



# **ServiceTrade Meeting with The HVAC Company**

Dan Waggoner with The HVAC Company  
Recorded on 1/24/24 via Zoom, 54 min.

## **Participants**

### **SERVICE TRADE**

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### **OTHER**

Jimmy's iPhone

Jimmy Craft

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# Transcript

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

DAN

0:00 Hey, you there? Hey, yes, sir. How are you doing? Donny?

JIMMY'S

0:04 Yeah, I'm good. But I had to put you on my phone because I'm moving around, but anyway, we're good. So what's up?

DAN

0:12 Okay. Cool. Yeah. So you're on the phone right now?

DAN

0:20 You there, Danny? Yeah, I'm still with you.

*--- Access to information ---*

DAN

0:26 Okay. So you're yeah, I'm still there. So you're using the phone? I just curious if you had a screen that you, you'd be able to see what I put on the screen here or is it just the phone screen you're looking at?

JIMMY'S

0:39 Yeah, I can see it, no worries.

*--- Purchase decision ---*

DAN

0:41 Okay. Well, yeah. So I know that you would wanted to get together and you mentioned you had some questions. So I really wanted to just open up by, I know that you guys discussed a little bit over the weekend. It sounds like an early in the week looked into, you know, comparing some things and you had some questions. I was curious what the internal conversations have been over there and where you guys were at this point?

JIMMY'S

1:11 Well, the internal conversations are as we like both platforms... pricing. Obviously, I've already talked to you about that. O, one seems to be, I mean, I'll be

honest, you're kind of both familiar, both look a lot. I like the ease and less clutterness of service traits BuildOps to me.

*--- Paper process ---*

JIMMY'S

1:35 I played around with it a little bit, looked at. It seems like there's a lot of clutterness, a lot of places to get lost. I mean, I got two relatively young girls in the office and then guys in the field that some like technology and some can't stand it.

*--- Access to information ---*

JIMMY'S

1:49 So. And probably the biggest question I have now is... the office staff having the ability to use it. But in your thing, it says they don't get charged for it. But what does that look like for them to use it and not get charged for it? I want to know more about that.

DAN

2:12 Yeah. So office users typically, they're not going to need the mobile app, right? Because that is, you know, that's for your technicians. So they have full capability, of anything that an administrative user would need to do everything that we've looked at right there's. Nothing holding back, right? The only thing they can't do is go out to a job site, clock in as if they're a technician and begin, you know, completing a work order on the mobile app.

JIMMY'S

2:40 Okay. So basically really in reality you guys charge mostly for the mobile app if I gather this, right?

DAN

2:48 Yeah. So we put your pricing together based on your technicians because those are, the, that's kind of how you can measure your return, right? Those are the ones that are out there, you know, generating revenue and logging billable hours. Yeah.

*--- Pricing ---*

JIMMY'S

3:07 Exactly. Yeah, BuildOps, they still charge you for office staff, but they only charge you 49 bucks a person as opposed to the full, you know, 109 dollars a seat. So, you know, I got to take that into effect trying to be fair, trying to look at apples to apples and, you know, try not to, you know, try not to say one's you know, a lot cheaper or not a lot cheaper, just trying to compare things accurately. I guess. Yeah.

DAN

3:37 Yeah. Well, what gotcha. So yeah, definitely would make a dent in it in terms of just looking at the price overall. How many office users do you anticipate

having?

DAN

3:53 Would that be everybody including like your accountants or anybody like that?

JIMMY'S

3:58 That would be the two office girls, our billing clerk, our accountant.

--- Pricing ends ---

JIMMY'S

4:03 And... I don't know a, I don't know. I have to see about my sales group. They don't really work in ServiceFusion. I mean, that's just not what they do, but they may... because of some of the, you know, reporting and some of, the ability to do CRM. But if that's the case, I would think I would want them to have a seat so that they could pull up stuff on their iPad in the field. But I don't know, I'd have to, I got to think about that a little bit.

DAN

4:36 Yeah. And, and honestly, your sales folks, obviously, we looked at the CRM, for service trade, right? They, they probably would benefit from Northboundary, however, you know, so, so at your office, day to day yourself included. And, and the other owners... you are, you guys, you wouldn't anticipate needing to use the platform much?

