



# **ServiceTrade Demo with Georgia Technology Systems**

Chelsea Payne with Georgia Technology Systems  
Recorded on 11/18/22 via Zoom, 1 hour 10 min.

## **Participants**

### **SERVICETRADE**

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*Territory Manager*

Brandon Beam  
*SDR*

### **GEORGIA TECHNOLOGY SYSTEMS**

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*Chief Operating Officer*

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# Transcript

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

CHELSEA

0:02 Hi, good morning. How are you? Doing? Well. Am I can't return second? Do you happen to have the camera events? Do... you have the ability to very high? So not much. So I'm Chelsea pain on inside territory manager for the southeast for service trade... told that you were potentially interested in finding a software solution that doesn't have so many different softwares during the day. Is that?

--- Call Setup ---

BEN

0:38 I'm sure hold on for me as you can tell him a cellphone.

CHELSEA

0:43 Yeah.

BEN

0:43 I am about to leave my house to make sure it will drop stuff.

BEN

0:54 Yeah. So what is your colleagues name? Brandon leave? Same as what? Brandon? Thanks.

CHELSEA

1:01 Yeah. The young guy, the call to set up a meeting?

BEN

1:05 Yeah, I see... on this call.

CHELSEA

1:09 He's not.

BEN

1:12 That's pretty funny messages that horizontal. Yeah, that young guy, the young, happy sales guy. So, yeah. So some random guy called me right outside of sales. I'm assuming it's nice guy. And, you know, hey, I'm this guy from this company, a lot of data and I was just be nice. You know? Yeah, I mean, sure. I'll let you do your job and

put you on the books. So basically, we're a smaller local, just company. We've got about 35 guys and field that's not sure. About 25 guys have built in. There's. Five of us in the office. So, I run operations on the seo. I'm a 50 percent 49 percent owner. My partner's the CEO and CFO, so.

CHELSEA

1:56 Small. We're pretty y'all, we're kind have, you know?

BEN

2:03 33. We don't really believe and all that old school, you know, all you gotta do.

BEN

2:08 Hi, this way, have an...

BEN

2:09 HR and all that stuff. So, we were a bunch of hats, right? I'm also a very open book. So, excuse my process on this.

CHELSEA

2:17 Stupid. Yeah, you're totally good. The sound go to your car.

BEN

2:25 Yeah. You still hear me?

CHELSEA

2:27 I hear you perfect.

BEN

2:29 So, you know what I look like? Most SaaS, I'm gonna drive to work. Well, I'm talking to you. Yes, cool. Okay.

--- Call Setup ends ---

CHELSEA

2:35 I just always like to see some space. I didn't know you were driving.

BEN

2:39 So, basically long.

CHELSEA

2:43 Try looking at me while you drive.

BEN

2:45 Okay. Well, it's during my cars.

CHELSEA

2:48 My God.

BEN

2:49 So, with all that being said, we're you know, we, my owner or owner is 32. He comes from like the electrical background. He is very candid. So he is, he's kind of a little bit rougher... you don't really? Hey, am.

BEN

3:13 Stressful situations.

BEN

3:15 Right, because he's very defensive in this company. Held there, you question our, you know, our guidelines that stuff. So, I had all these kind of conversations because he'll be like we don't need no software. Yeah, that has that kind of guy. So we currently use, so I'm the only guy I'm the face I think technically isn't the CEO, the face of the company. But anyways, I'm the CEO.

BEN

3:38 Hello, I'm more of the face some more of the.

BEN

3:40 White collar.

BEN

3:41 You know, business too. So I handle all the conversation like that. So what I'm saying is we use an app called connect team.

BEN

3:51 And that...

BEN

3:52 Is basically an app that allows me to dispatch all of our technicians. We use that for issuing shifts.

BEN

4:01 Their time.

BEN

4:03 I can their location and tracking hours on a job.

BEN

4:07 Right. So I'll go through and I'll do what I'm doing payroll. We use a payroll.

BEN

4:12 Service here locally in norcross.

BEN

4:15 Kind of a small company like us. They're called payroll services. So by that... nice people, we used to use adp and adp is this large. They mess a bunch of our stuff like accidentally synergize. Then most of our guys are tonight nine. So they sent to 10 90 nine's anti virus. So all of our guys got double pay or double like double claimed income. So we have basically redo everyone's taxes like in 2018. It was a nightmare. So we cut ties with adp. Now we use corporate payroll taxes with a call and our norcross, and then we have another software called. So looks this which we use to, we've got a little off.

BEN

4:59 Admin lady. She's probably 75.

BEN

5:03 And she takes all the people.

BEN

5:04 Hours from connect team and books.

BEN

5:09 Him into.

BEN

5:10 So, loves us, she also goes and we...

BEN

5:14 Word her.

BEN

5:14 All of our receipts and all of our po, like all of our packing lists, you know, all those other invoice we get and she files them per job. So.

BEN

5:23 Hello? Hi, this is base like, okay, I got a project is 200,000 dollars here's. My plan library by plan material here's, my plan profit.

BEN

5:31 And it basically tracks it for you and, you know?

BEN

5:34 You know, upload receipts, upload man hours of.

BEN

5:37 And all that stuff. And then basically, you know, has always will.

BEN

5:40 Pie graphs and...

BEN

5:41 Reminders it. Okay. I'm on track or I'm off track or?

BEN

5:46 However, as a small company, we don't have the luxury or I guess we're kinda cheap. So we don't invest in a bunch of overhead, right? So we don't have accounting department. We don't have an HR department. We have a sweet old lady who makes 13 bucks an hour and works about 20 hours a week input like basically uploading so for us and then me and my partner Earnest, basically run everything else. So, I've got a cto who does our engineering estimating and technology stuff. Got director of sales and that's basically about it. And I got to in 25 guys in the field. Okay? I'm assuming you or one of these softwares that allows me to do some. Okay. We also use Quickbooks for all of our accounts receivable instance, right? So we just, you know, just the old, we believe inconvenience nowadays. It really wasn't that, you know, so connect team, snap, right? So all of our technicians like you have no excuse to be able to use an application, you know, you're on Facebook and Instagram, and ticked off all that. You can log into this app and push start time, you know?

CHELSEA

6:55 That's...

BEN

6:55 Kind of my thing, you know, and then slugs, this is not an app is more of the old school platform. Yes, yes, it's pretty convenient. And then we use Quickbooks just for convenience on our side. And then it does.

BEN

7:08 Yeah.

CHELSEA

7:09 Are you sending out the invoices through Quickbooks?

BEN

7:13 We are...

CHELSEA

7:15 Upper online. So again, you're using the desktop version or the online?

BEN

7:23 The online?

CHELSEA

7:26 Either one's fine. We work with both. I have a lot of Quickbooks cost... so.

BEN

7:32 That was my ramble, probably a little too much coffee, but now, let's you know.

BEN

7:36 Introduce yourself and what children?

CHELSEA

7:38 Yeah, absolutely. So first off, I'll say you can definitely feel free to talk how it works, console for you because I was a cost for 12 years, so.

BEN

7:48 Hello?

CHELSEA

7:49 Hello, is very blunt. I have tried to clean it up a bit at times but I'll tell you how it is, if I feel like something works, if it doesn't work those, my job is to find customers that are a fit for us, not just any customer.

