



Call with Casto Technical Services - Tim Sneeringer

Katherine Holden with Casto Technical Services
Recorded on 5/6/22 via SalesLoft, 7 min.

Participants

SERVICETRADE

Katherine Holden
SDR

CASTO TECHNICAL SERVICES

Tim Sneeringer
General Manager

Topics

<i>Call Setup</i>	0:02
<i>Pricing</i>	3:45

Transcript

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

--- Call Setup ---

TIM

0:02 Thank you for calling Casto technical. How may I direct your call?

KATHERINE

0:05 Hi, good afternoon. I was trying to reach Tim, please, Tim. This is Katherine. Hold on.

TIM

0:10 Just a moment.

KATHERINE

0:11 Thank you.

KATHERINE

0:27 Hi, I'm sorry. Is this Tim? Hi, Tim, this is Katherine. Hold on. I know it's a Friday afternoon at almost four o'clock can I get two minutes? Are you in the middle of something? And if you, are, that's fine.

TIM

0:29 Yeah.

TIM

0:42 I'm always in the middle of something.

KATHERINE

0:43 Yeah.

--- Call Setup ends ---

KATHERINE

0:44 Okay. How about two minutes? Okay. Make it short and sweet. I am calling. I don't does we've ring a bell with you? I'm calling from a company name service trade. We're service software. You, I took a look at us boy quite a long time ago. And so, I

don't even know if you were part of the demo. I think actually, you are, it's like five or six years ago. So, service software obviously for commercial mechanical contractors. And I'm you know, the typical things that dispatching scheduling, calling for repairs, preventive maintenance, tracking so forth. Could you tell me what you guys have ultimately if you have gone with the software for the service side, your guys out in the field or if you're lucky?

TIM

1:29 Yeah, but we went to a server software about 20 years ago and we're still using it.

KATHERINE

1:36 Wait, wait. Now that's a record. I've been doing this for three years. Nobody had service software back 20 years ago. What did you get?

TIM

1:36 So.

TIM

1:43 Where do you were using? Used to be called as 2000? We're doing now, it's mobile logic's right now, it's called FieldEdge, BuildOps, FieldEdge to build that's been. And then we've been using, I mean, I've been 20 years with Dang close to that. It's been a long time. We may have been one of the first people in the area to do it.

KATHERINE

1:52 Okay. Wow.

KATHERINE

2:02 You got to, then. I recognize the name of the company is the way it's evolved. Yeah. So, have you guys ever looked at anything else out there? Or just to sort of take a peek to see what else is out there on the service side?

TIM

2:16 We've taken a couple of peace but I mean, the fact that matter is it's the service software is not our, it's not inhibiting us when we were growing very fast. We're able to, we've got the system running the way we like, it works really good for us. I hate that. I hate to tell you guys that stuff, but I mean, it's I have no interest and change it because I, we've invested so much time in this product and the process is we have really are tied so seamlessly to it right now then it would just be a bad idea for us to do anything like that.

KATHERINE

2:27 Yeah.

KATHERINE

2:31 No.

KATHERINE

2:45 Yeah. One last question which also might really be driving the ship for you and that is installs and new construction. Do you do a lot of install, project management work?

TIM

2:58 We do, but we don't really use a like a Microsoft project or anything to do that. I mean, we just, we have a lot of, you know, a lot of very experienced estimators who actually have the project managers as well and they just run the projects. You know, they don't have a lot of requirements to interface with software to do it. So, I mean.

KATHERINE

3:12 Huh.

KATHERINE

3:20 Really okay. Because a lot of times it will happen is that side will quite, as I said, we'll drive the ship, you know, that service departments. Huh? Yeah. Not that robust. It's not that big of a deal that it's more the new construction install, you know, project management side really runs the business in terms of revenue. So that's what they focusing on that they don't focus on the service Ronin.

--- Pricing ---

TIM

3:45 Are what we started with service agreements here? We were 10,000,000 dollar service branch with a 6,000,000 dollar install branch and then a 2,000,000 dollar controls branch altogether. That's really, we lead with service. So, I mean, basically, I mean that's...

KATHERINE

3:50 Wow.

KATHERINE

3:59 What was it for you? Whatever you use in the reason I say that is obviously that construction dollars very, that margin is very different than the service dollar. And when times are tough 2021 2008, you're not gonna, you're gonna keep on moving you, I'm saying whereas I see a lot of companies that they don't have time to a dead horse, but they sure slow down when that construction side, you know, starts to taper off for whatever reason.

TIM

4:27 100 percent agree with that. And like I said, we basically, we go out, we have five sales guys yes relatively small areas but it's West Virginia with a couple of counties in Ohio, Kentucky, Pennsylvania, Maryland. And we don't do any work in Virginia right now, but we could, but we've got, you know, typical H, VC company in our area might have one or two salespeople. We got five, but those guys, these guys are out

there and they take care of the existing accounts. And we've had a very good random at the last years in the, for us, we were stuck somewhere around two and a half to 3,000,000 dollars. With the service agreements that five years ago. In the last three years, we've gone from like two point seven. We're at four point five right now. We've got 26,000, 26,000 our soul and preventative maintenance. So that really drives our business. We say a dollar, a certain dollar service agreements, preventive maintenance. It's a dollar service agreement, the service customer repair, and it's a dollar of install. So that's why we, that's our model.

KATHERINE

4:43 Huh. Yeah.

KATHERINE

5:17 Yeah.

KATHERINE

5:29 Yeah. Yeah. Well, you know, kudos to you. You've already done that because as I said, you really focus on the service and that's where the growth is and that's where your customers will continue to come back or if you've got construction so forth, you see them once and, you know, maybe they've got their own service agreements with them, service division, whatever. And at the end of it and it's such a shame because you put all this effort into it. I'm impressed. Well, keep sending me the final name. They call it. Now. What do you call it field up?

TIM

6:00 Like that, like I said, for the longest time is that 2000... mobile logic is the company. They now have changed the name to field ops.

KATHERINE

6:03 Yep. I remember.

KATHERINE

6:09 That's it. Yeah, I thought it was okay. Field up. Yeah. Well.

TIM

6:12 And the field and the field in the field tool is field desk. So the technicians look and feel desk, they submit their paperwork. It goes in the field off.

KATHERINE

6:17 Hello?

KATHERINE

6:21 Okay. And feel good. Okay. I didn't know about field desk. I knew about field off. Alright. Well, you know, keep us in mind. I mean, I, it sounds like, you know, it ain't

broke. So there's no need to fix it. We got 85,000,000 last December, 80,000,000 before that. So we're here to stay strictly commercial, no residential.

--- Pricing ends ---

KATHERINE

6:42 But we have an open API. So we pro core we have a lot of partners that are, you know, accounting part, you know, so forth that we have to sort of make happy because, you know, a lot of getting, these companies will well base everything on their accounting departments. I've CEO'S that say, Katherine, I can't move because my accounting department said this is the only software that helps me to have, which just infuriates me because they don't run the ship they think they do, but they don't well, yeah, keep it in mind, service tray, but it's been a pleasure. I'm so glad to meet someone who truly understand the value service revenue and keep running with it. And good for you. I hope you grow growing, go in bigger this year. So. Okay, thanks for your time. Okay? Have a good weekend, alright, bye, sir.

TIM

7:05 Right.

TIM

7:26 Yeah, you do the same.

The End