--- Access to information ---

JIMMY'S

5:01 No, I would use the platform but I would use it like a tech because I do Bill out and so would my other partner, Tim mishler, Tim would use it as a tech because we both do, we do field work. So obviously we would use it, you know, I mean, I, yeah, I mean, I would have to use it just like a technician. Would, I mean, sure I'm in the office doing office work on it too, but, I would need to have the field ability to, you know, fill out a form, send it, receive it. So I would be a tech.

DAN

5:35 Okay. Yeah. And that would obviously grant you access to everything on the back end as well.

--- Pricing ---

DAN

5:40 Okay. Well, actually what it, let me rephrase that because I was thinking of it in terms, of how BuildOps is doing your pricing. Do you, if a technician wants to be an office user as well? Do they, do you have to pay for both?

JIMMY'S

5:55 No, it's one price. It's as it's last for my office staff. It's 49 bucks a seat for my office staff to have everything but the field portion. And for the field portion, it's 109 dollars a seat for, you know, me and the technicians that have full blown access to everything. So for 109, we get access to everything. And for the office staff, it's 49 for them to get access to everything and they could even do it. According to him. He's like with the office set up, you know, they can manipulate time so they could really probably do it from a computer.

--- Access to information ---

JIMMY'S

6:36 He said if they need it for the 49, but they wouldn't have the ability to run it on a mobile phone or something like that. They'd have to do it from their computer. But I'm like, no, I mean that's no, that's not the way we do. I mean most of my guys run either a phone or a couple of them have ipads, but for the most part, you know, yeah.

--- Purchase decision ---

DAN

6:56 Gotcha. So outside of pricing, how, you mentioned a couple of times that, you know, a lot of similarities and I have some thoughts on that, but I'd love to hear from you kind of, what your plan is outside of pricing to determine which platform is gonna be better for you?

--- Purchase decision ends ---

JIMMY'S

7:19 I'll be honest with you. It's probably gonna come down to... I'm not lying. They're both really close. I mean, I've visited a couple of different sites. I went out and hung out with my buddy at pueblo, played around with BuildOps. I've been over to Brian, played around with service trades. I mean, I've looked at them. I, you know, I've kind of test drive them if you will. I mean, I have a pretty good idea of myself or what they do very similar. I mean, it's hard for me to tell you. One is better than the other. I tend to like the service trade a little bit because like I said, it doesn't seem as busy... BuildOps. I mean, there's five different ways to get to something and I really only need one or two ways. I mean, you start giving yourself five or six different ways to get to something. And then all of a sudden, you know, it, it's just you get bogged down in the shit. And that's one thing I don't want to do is have my tax and, or the girls getting bogged down in stuff that, you know, I want the shortest path and the least path of resistance there you go.

DAN

8:29 Yeah, that makes sense. Well, I think that's something great that you notice. Yeah. And, and for us, I mean doing this for the last 11 years, we feel like we have developed an application, right? And we understand exactly the workflows that you need. So that it is straightforward and simple. Yeah, because the last thing we want is for your tech to be standing on a rooftop at 105 degrees and figuring out... you know, Donny prefers it this way, but I'm sending this one to Chris, right? And I need to do

it this way for him, or I need to which way do I do it? I'm new, you know, if it's just the same way every time, really simple to receive information back and forth internally and to learn, as a new technician or even your most senior folks, right? Clear expectation for everybody. And like you said, dispatchers, not getting bogged down. So that's interesting that, that's what you pointed out.

JIMMY'S

9:27 Yeah, yeah, because we're going to open an office up north probably by the end of the year, if not in the middle of the year, I'll have another dispatcher up there and another salesperson up there.

--- Pricing ---

JIMMY'S

9:38 So those will be office seats if you will. Where for you, it sounds like that's not gonna cost me anything. Where for BuildOps that's gonna cost me 49 bucks. And, and there's some ways around that they told me, you know, in other words, you a, you can share a seat if you will.

--- Pricing ends ---

JIMMY'S

10:02 So if I have a person that's like a sales could share one at... they all can use the same login and you can have simultaneous logins but it only tracks that one individual if you will.

DAN

10:17 No, I'm...

JIMMY'S

10:17 Not sure how that works, I mean, but I mean, he said, you know, that is something that a lot of offices do like, you know, pueblo their whole PM service team uses, you know, one account login and they'll have five of them on it at the same time. It functions. It works fine, but it's their PM group. So they have their own login on it. So they only get charged, you know, one seat for that login. So there's some stuff like that, you know, maybe to reduce your pricing, you know, I don't know why they do it that way. I, you know, I mean, it's just that's what we do. So I'm like, all right, it's good to know. So that's kind of what I'm up against now.