--- Small Talk ---

BEN

8:11 Thank you so much for your service. Personal.

CHELSEA

8:13 Well, thank you. I enjoyed it. So, I got too many kids now.

BEN

8:18 Pretty admirable mobile is a, yeah, admired police officers, especially women police officers that's very courageous that's cool.



CHELSEA

8:29 Yeah, it's definitely a still very heavy with men. And so it's always, you get stared at very uniquely because people aren't so confused when they see a female.

BEN

8:42 Hello. How are you? Not? Like the secretary? Yeah, it's not, it's you know, it's the twentieth 20 first century dairy. Yeah. Well, where, so, where are you? Where are you located? Are you here in Georgia? Are you in California, North Carolina or?

CHELSEA

8:58 I'm in North Carolina? I'm near chapel hill right now, but I will also pop on the coast near the main core base, Jerry point... you know, like newburn morehead city.

--- *Small Talk ends* ---

BEN

9:10 Okay.

CHELSEA

9:11 So that's where I was a common that I work actually at you and see for a while, but then I got into service trade, middle of COVID, because like I said, I have kids. So I needed to be staying home and found this company. I'm very big into efficiency and organization and that's basically service trade, it's like digital storage containers. You need customer info fantastic go the customer tab, you go to their location, and there's everything you know, about them. It's also incredibly easy for the text to use. And that's designed on purpose because no technician likes to do paperwork. So it literally get to push buttons. They can take a picture of their cell phone. They will be phenomenal the service trade.

BEN

9:58 So...

BEN

9:58 Basically follows gonna like issue them so I can issue them like a ticket or quarter through your soft.

CHELSEA

10:05 Yeah. So we are everything that's customer facing and things that affect your service revenue. The goal there is to make you more valuable to your customers by giving them more digital information with your logo on it, but they can actually understand.

BEN

10:22 Probably.

BEN

10:24 You know, if, you know an email service, would you do?

BEN

10:27 And you know, is same thing like any kind of industry?

BEN

10:30 Are you providing service, right? It's not really the first 90 percent for the first 95 percent. It's like that last five percent, that little gray area and then...

BEN

10:40 Pending on the customer to pay on the.

BEN

10:42 The quality of the customer, like they will try to use every excuse not to say that last 50 percent or that last 10 percent for retainage or?

BEN

10:53 That's one of the things that like we've been really trying to... instill in our text like, hey, how did a great job? Don't get me wrong? But like you've got a sign out with the customer, you gotta make sure they understand how it works. No. So we're or technology company. So, like I didn't know like I had to show at a frequent plugin laptop. I mean, that's common sense like, you know, but we see everything on.

BEN

11:17 It's not like, you know.

BEN

11:18 Customer calls out like, hey, this isn't working and we go there, you know?

BEN

11:22 You have a laptop or desktop. I don't know how much, you know, about technology, but.

CHELSEA

11:26 Yeah.

BEN

11:26 There is an eastern that cable you plugging into like a category six, either net cable like a past cable from your wall to your desktop or from.

BEN

11:33 Well.

BEN

11:34 To, to your laptop, if you wanted to hardwired connection, if you don't you're on wife, I, right? So with, you know, it's faster if you're on a hardware. So that's basically, we do a bunch of hardware internet. We do wife, I, we do Av electronic security for buildings, CCTV. So you're a police officer. So we do CCTV, we do electronic security is like magcloud electronic strikes, which is called access control. So, a lot of our guys are really qualified, really smart. That is not really people. Yep. Yep. So like that, signing out with the customer, a lot of times, you know, like I told you is like a small company here. I am as a CEO going out and showing some sweet old lady who, sweet old guy, you know, how to like plug and HD my cable in a usb cable until the laptop to make their little, yeah, same thing you're doing now make their logic camera work in their TV display on there and make their sound or so anything like a software? I just, I'm always open to.

CHELSEA

12:37 Yeah.

BEN

12:38 Like to me though is like, okay, I get this software, which software that I'm currently using to?

BEN

12:44 Get get rid of or is this an added one?

CHELSEA

12:47 Yeah. So you would actually be able too, so you would keep Quickbooks because we for like your a, our, because we're not a financial, however we do send out the invoice because that's customer facing.

BEN

13:00 Like integrates with Quickbooks. So I can have the customer like in their track my money and then send it through your software.

CHELSEA

13:06 Absolutely. So, yeah.

BEN

13:07 Well, it's like it's better than like, hey, please bands. Thank you so much here's. The attach pictures, all that kind of stuff, right?

CHELSEA

13:13 Yes, it's gonna attach pictures. They can see your technicians for more of a skilled individual instead of just, you know, some nameless person that they've see

occasionally.

BEN

13:23 Some guy came and said he's done, but, and I got a Bill and like I never got trained, you know, you, I'm sure you are aware of what goes on in this entry. It's like some person, no, we send the Bill in like five minutes later. I just got a Bill from Quickbooks and I don't know how to pay this first of all. And, you know, some guy came here and he's very rude and finished the install and then he just left. I'm not paying that. No one told me how to do it. Like, does it work? Yeah, I scan my badge. No worries. Okay. Well, that's pretty much what he would have told you.

CHELSEA

13:55 Yeah.

BEN

13:55 And, you know, no offense. But that guy's a technician.

BEN

13:57 It doesn't smell the best or looked at us?

CHELSEA

14:00 Want to.

BEN

14:01 Talk to you because you're scary lady and you're kind of scaring me too. Yeah. So, so it's one of the things that like I said, I last five, 10 percent is, you know, as we continue to grow.

BEN

14:12 And grow and grow, we have to like.

BEN

14:13 Have a better. Yeah.

BEN

14:15 You so much for your service. We really appreciate the opportunity. Now. Can you please? Fast?

CHELSEA

14:24 Yeah, my opinion, openly Marshall road. He's actually written to books. One of them is called digital rep. So, it's the same idea is like a truck rap, but it's getting your name, your logo out in different ways. That way when your customer sees your logo, it's not just when they get an invoice because that's not the greatest conscious connection that's true.

BEN

14:46 No one.

BEN

14:46 Likes to pay money period. So, if they see your, they see your logo like that was a nice guy came here, you know?

BEN

14:53 Whatever. And like...

BEN

14:54 Hey, look out. Nice invoices. I mean, because we always say people are silly, I use them, they were silly like...

BEN

15:01 I...

BEN

15:02 Think those little things matter. So you want me to pay? Yeah. So this is kind of how my motor, right? I'm not, I'm being sarcastic, Sophie, I appreciate it. Like, so you want me to pay more soft, more money for more softwares, just to make a fancier invoice. And then in turn, I'm gonna pay charge you as the customer more money for that fancy stuff.

CHELSEA

15:24 Right.

BEN

15:25 And a lotta people, I'm trying to get him to understand more of a blue collar guy, his understanding, like a lot of those customer to say, yes, I guess.

BEN

15:32 I'm willing to pay more because for a better?

BEN

15:35 Like customer experience, right? Me, you call it a service guy out to fix your AC or whatever, like more, you know, your whatever, right? Like that sounds are super nice sometimes just kinda grow? Yeah.

CHELSEA

15:49 Yeah, that's...

