



# Call with Blake Richardson

Amanda Vaughan with Broadwing Capital  
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## Participants

### **SERVICETRADE**

Amanda Vaughan  
*SDR*

### **BROADWING CAPITAL**

Blake Richardson  
*Director*

# Topics

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# Transcript

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

AMANDA

0:00 Hello, this is Amanda.

BLAKE

0:03 Hey, Amanda. This is Blake Richardson just returning your call.

AMANDA

0:07 Yes, I just sent you an e-mail as well. I apologize for everything getting wired over the weekend.

BLAKE

0:10 Yeah.

BLAKE

0:16 It's okay.

AMANDA

0:16 I hope I didn't take any time off of your schedule with, the mishap on the website?

BLAKE

0:21 It's okay.

AMANDA

0:24 Okay, perfect. Yes. So, I was looking up your company and I see you guys are a private equity, I have some experience with. So, I'm assuming you probably have a company that's kind of in the service operations software market right now?

BLAKE

0:44 Yeah, we are in the process of acquiring a mechanical electrical and plumbing business that does 200,000,000 dollars of revenue.

AMANDA

0:53 And is that?

BLAKE

0:58 They've got kinda for clusters of branches in one state.

BLAKE

1:04 We're trying to.

--- *Type of work* ---

BLAKE

1:08 It's kind of Louisiana, Mississippi, Arkansas, that area?

AMANDA

1:11 Okay. Gotcha.

BLAKE

1:14 And...

BLAKE

1:17 You know, it's probably 50 percent H, fact, 25 percent plumbing a 25 percent electrical.

AMANDA

1:25 Okay.

BLAKE

1:27 And all commercial.

BLAKE

1:31 They about 40 percent service, 60 percent Construction and projects. The projects can range in size from half a 1,000,000 dollars to 40,000,000 dollars, in size.

AMANDA

1:44 Okay.

--- *Type of work ends* ---

BLAKE

1:48 They are contemplating, they were historically going down the route of Accumatica as their ERP that they're on... disparate systems across four different business units today, and they ran into issues with the service capabilities with Accumatica and we are contemplating going with BuildOps.

--- Purchase decision ---

BLAKE

2:13 And I asked the BuildOps team. I said if we were not using BuildOps, what would you?

--- Purchase decision ends ---

AMANDA

1:58 A...

--- Purchase decision ---

AMANDA

2:12 You...

BLAKE

2:18 Recommend if we had to evaluate a second, and they said service trade. And so, we're running a formal RFP process over the next couple of weeks to make a decision, you know, by year end, to do an implementation in the first quarter.

AMANDA

2:23 Okay.

AMANDA

2:35 Okay.

AMANDA

2:39 Okay. First quarter, that was gonna be my next question.

--- Type of work ---

AMANDA

2:43 So, with the service being 40 percent in some of the Construction being like on the larger side, we cater more to the service side. Some of our customers will use, you know, something like pro core or some other folks for long term Construction because we are basically suited best for projects that would be six months or less. And then like preventative maintenance contracts, you know, obviously emergency one off than that sort of thing. But were you looking for something that would be kind of like encompassing the Construction side and service or are you guys? Okay. So that would be taking a note here. So my field rep, Matt, he would be the one that we would meet with and what I'd probably wanna do is just set up like an initial 20 minute Zoom call and he could maybe decipher some of the needs a little bit better than me.

--- Purchase decision ---

AMANDA

3:57 I set up the meetings for him and then see if it would make sense to go ahead forward with a full demonstration. It kind of takes a lot of, the time off of your plate and ours to just have that short meeting first. Does that sound like it would work for you?

--- Type of work ---

BLAKE

2:52 Okay.

BLAKE

3:27 Yeah.

--- Purchase decision ---

BLAKE

3:57 Cool.

BLAKE

4:14 Yeah, is fine.

--- Purchase decision ends ---

AMANDA

4:16 Okay. He does have a...

AMANDA

4:20 Are you in Central Time?

AMANDA

4:23 Okay, perfect. I'm just looking at today for a short call. Do you have any time available between two and three 30 central today?

AMANDA

4:39 That's okay. Okay. I can look into tomorrow. What's good for you morning or afternoon?

BLAKE

4:41 I don't actually.

BLAKE

4:52 Afternoon.

AMANDA

4:54 Okay. He has a three o'clock central.

BLAKE

5:01 That works.

AMANDA

5:02 Okay.

AMANDA

5:06 And with this company, can you break down? Like how much of it would be third party work versus like customer owned account?

BLAKE

5:10 You GC work?

AMANDA

5:20 Like anything that would require a third party portal, like a service channel or?

BLAKE

5:23 Okay.

--- Accounting integrations ends ---

AMANDA

5:27 Like nationwide accounts. Typically. Does that make sense?

BLAKE

5:33 Yeah. I mean, 50 percent of it is through general contractors. I don't know how often they're using portals with other customers, with, but they do some national account work for fedex?

AMANDA

5:37 Where?

AMANDA

5:43 Okay.

AMANDA

5:48 Okay.

AMANDA

5:51 All right.

BLAKE

5:52 That's expected to grow other national account work?

--- *Type of work* ---

AMANDA

5:55 Okay. And do you know on the service side, how many technicians they're at right now?

BLAKE

6:03 They're at?

BLAKE

6:06 Four 30.

AMANDA

6:08 Okay. And do they, do you think they cross reference in between the Construction also? Is that a total count?

BLAKE

6:16 A total account?

AMANDA

6:18 Okay. Perfect.

AMANDA

6:21 All right. So, you know, the breakdown for service?

--- *Type of work ends* ---

AMANDA

6:26 All right.

AMANDA

6:28 And so, what's the name of the company that you guys are gonna put it under?



BLAKE

6:33 We haven't closed yet. So you...

AMANDA

6:36 Just trying to initially get your ducks in a row? Okay? Gotcha. All right. Perfect. I do have your e-mail so I will shoot you out an invite and I usually say 20 minutes, but I'll make it for a half hour just in case we go over for three central tomorrow. And then if you'll just click on accept once you get that, I'll block that time off for us and I will see you tomorrow with Matt.

BLAKE

6:39 Yeah.

BLAKE

7:02 Great. Thank you.

AMANDA

7:04 All right. Thanks so much for calling.

*The End*