



# Call with Gerke Electric Inc - Nathan Gerke

Alec Ashby with Gerke Electric Inc  
Recorded on 8/17/23 via SalesLoft, 5 min.

## Participants

### **SERVICETRADE**

Alec Ashby  
*Territory Manager*

### **GERKE ELECTRIC INC**

Nathan Gerke  
*President & Owner*

# Topics

<i>Pricing</i> .....	1:58
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# Transcript

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

NATHAN

0:00 Hello, Nathan car speaking?

ALEC

0:03 Hey, Nathan, this is Alec call service trade. How you been?

NATHAN

0:06 I'm doing all right. What can I do it for you?

ALEC

0:09 I don't know if you remember us talking back in June, but I was calling a service trade where that commercial work order management system. I just wanted to reach out to you around this time to see maybe if there was a better time to potentially set up a demo.

NATHAN

0:24 Yeah, actually, it is a little bit better at times.

ALEC

0:29 Okay. Sounds good, man. So just a couple of quick questions for you. What software are you guys using paper tickets right now for your field operations?

NATHAN

0:36 But we're switching over to build ups. I'm trying to, are you, now, are you guys like, are you guys a software and like management kind of system or you guys like a third party like work orders like actually like actual job and task?

ALEC

1:00 Yeah, great question. So we're not like a service channel or cargo or anything like that. We're we're similar to like BuildOps. Are you guys evaluating them or did you already go with them or how what kind of went on with that?

NATHAN

1:04 Okay.

NATHAN

1:11 We already, we already went with them. And like we're actually still like in the process of like, you know, rolling it out. So... like, we probably wouldn't even be in a place to, you, know, if we like it for about another year.

ALEC

1:19 Okay.

ALEC

1:27 Gotcha. Okay. And now, when did, you know, I guess move forward with them? Like how long have you been implementing it for?

NATHAN

1:32 Probably like three months. Now, it's taken a while, but I mean, a lot of that's us just because, we were slow at the start because we're changing over accounting software too, and it's the same people who like run the calling software and like the operation software. So, you know, kind of the operations part got back Bernard?

--- Pricing ---

ALEC

1:58 Yeah, no, that makes sense to me. And when do you kind of envision you guys going live? Like do you see the light at the end of the tunnel or are you starting to get a little concern that you might not go live?

NATHAN

2:06 A couple of weeks, I mean, we're pretty well invested in like, you know, like well over 10,000 dollars. So like we're definitely, you know, see it through at least, you know, implementation.

ALEC

2:18 Okay. Yeah, that sounds good. And I mean, how many texts have you got running on it?

NATHAN

2:22 We're at 10.

ALEC

2:24 10 text. Okay. Do all do like service or any of those install guys or?

NATHAN

2:26 It's red.

NATHAN

2:29 Do what?

ALEC

2:30 Do all those do service or any of those install guys or?

NATHAN

2:33 I mean, it's both, you know, like, we really only have like, you know, one guy who's like mostly service, you know, everyone else's, you know, mixed bag of, you know, projects and not head with projects. And everyone, I'll just kinda do all projects and service.

ALEC

2:54 Okay. And on those projects, are you guys doing like working with G CS doing a lot of Aia billing and subbing out? Or are they more like simple projects where you like, on the project?

NATHAN

2:58 I say probably 75 percent of our volume is like, you know, a bigger project and the other 25 percent is like our like more trade specific work.

ALEC

3:21 Okay. Sounds good. Well, honestly, man, we're probably not the platform for you BuildOps that's where they got their start.

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ALEC

3:28 So it kinda makes sense why you went with them because they kinda got their start in the electrical project space.

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NATHAN

3:25 Well, we were looking at pro core.

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ALEC

3:35 And for whatever reason.

NATHAN

3:39 And, you know, it just seems like we're going to get more out of BuildOps or less and it seems like it was more like BuildOps or sorry, pro core. So projects, this is like, you know, project management where BuildOps is a little bit more of a hybrid between like the service and projects. So that's why we all the.

ALEC

3:58 Yeah. That makes sense. I would just make sure that you go live because what we've heard from a lot of our customers sometimes is that the onboarding process can be a little chaotic. That's what I've heard from some people, not all people just make sure that, you know, you're using your resources over there to get live and you should be, you should be fine. I mean, that's what they were built for. So I think that should work out for you. I'd say if you get, if you build more of like a service team might make sense to look at us like we got our start in the fire protection space, I saw here that you guys do a lot of alarm work as well as if you do a lot of like PMS on generators, like if you start, you know, really growing out like a service only division that might make sense to look at us. But the way your business is constructed now, you're probably better with them obviously.

NATHAN

4:34 Yeah.

NATHAN

4:39 Well, I appreciate the candor.

ALEC

4:50 Yeah, yeah, no problem, man. Well, I appreciate you taking your time out of your day to talk to us and, yeah, if anything changes, don't be afraid to give us a shout, okay?

NATHAN

4:54 Got it. Thanks a lot. Bye.

ALEC

4:58 Right, bye.

*The End*