BEN

15:50 Kinda how I was kind of have a technician world. It's like there's kind of grabbed their technicians. So.

CHELSEA

15:56 Yeah.

BEN

15:57 I get the software is it does have application like?

CHELSEA

16:02 Yes. So, I'll kind of explain a little bit of our background. So, my CEO billing Marshall team from a company called done well, was bought out by sent to us, so.

BEN

16:15 Are you?

CHELSEA

16:16 Perfect. Okay. So, he came from there. He created service trade because like our mission statement is we want to help commercial service contractors become more valuable to their customers and help you grow your revenue. And so we do have a phenomenal ROI. We believe software. If you have the correct software that does for you what it should, it shouldn't be cost you money. It is supposed to more than pay for itself.

BEN

16:44 Yeah, you don't have to mark up five percent because I have some software. It should save you and you can almost like just charge less.

CHELSEA

16:52 And on average, it's usually a 23 point four percent service revenue increase that our customer see. But I mean, even back and forth between like some from mechanical contractor, solid growth by 50 percent.

BEN

17:03 So, what if we don't do a bunch of service? Is this even worth considering? Is it big enough and scalable enough? But for like large projects?

CHELSEA

17:13 Hello. Hey, your projects last?

BEN

17:17 Anywhere from two weeks to two years?

CHELSEA

BEN

17:23 So we work. So, I just kinda rambling, we work under general contractors for like most of our work. So basically, we are not really a service industry. We don't do residential. We only do commercial. We pretty much only do commercial BuildOps, right? So, like a new tenants moving onto the fifteenth floor of a high rise in Atlanta, right? And we've got a relationship with you, the property manager or electrician or the general contractor. We get brought into it. We give them a proposal. We either go through the general contractor, right?

CHELSEA

18:00 And then...

BEN

18:01 We work on like a nine month project year Friday or we worked through electrician, or we worked through the property manager, or we weren't directly. So tenant that's probably 80 percent of our business. Now, we do get the occasional... you know, one offs like a little to door job, three cameras and 50 tables and a small office space, right? But those only take us like maybe three days like rough it in three days event. So... to us, it's not really worth tracking a lot of stuff. It's like, okay, we have you guys ever six days that's the, how much that costs there's? Cereal Bam, alright? Because we build them 10,000. It costs us 6,800 good job guys. I mean, 30 percent. Yeah. So it's it were in that little awkward phase of like because like there's been a couple of other softwares, you know, tiger Paul and all this, all these hundreds of software each other. They don't think they see our website. Let's see whenever we do is randomly calls or nice guys like 20 30 minutes an hour or whatever. And they're great if you're like Mckinney's or Johnson and Johnson controls, or some of those bigger guys. And our entry, we don't really have any maintenance contracts and we don't really have that much service. Is Emily search engines because most of our stuff is like after the fact, you know, they might say, hey, we had another door. We wanna that's not really a service call or service contract. It's more like a additional tiny little project really not even worth tracking.

CHELSEA

19:44 For the jobs with the general contractors, are you bidding for jobs or they're just like, hey, do you have time? This is what I mean?

BEN

19:53 Probably 75 percent. Hey, do you have time 2025 percent probably like 90 10. We hardly ever it projects anymore because it's just so much. So a lot of investment with very little reward. It's a one year. We hired a guy paid like 50 grand to just go out and Chase and cold call and get like on GCS and property manager, this list, right? Or try to become a certified sub contractor, right? And then we had another guy then we pay another 50,000 dollars and he just like all day sat there and it... sounds like quotes, right? And then you send them to us. Yep, that looks good. And we probably sent out 20 30 mill, 20 or 30,000,000,000 dollars, which fits. And I think we came back with like three VS.

20:50 Right.

BEN

20:51 Right. So maybe it was, so, I think we got probably we might have one or two projects that we've been because it's like just basically cold calling, right? So it's like a numbers game like if you don't have a reputation, if people don't actually know you, then they don't know who you are. They. Yeah, cool. Yeah, I'm definitely gonna give this guy your message. Hey, some guy, will you call from Georgia technology systems? It says give him a call. They can do division point 728 for us. My desk that never goes back because he's already got three or four or five other vendors he already uses. So that was a long, we don't really that much anymore. Like that, you would you like 20 or 30,000,000 in bids, one like three projects and they're like, you know, 203 100,000 dollars. So that's I think that's like one or two or three percent. So when I call those two guys fired, actually, you can keep your job. You want a couple of game. And then we just more of a, you know, organic growth like, okay, what projects that we worked on? That great? What people do, we know this industry, you like more of a social, you know, like more of a networking thing instead of just called?

CHELSEA

22:04 Yeah. Have you guys considered trying to venture into getting more PM contracts having more that consistent revenue coming in?

BEN

22:16 Contract. And I'm sorry.

CHELSEA

22:19 Like maintenance or planned maintenance or just like go into up service them as well to where?

BEN

22:28 Yeah, I mean, possibly, but like the biggest problem that in our industry is if you go back behind someone in service, it usually that person got fired because bills prep. So then you kinda going back and trying to figure out what they did and it's basically all of our systems wiring, right? So it's a very hairy situation because, okay, they're not happy with their old vendor. They fire them. They don't want you to go come on as a service guy, right?

BEN

22:57 But then.

BEN

22:59 Their service guy messed up so bad that you're doing a bunch of troubleshooting and exploratory work and all that stuff. And then all of a sudden they're getting billed for not fixing the problem. And we're like we had a promise so bad that you should have fires I got years ago then put all your stuff out. So we've tried a little bit of



certain stuff and it's okay, you might get lucky we want as well. But what we've found is if we don't touch it from gets like the jumps rate, we don't really want to surface.

CHELSEA

23:32 The ones that you definitely, yeah, because you want to deal someone else's hot mess and then make it look like you did a hot mess.

BEN

23:38 Exactly. You're saying, why do we call? You know? And then like there's like a day like, well, if you called us pages, Marcel if he gave you the, our professional opinion, which was you should demo out every day they did, right? The systems old, it's all bad. Yeah, no idea how setup.

BEN

23:58 A...

BEN

23:58 Lot of times in our industry, there's passwords, right? So like we have configured appropriate one stuff. So as an integrator and installer programmer, why would you give your customer the master admin? You don't you know, just like on your software, I'm sure to give them... the owner, right? So you're the master admin, so they can go in. But then you give them like a, an admin account, they're allowed to go and they're at, they're allowed to add users and that cards and stuff like that. But they're not allowed to reconfigure the system like the functionality because that's how systems you completely messed up, you know, some random person touching button there. So if you don't if the met, the master admin password usually say that fire, right? You almost have like, okay, well, you're very right. And I need a password. I need your account. Yeah. And we don't do that. But a lot of times we'll go, that was one of the big draws can go in and go. Hey, we hate our vendor. Can you do access control service? Sure, you know, our hourly rates, it varies 95, 195 an hour on the data, you know, an hour. Alright. Cool. That's great. It's pretty much send another guy and then become in day one, it was fix them and we can get into their system because this long?

CHELSEA

25:21 You know?

BEN

25:22 Good luck call. And that guy who got fired?

CHELSEA

25:24 Yeah.

