's there's we're gonna ask you for throughout the onboarding process. We're gonna ask you for different figures. Basically, we're gonna wanna know what are your labor rates? How do you want to, you know, so we could populate that in the back end. We're gonna want to review with you. Hey, what terms and conditions do you want as your templates? Things like that. You'll have a dedicated onboard onboarding specialist for Northboundary, that's going to guide you through step by step. It'll start with a kickoff call where they kinda say, hey here's, what this is gonna look like here's.

--- *Wrap-up* ---

MICHAEL

57:15 What we're gonna need from you, walk you through that, answer questions because sometimes they say, hey, we need this and you go, what do you mean by that? Right? And they'll talk through that with you. Then you provide that documentation, they build it out in there on the back end and realistically, it could get done in a couple of weeks from the point of that kickoff call. If you get the info over, I mean, I've had folks go. Well, it ended up taking us a month and I go, you spent three weeks not sending over the info like, yeah, the info until week three, it took one week from the point of view providing it. So, but that's really what all it is it's, and it's again, you get signed up, we slot into, the soonest available onboarding window and you go from there.

LEE

57:55 Okay.

MICHAEL

57:57 Cool. Yeah. And I do know that I just checked we are, I just looked at the message because a message came out today that the last July slots got filled.

LEE

58:06 Okay. Yeah, that's plenty fine. Anyways. So.

MICHAEL

58:09 Right now we're looking at August slots, okay? Would?

LEE

58:13 Yeah. You can you an email over to me, with kind of all the information you need from us, to get the process to go in here?

MICHAEL

58:22 Yeah, Lee, I don't know if I have, let me see. I actually, it might have been on the email Mark. You forwarded that email, the invite, right? I'll stick.

LEE

58:30 The chat here.

MICHAEL

58:32 I've got a Lee American dot com. Yep. Perfect.

MARK

58:36 You could send me a link, to Vince class to, or?

MICHAEL

58:40 I'll send you a link, to the Tuesdays and Thursdays one. So you could see because those are, he'll do the overview and then he'll get super in the weeds. So, yeah, and go down any rabbit hole you're asking about, so.

MARK

58:52 I don't know if I want to do that before I get it, so, but.

MICHAEL

58:55 Real excited to start playing with it, right?

MARK

58:57 Not gonna wait. Yeah, okay.

LEE

59:00 I just want to try to find that third, the third person right away too, if we need one, but.

MARK

59:06 Gives us time, you know... yup.

MICHAEL

59:11 Perfect. I'll send over all, that content. Lee, I'll send you an email. I'll also include just a quote in the documentation so you can review that and links. I'll send it to both of you. And then you'll have links to the vices in depth demos. And then any other questions you have or things like that, just shoot me an email. Give me a call. You'll have my cell phone on that email and just call me and bad.

LEE

59:34 Awesome. I appreciate your time here this afternoon.

MICHAEL

59:37 Sounds good. Have a great day, Lee, you too. Bye.

MARK

59:39 Bye.

LEE

59:40 Bye.

The End