BEN

25:27 Yeah, I got the password, go fuck yourself.

25:30 Absolutely. Absolutely. I was like, my God, I just have like a kind of a big question. I guess how much are you having to pay for connect team? And then that the other one that the old lady is using put stuff in. How much are those?

--- Pricing ---

BEN

25:46 So, I wanna say connect team isn't dollar per user per month and we only have like 23 users. So it's like 23 bucks a month, right? And I wanna say slopes is 10 bucks a month for admin user and we only pay for one because like we're not, that lady's not smart enough or devious over evil, right? She's not going to go in and mess up stuff. So like we just have one account, right? Our company and like we just let her use it. Like we've hardly ever use it will just go.

BEN

26:25 Use it. No Oracle log out, please hold. I'll do the reverse top, right? You click person, you first log out. Yeah. Okay. Yeah, no doubt. And she only works really works Tuesday when...

BEN

26:38 And Thursday, so typically will go in and check a lot of our stuff Monday through Friday.

BEN

26:44 I mean...

BEN

26:45 No, sounds like this.

BEN

26:47 I'm very.

BEN

26:48 Honest with you like...

BEN

26:51 Conversation most people to reach out. It's like, I mean, I'm sure you saw the.

BEN

26:56 Great. You know, if we.

BEN

26:56 Were a, you know, service tech, you know, like an H back or plumbing of, you know, pest control?

BEN

27:02 Whatever it is. Like, this kind of stuff is great. But like.

BEN

27:07 How much is your software? 20 bucks a month?

BEN

27:09 Five books or user?

CHELSEA

27:12 Yeah, it's definitely, yeah, because ours is made. So it's probably 11 fire safety. So we don't do stuff like pest control. It has to be skilled labor. So, this was like...

--- Pricing ends ---

BEN

27:21 So, it's like life safety.

CHELSEA

27:24 So, like fire alarm sprinklers, we do work with mechanical for like H back, things like that, but only because we...

BEN

27:31 Hello.

BEN

27:31 Work with.

CHELSEA

27:32 Contracts?

BEN

27:34 Are you allowed to tell me who your biggest customers or is it like...

CHELSEA

27:38 Like VS, see Virginia sprinkler company?

BEN

27:41 Yep. Yep. So where I see this?

BEN

27:45 Pretty, that's pretty funny because the...

BEN

27:48 Like I told them your network, right? So we're open to all forms, roughly two in general contractor asked us, we do farleigh, yeah, we love firewall, right?

CHELSEA

27:57 Yeah.

BEN

27:58 We have no idea the file or, but we got a whole game, right?

--- Call Setup ---

BEN

28:01 So we are, we're partners with ESC sweet. So, yeah. So, you know what's I'm pretty good friends with Ron petri, he's kinda funny guy entry and then what's the camera guy, Georgia's third their presence here?

BEN

28:21 Mom.

BEN

28:22 Or dad, it's like a three day and... let her know things like that or grad, or Bob... but they're good. But like probably like H back Mckinney's we're Johnson controls or, you know, who else?

CHELSEA

28:38 Can you see a more service? Like if people are doing installs that's great, you know, we can, we just added a lot of project manager where you can do budgets. You can see up the pie chart of how much parts versus labor? Where are you for your expected at that time? But we're a huge part of the benefits coming in is where someone's having to like for electrical that really quickly getting stuff dispatched out. But it's more for those like heap location history. And since you guys aren't really doing service or really love these contracts. I.

BEN

29:14 When someone, yeah, it was someone asked me if we did like.

CHELSEA

29:21 But your phone cut out.

BEN

29:23 Breaking up a little bit.

BEN

29:25 You hear me now?

BEN

29:25 A full service?

CHELSEA

29:29 Yes.

BEN

29:34 Really?

CHELSEA

29:36 Yeah, I can hear you. It's a little bit choppy, but I can hear you.

BEN

29:40 Yeah... that's really interesting. But, yeah, that's where it's like if you are. So I'll definitely keep you in mind as we continue to grow and I'll definitely, you know, I've got your time. You email me?

*--- Call Setup ends ---*

CHELSEA

29:54 Information, I can email you.

BEN

29:57 Yeah. So, yeah, I'll definitely, you know, we have a bunch of partners. I'll keep you in mind. I'll push your way to the.

BEN

30:03 Like, you know, we do a lot of work.

BEN

30:05 Basics one.

BEN

30:07 My net planner, all those huge companies like they have.

BEN

30:13 Service division.

BEN

30:14 Yeah, like we, I used to work at some of those companies and like that is the biggest headache of the whole...

BEN

30:20 Company. Like, you hear all these problems like because they're trying to, they're trying to make...

BEN

30:26 Three... 100,000,100 1,000,000, 200,000,000, 300,000,000, 400,000,000 or more.

BEN

30:31 Hey, lifestyle company, right? Yeah. Like, you see what it is nine 30 for, you know, my guys work 62 30. Yeah. So, I wait for them to like.

BEN

30:41 Hi, my house. I wait for them. I system whether getting going and then, you know, basically just, you know, come to work after I'm done on my calls in the morning after traffic dies down, and then I work until about two o'clock three o'clock yeah, make sure they come.

BEN

30:58 Like I don't want to be like that boss is not there when they come and check out at the end of day.

BEN

31:03 Check out with them. Yeah, man, a lot of stuff. Yeah, amazing. I'll just check the answer. Yep, you got it.

BEN

31:09 Well, great. Thanks for all your work.

BEN

31:11 Yeah, three o'clock back it up, but, you know, I'm kind, have I work one or those like six to 10?

BEN

31:18 Scheduled, right? I'm always fail always working, but it's like 25 30 percent and like when people ask is if we do service, I'm like, I have a hard enough time getting my guys show up at six 30 or seven.

BEN

31:31 Much less come.

BEN

31:32 Do a service call like an emergency service call for you? Because you're sprinklers, you know, whatever.

BEN

31:37 Yeah, you fire alarm panels going off going?

BEN

31:40 Easier fire alarms going off or?

BEN

31:42 You know, your doors.

BEN

31:42 Going crazy at some.

BEN

31:45 Talk on Friday. There's no way.

CHELSEA

31:48 Probably.

BEN

31:48 Up, get anyone to go.

BEN

31:50 No way. I'm getting you want to get on Sundays. Yeah. So what I'm saying?

BEN

31:55 Lifestyle. Okay.

BEN

31:55 Okay. We're gonna stand our little niche. We'll do our five to 10,000,000 and, you know, we'll pay or guys pretty well and we'll give them, you know, we reasonable guys, yeah, they're good as fever. It's fine. Yeah. So.

CHELSEA

32:13 Yeah, I think definitely keep my information. If you decide to it, we're really phenomenal either quotes. So, it was like the quote approval rating is insanely high because pictures or put directly on the quote and the customer literally gets, they

push the button to say, yeah, I agree. And then they agree to terms conditions, and then you automatically know the guys.

BEN

32:36 And it... comes right to your phone that service calls approved. And like you can basically like, you can kinda sell about the service calls, right? Like you can have a service guy like see their, your plan, your platform or your dashboard and say, okay, cool. I'm available on Saturday. I'll take these three service calls. Yeah. I mean, I've worked with companies that don't do that. This would be great for probably one path or net plan or are you just work with both those companies? But I mean, we're so small. I hated it. I hated working there just because you have to deal with so many technician, so many people. Yeah. And it's just, yeah, that's the biggest variables. People. You're nice, cool. But.

CHELSEA

33:17 And...

BEN

33:17 Customers or not? Yeah, I don't wanna make 5,000,000 dollars a year and be Mutual. I'll make my one.

CHELSEA

33:25 To 200 and have a nice one. Yeah. So, yeah. Well, Ben, it's been quite a pleasure... bye.

BEN

33:34 Hello? Hello?

CHELSEA

33:35 Was that conversation about 30 minutes? Yes, we're at nine 30.

BEN

33:40 Yeah. So that was my commute.

BEN

33:43 If I...

BEN

33:44 If I leave at seven or seven 30.

CHELSEA

33:52 Yeah, no reason for that long.

BEN



33:55 No, but like if I leave at... I leave at six, it takes like 35 minutes, but I'm not meeting at six o'clock...

CHELSEA

34:07 Hello?

BEN

34:08 No, I don't have you seen landrover?

CHELSEA

34:10 Yeah. Yeah. Wait, Atlanta if I can, yeah.

BEN

34:18 Yeah, totally agree with that.

CHELSEA

34:20 But, but yeah, I do feel that service trade would not be a benefit to you... with the fact that not doing like the PMS, I'm not keeping track of records per location of all the equipment and having to see that history bearing... that's part of... where the money making is for like the sprinkler campaigns, things like that, the guys can click a button. They can see the whole history. So they know, has that had deficiency before?

BEN

34:49 Or, and almost allows you to have a separation in between operations in, you know, your technicians, which every day?

CHELSEA

34:57 Company has that.

BEN

34:59 You don't need them walking in your office saying, hey, what's up, man? How you sent me on that service calls? It was, it should show, you know, you need them, you know, you need them, you almost need like that layer like you don't even really know.

CHELSEA

35:12 Absolutely.

BEN

35:13 That was the biggest problem. I hate those kind of companies like, yeah, I get what you do, right? I get it.

CHELSEA

35:19 Right. But like as a...

BEN

35:20 As a operator in those many companies like a PM or whatever it was, you know, senior PM or engineer.

CHELSEA

35:26 Like I'll be talking about.

BEN

35:26 Customers and they'd be frustrated.

CHELSEA

35:29 And then I don't even know who the heck Austin?

BEN

35:32 Be method and I'm like there's no way that guy did that, right? But I've never met them. So I can't say that, right? But the way we've got the instructor now, you know, for me personally, know each person we build relationships with them. And it's like, no, there's absolutely no.

CHELSEA

35:48 Hey, that guy.

BEN

35:49 He doesn't even.

CHELSEA

35:50 Look like that. What are you talking about? Yeah, yeah.

BEN

35:53 Hello, can you had a beard? And he'd smell bad like the guy asset and flat and it doesn't...

CHELSEA

35:58 So, it wasn't him... that was someone elses contractor or technician. So, but yeah, just to kind of give you just a view of like what it would look like later, you decide, you guys wanna try to get more into those service and keeping track of record. I'm just gonna quickly show what it looks like. So, this is... yeah, this is the office view the first board. It's dashboard. I mean, you can clearly see the schedule and like I said, digital storage containers, you got job questions. You go to the jobs tab. You wanna look at your quotes and send them back out in bulk. Fantastic. And then with the customers, it's just a big detailed view of all the stuff that they have.

BEN

36:46 Hi, this.

BEN

36:47 Is my, this is Ernest. So basically, if I, so can the text see this as well and like click which one they want?

CHELSEA

36:56 This is the technicians point of view. So everyone is permission based. So we want them to be able to do some like scheduling things like that. They would be able too, but that this is going to be the main view that they see. So it's job specific. So they only focus on what they need to then get to the next job, but they click on it.

BEN

37:17 Service. What was your, what was it called? Service truck?

CHELSEA

37:21 Trade service, trade, triple service?

BEN

37:25 Hi, this is the last one. So, yeah, we did a watchdog service type.

CHELSEA

37:29 Rather than one eight software central?

BEN

37:31 Hello? Other one was, what will?

CHELSEA

37:33 Tiger Paul?

BEN

37:34 Tiger Paul's, okay. But she's she, like she basically, they do a bunch of like VS explained to alarm fire alarm.

CHELSEA

37:46 Sorry, my CEO came from a company that was bought out by sent off. And yeah, we have a lot of big name.

BEN

37:56 So continue, I'm gonna stop interrupting. So I'm gonna keep looking interesting.

CHELSEA

38:01 Yeah. I just wanted to show you that this is what the guys would see. So it's a very specific view instead of a big work quarter and that's a lot of visual noise. This lets them know, alright service. What am I here to do? This can even be for like installs because we do project management. It works well for like eight months or less. But when I click on services that's where they can see what it is. They're supposed to do if there are different codes if you need to remember, you can have those in. So it's automatically there for you. And then this is what I was talking about when you keep track. Hello? What I'm sorry.

--- Call Setup ---

BEN

38:41 Jobs?

BEN

38:42 You're showing...

BEN

38:42 Us exactly what we'd like office, right?

CHELSEA

38:44 Yeah. Governors, whoever phone that I run it... that's cool. Yeah.

BEN

38:52 Kinda creepy kind of crazy. I'm gonna do, I'm gonna do something. I'm gonna hang up on you.

BEN

38:57 And then I'm going to log in.

CHELSEA

38:58 Computers? Okay. That's fine. Alright, cool.

CHELSEA

39:53 It looks like you're muted?

BEN

40:00 Much to... can you?

BEN

40:04 Can you?

CHELSEA

40:04 Hear you yep?

BEN

40:06 About medicare results... on the bottom of your screen? I just think it was like a camera. You gotta click on that, okay?

CHELSEA

40:16 Really?

BEN

40:18 So now I can see big on my phone, so.

CHELSEA

40:20 Okay, perfect.

--- Call Setup ends ---

CHELSEA

40:22 But yeah, I just wanted to kinda show you. So that way you would know better if this is something that would be helpful for you in the future. So that main page, it's just telling you like it's keeping track of a lot of the recurring that's where we really help fire company is because all this fricking monthly quarterly is by annual, there's so many frigging different inspections and time frames. I love either using spreadsheets, white boards, of course.

BEN

40:49 It's a great thing. So, do you guys service agreement and you have to do a quarterly whatever for fire inspection? Yeah. How do you remember how to do that? You put it on the app exchange you 17 notifications where you don't forget. Yeah.

CHELSEA

41:00 But what it is this, so this is the work order from like the office view, it would have a different Bill to ship to. We call it a job because commercially, a lot of times you're going to be out there for more than one day. So you want to be able to have those different days of the different notes, the different clock events, all of that stuff together. So you can see where I just walked in, you see a date, a timestamp and the GPS snapshot of where?

BEN

41:30 Does it do active tracking? Where they are like lifetime only?

CHELSEA

41:35 Only when they do clock events because of having the active live GPS would really bugged down the app.

BEN

41:42 Way from the, so one thing we have on the, at the connecting mostly is it does drop breadcrumbs of like every 10 minutes is like, so it's a good way for us like trust but verify or guys, right? So we will, you know, just like for instance, the guy says he's on site and Florida, no, he's actually not in at mcdonalds downstream or.

BEN

42:06 Customer?

BEN

42:06 Say something happened at 815 and I'm like, okay, hold on my guys over there. It's impossible. Yeah. So, so it doesn't do it when it comes at all?

CHELSEA

42:17 It just does it when they do the clock event. So like here, when I said on the app view that I, as your technician was that governors club that's where it's up by GPS snapshot and says, I would still little bit away from there. Yeah, whatever they do pictures. Whenever there's comments, you're gonna know who put it in date and time. It is really great with digital tracking... everything. So just pictures. Any comments. It's real time. So when your tech does that in the field, you're gonna see it in the office.

BEN

42:51 That's cool. Can I set up a geofence? You know, it has... to log into the location for that?

CHELSEA

43:01 So, we do have a partner that, that's one thing that they do. We have an open API, we believe and having the best of breed for the different aspects and not just doing a like all in one because usually all in ones, it was like made an accounting platform, right? To do stuff for like four years.

BEN

43:19 For...

BEN

43:20 Like super basic on seven different things and that's what we're that's what we're saying, like there's even a one is really good at one thing and doesn't do anything else or there's like these apps that are like kind of cost effective. They do a lot of things decent, right? That's kind of where we're at. So, yeah.

CHELSEA

43:38 Yeah, yes, this is us. Everything here. You get real time information. Guys can use a phone or an app, I mean, for a tablet, we're apple and android friendly... with a record keeping. So we've got your customer tab location as the specific address. The company is your main customer. So governors club, but this is my main customer. I would be able to see all of the different locations that I service for them. You can do hyperlink.

BEN

44:08 Can assign, you can assign a user was like means sign a technician. So like not every single technician knows that we even have that account. Like, okay, I'm gonna take Brian. I'm assigned them to cover. Hello. Alright. Okay. And track their hours.

BEN

44:28 Give me one second.

CHELSEA

44:29 Yes, no worries.

BEN

44:30 Well controlled.

BEN

44:45 Yeah. Do that and I'll call you after this control. Cool. Alright. So, thanks. Sorry.

CHELSEA

44:52 That's fine. What can I get it? So for all basically occurring, so this is where the scheduling. So you can see, you know, Ben is the one that's going out to do this for the irrigation on the golf course, and the won't find the different jobs, so you can assign a tag for certain locations and, or services. Yeah.

BEN

45:13 Said, like, I thought I was going to do this. You can say, okay, checkered shift. It says you do that. Okay?

CHELSEA

45:18 Yeah. Well, they'll have it to where they can't see anyone else, his schedule. Unless you let them, they can have it where they are a tech view only and they only see what into them.

BEN

45:29 I can pretty much set that up like their permissions, right?

CHELSEA

45:34 Then, you see one of the big benefits with us is, yeah, all of the asset tracking especially important, you know, if there's any kind of discrepancy with the customer on what happened the last time, if it comes time to suggest a more expensive for a pair or even though you're going to need to be able to have some good data to show that to the customer?

BEN

45:56 Yes, I'm good tracking like, okay, well, back in 2018, we told you on this thing based on our, yeah, gotcha. Yeah, that's good.

CHELSEA

46:03 So, you can see on the main page all the equipment they have and then you can even dive into it so I can say, okay, how many deficiencies have found on it? None, how many jobs hasn't been on? How about I send out quotes for it?

BEN

46:15 So, can this customer see this whole platform as well? Like if you share them something?

CHELSEA

46:20 The customer portal, you do have a website that is Wordpress. So our middle tier, you'd be able to have a customer portal to where they could see their locations. They can see their assets and history in case they need to like budget for an extra prepares.

BEN

46:36 Yeah, that's good. So, I mean, this is good. This is really good for the service entry because like, well, you don't even like a lot of times we're like, hey, look, we've been out there on us. So we do service calls, right? But we don't have service agreements, right?

--- Pricing ---

BEN

46:48 So we found that service agreements are kind of headache because like if you try to say, hey, where's puts you in a managed agreement for 5,000 dollars, 5,000 dollars. Like, yeah, you have a bunch of doors, a lot of times, they prefer to just pay, you know, to our minimum to our dispatch fee and 95 dollars and 95 an hour. And then a year, maybe paid seven service. Maybe they only pay for two 2000 so and a lot of times we have customers like we never told me that you did, and I'll have to like be that Penny guy that goes back through our email chain and like copy, you know, print, the email chain sent him see here right here last year on this date. So this, and you said nope nine should, and here we are.

--- Pricing ends ---

CHELSEA



47:37 And it's just like assuming you open up, hopefully he's done something with this one. So this is someone else is quoted. They did, but I just opened it because I wanted to show you there's digital tracking forever. Like you said, with the customer, you're going to know, did you send them a quote? Have they even looked at it? How many times they looked at it? And... same thing with invoices, you can bulk, resend all unpaid invoices. And then for the guys to show you a little bit of their capabilities?

BEN

48:08 Can they pay through that? Yes?

CHELSEA

48:12 They can.

BEN

48:13 Integrates with Quickbooks?

CHELSEA

48:16 Does, yes.

BEN

48:22 Okay. And then we'll just, do you charge like a credit card processing fee? Correct?

CHELSEA

48:29 Is, yeah. So the merchant that were tied to you'd, have to have a merchant account with a company called stacks. They're the ones that we have it set up with. Currently, the pain of functionality, you can allow your customers to pay you online via credit card and, or a CH, okay. Let me go to this.

--- Pricing ---

BEN

48:47 Hi, sorry, I got a one point five percent service for years and it's probably for.

CHELSEA

48:52 Yeah. The will, the AC, H, it's point seven five percent and a 10 dollar cap fee. And then he says two point seven five. I've been told us better than Quickbooks. Yeah.

BEN

49:04 It was like three point five thing for three years. We don't even allow and they read credit card anymore.

CHELSEA

49:10 You can always like turn it off to that's. The really great thing about it. So, this is an incredibly basic view of an invoice. Would it be your logo, you get to determine how this should share to the customer. So grand total only that when there's like 10 different options of how to list, you'd have your.

BEN

49:28 As a PDF word as, or whatever. Yeah. Okay.

CHELSEA

49:31 If there's pictures they viewed on like the quote they'd show up on here. But for your any voice, the basic thing is, yeah, getting paid so they can go ahead and click and pay. And if you wanted to do credit card but not except like amex, is that things expensive as all get out, then you could also do that. And then where we also build value in the whole like, hey, instead of look how much money you iOS, it's look what we did for you today. So this is an hour job from today, but it would have my picture here. It's going to show them what all I did if they were pictures before and after you can get a signature on site and so they can see which one of their people saw your people. And alerts that's a whole big picture view of everything your technician did and it lets them know, hey, we found a problem. So, yeah.

BEN

50:25 Okay. Hi, this is pretty good. I say. So we started in 2017. If we continue going and going, we'll probably be ready for something like this in the next couple of years. Yeah, like as of right now, it's almost like a... work so stretched as far as like so many responsibilities here there. And the other is like we don't even want to added burden of late of service contracts, it because like it's just, yeah, you make some money. Some companies make millions of dollars a year on service like you guys have, you know, we have to company vehicles, most of our guys are to nine nine. Yes, if you are set up the way we are currently. Like, so way you want me to drive my personal vehicle to go to the service call for you emergency at seven o'clock on Friday? Yeah, we're logical people like split if, yeah, you're in my company event? Yeah, I pay you this much a year. You're on W2. And like I pay you an extra 15 hours, you know? So, do you have 100 guys are 500 guys? Lot of times. What they'll do is they'll say, hey, who wants to be on service for October? And like, do you guys have volunteered? And, you know, pay them like 15 bucks an hour for like that whole day like 24 hours a day. And I had a guy like I was friends with, he said he's on service for seven years knowing I actually have to go to site two times. So he's like, yeah, I mean, 25 times, 24 times, 15 bucks an hour for like I used to volunteer all the time. He's like I probably made 20 30,000 dollars doing service. Yeah.

CHELSEA

52:05 Yeah.

BEN

52:06 For being on call.

CHELSEA

52:10 Yeah, I'd say definitely look into this later. We have as you can imagine the capability of having different contracts, you can do different contract pricing. You can get assistance from us to help set them up to where you literally get to click a button and it changes your markup rules per contract.

--- Pricing ends ---

CHELSEA

52:31 So service trade would input your customer list. So all of their names and locations, we would input your items lists, so your cost and mark up. And then if you had any kind of equipment or assets that you would want us to put in per location, that's something that we could do as well. And when you guys are ready, we do training for everyone. You are assigned a support person from service trade takes somewhere between 60 to 90 days to do onboarding, but you're not let's say that full time. Most of it is a weekly checking call. You have a dashboard, so it shows you like, hey, you need to give us this data. Your support person is doing this that way, it's clear expectations and you will be able to track your own people on who's done their training, who's not, and how well did they do.

BEN

53:25 So... fairness southern is not totally foreign to use. So ask me how she does it work? I was like, yeah, I'm going to the end. So like how do you see the market? How much try it? Like how much service? So you, so most sales clients or fire alarm... and sprinkler, so that only the life safety. So that is division 27 that's 28.

CHELSEA

53:56 But we also do a page by.

BEN

54:00 Clients like access control, security... some.

CHELSEA

54:05 Yeah, those who do service, if it's mainly just installed and they don't see the benefit of because they're not gonna be quoting, they don't have to worry about reactive scheduling like electricians, they forget, love our dispatch board because they very quickly, they send the call straight to their technician, and then the tech has all of the past history with them.

BEN

54:25 Do you have good? So we'd love to tell me some of your customers BC like, yes.

CHELSEA

54:32 So I've done ese, Donna fire, century fire. We've got sprinkler matic. I've got blue, have mechanical here in Raleigh.

CHELSEA

54:45 I'm really bath names.

BEN

54:48 Anybody in Georgia to, VS, he's there have not Atlanta office. So obviously, everybody's already have heard of century fire, right? Like we'll see who the biggest electricians like Allison Smith or you see like because all those people, you know, like even at one path, whenever there's like there's huge, you know, division 27, 28 project management design and like they just did like you're saying most of their service was like old school and they have like a 1,000 technicians and it's and it was kind of a nightmare. And it was, I don't know like when we in Earnest just kinda do this thing like when we want to testers, like that's. Why we didn't do residential that's why we don't like to deal with people. Because like when you do build outs, you really don't have to deal with people at all. You deal with the general contractor, you deal with the project schedule, you deal with the project managers. Yeah. And then you do your scope, you get paid and you move on. Yeah. So I think we're definitely gonna consider moving forward but it's one of the things we gotta make. If you take service, it can absolutely make a recent one is make or break things like do you take servicing? You're? Not ready? And you get in like that is one of the things like... so.

BEN

56:14 Yeah.

CHELSEA

56:14 Yeah.

BEN

56:17 I just thought about this lady there and I was like, hey, can you service our account?

--- *Small Talk* ---

BEN

56:20 And I'm like, how do I tell you nicely that? No, you're so stupid that I can barely and like I can barely closest project out with you, much less you call me every day and telling me that like your cameras not working. And then I go there isn't a guy like, you know, one of my 27 guys and he gets there. And like literally my manager literally, you don't have the thing on the bottom clicked on?

--- *Small Talk ends* ---

CHELSEA

56:45 Yeah.

BEN

56:47 So, I guess.

CHELSEA

56:49 Meet with a lot of people that have some very limited software and computer skills. So sometimes trying to explain our app or the office view can be quite interesting.

BEN

57:02 What isn't it was an app, a mobile application... so I can share my screen yep. Alright. So, let's see here.

CHELSEA

57:16 Yeah, I have people that get scared of being on the web, you know, online. Yeah.

BEN

57:22 Like I really, I'll say exactly what I'm saying to you recorded to anyone else. I don't think they're like you're recording this meeting, yes, for her.

CHELSEA

57:35 Tracking.

BEN

57:35 Purposes. Yeah.

CHELSEA

57:37 That way we can send the recording to other customers. Yeah.

BEN

57:42 And also, they can know you're doing a job?

CHELSEA

57:44 Yes, and not talk soon.

BEN

57:48 Not hanging.

BEN

57:48 Out just to, with your kids.

CHELSEA

57:51 Yeah. What do?

BEN

57:51 You do on a Chelsea? Nice where I work? So, see, I'm sure.

BEN

57:55 Hello screen.

CHELSEA

57:57 Is that is?

BEN

57:58 My canvas bugging my screen. Alright, can you see my screen?

CHELSEA

58:02 Now, I can, yes.

BEN

58:04 So, this is what we use for our TimeClock itself. So here's the overview. Yeah.  
So.

BEN

58:12 Dashboard...

BEN

58:13 Got your mobile engagement. How many people are active on the admin? Obviously, do you want to get 35 dollars with the credits when you're upgrading to our paid plans? Nope sure. No, it has like your daily activity if who's clocked in. So, you know, you can do your users, your groups, yours, all the state documents, recognitions like, hey, good job. There's a chat function. You can get updates there's, director of who they are. So basically all I use TimeClock some shade, this kinda cool, kinda creepy at the same time. So full my time clock I access.

CHELSEA

58:50 O'clock...

BEN

58:53 So, the...

CHELSEA

58:53 Same view that your text see to come in to clock in?

BEN

58:58 Yeah. So they can only see their thing like they only have like a view only. Yeah, but the same thing, they open up their app and it's like, hey, you have a shift sign for you today? Don't forget to clock in and they clock in. And just so I'll show you this weekend. I was talking about. So let's see here. So, right here, can you see my screen? So today, I've got 17 set up here somewhere, 17 out of 27 employees clocked in today,

right? Couple of guys are off today, you know, it's time to take a long week off for thanksgiving, you know? So, you see here the time my guys locked in six 35, six, four, seven, 652 seven 37 38. Susan, these guys, this guy was supposed to be work at six 30. So, so they sent to, they got their 853, 911 and 913. But it doesn't really matter like their hourly paid invoice. Yeah. So what's the cool thing though is I can go here. Let's use a good example. Tim is by far probably my best guy. He's an old school guy. So we get a company called my tech GH, a fire alarm and H back company. So, what I was saying earlier... see how it says here in?

CHELSEA

1:00:16 Yeah.

BEN

1:00:18 I don't even know it's legal, but it's because they're they work for us and they allow it.

--- Next Steps ---

BEN

1:00:23 So basically, he clocked in here. Yeah, that's 547... good jobs, him, right? And then like is pinging his location every 10 15 minutes as him walking around the job site, like he probably part over here or that might be where he went and got some breakfast, right? But if I see that he clocked in at 547 here. And then eight o'clock he's way over there and I get a phone call, you know, something happened, right? So then it looks like... at six nine, he was leaving, right? So where's it going? Let's take a look.

CHELSEA

1:01:05 That's cool.

BEN

1:01:07 Right. It's kinda cool, kinda creepy. You did, he didn't he went down there to check on that job. So, like I didn't even tell him, did, he just went down there to check in with electrician, like the project manager, right? He stay clocked in, right? Good for him.

--- Next Steps ends ---

BEN

1:01:24 And then he drove back up to... nothing. Like my guys aren't answering his phone. Where are you? I look on here? And I'm like, dude, I see that you're on site or, you know, it's also like ease of like peace of mind, like, you know, get, you can get in touch with your technicians and I answer the phone. It's like, okay, what was that? He's fine. He's on site. Yeah, or like his plus locations in the middle interstate. Okay. Yeah. So then he came here. So this is the parking garage. We parked over here. Looks like he was getting here at... 815 right? Then you said over here probably like a safety meeting when our guys and was walking over to site at... 848 41, just filling his location every one minutes 42. So that's where this is a pretty cool app for us because

it allows us to... not trigger guys, but they don't know, you know, they do because, you know, when you download the app and it says, hey, this.

CHELSEA

1:02:37 Yeah, requires.

BEN

1:02:39 This at requires to know your location at all times while you're using it. And, you know, technically speaking that's 100 percent legal. No, because we're there. Yeah, we're paying them. They're using a company. No. So that's great for us. I can also go here, TimeClock, not really supposed to sell something else, but it'll be cool, right? If some of those features like integrated into one platform because if your platform entering something like this, 100 percent cancel this one today and then have all of it. Yeah. And that's looks thing is even worse. So then I got a time sheets, right? I want to know how much, how many hours 10 works last week.

--- Next Steps ---

BEN

1:03:26 So right here, Tim, last week, work 41 point three at nine hours here with the projects he was on. And here are the time stamps of where he was. Yeah. So I know where the job is, like what the addresses. So he's based in Atlanta, Georgia. If he's an invalid, Austin George are using peachtree city. Like, why did you clock in? Yeah. So he's working eight seven at 745, eight, seven, four is 910 hours. This at also our guys don't understand how it all works. You have to clock out for lunch, right? So they never did. So like we just automatically initiative to or eight hours we take out 30 minutes. And that way they don't have to clock out, clock back in. So it works great. And like that's basically our needs as of now because like... I know that Dylan definitely do the service call last week, right? This one right here? How many burg, he definitely deserves gold.

--- Next Steps ends ---

BEN

1:04:28 So when I go to build them, he was there for two hours, right? He also, so he does a lot of service like federal service level title installs as a fact. Like, you know, the Avi equipment finally comes in. So he was there for five hours. Anyone's this other job and worked for four hours. So that meets our needs for now because I'll show you this is pretty cool too. So I'm going to go to his job, scheduling... the schedule. And then I'm gonna say that ID, Tim cool.

BEN

1:05:09 Like exactly, you said nothing's perfect. So you see how it kinda bogs down a little bit because I mean, it's a platforms dashboard. So I want to say that I want him to work on an ad shift here. I want him to work on Saturday. There's a time to date, what the shift title is, what job it is, what location is, and you can type the notes. So what I wanna do, I can also attach photos, a plan, whatever I can go over to shift tasks. And I say, hey, I want you to do this then I want you to do that. Then I want to do this. So this is kind of like what you already have but not as detailed and not as



integrated as to the customer, right? Right? So this is like more like our guys are all in competent nose into them nice guys. So like I hear all these excuses why you can't do something, right? So I was making where you have no worse users, right? And then that allows me to better present to the customer, right? But then I'm still having an issue like customers like a lot and I need to see him. He didn't even check in but how does the software help? That? It doesn't unless in order like I wish it was a software like a like an order. If someone clock in, they have to go and talk to the customer and get a customer just clock in for. Yeah. So I don't know it's like a potential readiness, you know, something?

CHELSEA

1:06:38 Yeah, they are, we do have it to where the technicians, it's just a push button and it's like a triplicate paper copy, that pink one that you would leave. The customer is basically that exact thing just digital. So it says, yeah, Chelsea was here. This is what she did. They can go over any of the stuff that they need to with them. The person has to agree to your terms and conditions. And then they stopped.

BEN

1:07:04 That goes to them. So it's like if they say we never approve that or does that change order that whatever? And it's like the full platform. Well, with all due respect, looks like Jenny approved and signed it. Yeah. So that's in between you and Jamie, it looks like maybe I should talk to Jenny.

CHELSEA

1:07:21 Yeah. And for service, we also help you track inventory. So all of your consumption, you want to know who use, what, at what time from where did they get the part? You can absolutely do that keeps track of a lot. You can pull out a report if you wanted. Like, all right, let's all the parts we use this week and I need to replenish or for, when it comes to like service, if, you know, when we go to do this service or this PM at this location, we might need to always have X with us. You can run reports we hire just to make sure your guys have all the equipment that they need for.

BEN

1:07:56 Kinda like, so that's how the onboarding thing you're talking about like in order to do that, you've got to say all of our inventory that we have an inserted into the platform, right?

CHELSEA

1:08:06 Help you do it too. And you can also bulk update your pricing. If you get like pricing list from your vendors, you can get them to send you like a CSV file and then you just upload it and then it will fix.

--- Wrap-up ---

BEN

1:08:21 That's really cool.

CHELSEA

1:08:24 Yeah.

BEN

1:08:25 What's up with a free day, seven day trial... is free, the free trial?

CHELSEA

1:08:32 So, we don't really have a free trial. I don't know why it's still says anything like that on it. We don't have like a sandbox account because the problem is each account is created for each customer once they sign on. And so it's kinda like.

BEN

1:08:48 A lot of work hit on the front end for y'all to like set up the whole platform and portal for them.

CHELSEA

1:08:53 Yeah, because it's like completely empty and then, and be like, all right guys set up like the blueprints to the house and then need you to like make a lot more decisions versus what furniture do you want in the room?

BEN

1:09:06 Okay, cool. Well, unfortunately, I've gotta get.

CHELSEA

1:09:13 Yes, absolutely. I just want to answer all your questions. But yeah, our pricing is online. If you have any questions, feel free to reach out and best of luck to you guys.

BEN

1:09:23 Thanks so much. Would you mind send me a follow up email with like the, all your information, that way I can push it on somebody else if they asked if I know something and also I'll start and I'll leave it in my future resources full?

CHELSEA

1:09:38 Perfect. Thank you.

BEN

1:09:40 You're so welcome. Have a great weekend. Thanks you.

CHELSEA

1:09:43 Thank you too. Bye bye.

*The End*