DAN

11:00 I can imagine that.

JIMMY'S

11:01 That.

DAN



11:03 Yeah. Well, you know, I'm curious, what you think about, well, a couple of things really. And, and, you know, I wanna, I'm a little bit surprised by the pricing that you're talking about with BuildOps because working with, I mean, I meet with probably three or four companies a day, right? So I'm meeting with hundreds of contractors each year during this three and a half years.

--- Pricing ---

DAN

11:32 I was around when BuildOps first came around. I was around when they did their first price increase, right? And, I feel like I got a pretty good pulse on their pricing. And one zero nine is just not what I hear typically, right? And that's why I asked you.

JIMMY'S

11:46 What are you hearing on? I'll tell you where I started and how I got to the one 39. I mean, one zero nine. They were originally 120 bucks a seat. After talking with them about some stuff. I was able to get them down to one zero nine. You can call them right now. I mean, anybody can call them and pretty much get the 120 a seat. I mean, that's kind of what I think you got to be anybody special to get that, you know, we were able to explain some stuff to them, talk to them about some stuff and, you know, they were able to give me down to the one zero nine, but that's per seat. So for each one of my filled tax one zero nine and then the 49 dollars for, you know, my office staff individuals. So for every office staff, I'm gonna pay 49 bucks. Instead. I'm gonna pay 109.

DAN

12:38 Gotcha. Okay. Well, it makes sense, that it, you know, that makes a little bit more sense with it. Sounded like you negotiated the price down a little bit with them. So it sounds like you met with them a few times.

JIMMY'S

12:50 I have, I actually talked with them this morning. I mean, I'm not.

DAN

12:54 Okay.

JIMMY'S

12:54 I'm I, I'm still trying to figure out which way is right for me. Like I said, I got to make a decision. I mean, I grew this business to almost 9,000,000 dollars in three years will be, you know, in the next three years, I anticipate you know, being 22, maybe 23,000,000 dollars and probably having 50 or 60 field guys. So I'm only doing it fucking once and I ain't doing it again. So whatever I pick, I'm living with my guys are going to live with it. And that's just gonna be where we're at that's. Probably one BuildOps did what they did. They, they do have a price increase after the first year, but I've got them to commit to, you know, only cpi for three years for me as well. They're like, okay, you know, we'll increase your price matching, whatever cpi is for three years quarterly payments. And I got an upfront fee of, I don't remember

what it is. I mean, I'm being honest telling you what they are. I mean, obviously, they're gonna ask me what your deal is like, you know, I hang on live puck.

*--- Purchase decision ---*

JIMMY'S

13:54 I'll share it with them. So, I mean, it's like going to buying a shave and a forward man. Have... a...

DAN

14:02 A little bit a little bit different with, yeah.

JIMMY'S

14:05 I mean, I look, I got to think in the end that both your platforms are gonna give me what I need.

*--- Purchase decision ends ---*

JIMMY'S

14:11 Is yours gonna be perfect? No, it is gonna be perfect. No, but I mean, I can guarantee it's not the difference between buying and chevron a bit like.

DAN

14:23 Well, you know, maybe not a Bentley U. So, so what kind of truck do you drive? Is it a chevy?

JIMMY'S

14:30 No, I actually have a Ram but all my fleets, four of two fifties. So all of my guys.

DAN

14:35 It...

JIMMY'S

14:35 Has two. Yeah.

DAN

14:37 So, why don't you drive the 150?

JIMMY'S

14:40 I got a couple of one fifties, my control guys drive those.

DAN

14:44 Well, how come the 150 isn't the go too?

--- *Type of work* ---

JIMMY'S

14:52 You know, I don't know, I guess why wouldn't be the 150 probably because they don't come with a service bed that would be functionable. I mean, we just put camper tops on them and that's fine for controls. But for heavy industrial service, I just don't think they'd work.

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

DAN

15:11 So, it's something as simple, as a truck bed, but it.

JIMMY'S

15:15 Yeah.

DAN

15:16 Apparently, it makes a pretty big difference at the end of the day. Yeah, just the model difference. Okay. Yeah. So honestly, that's a great analogy since we're using the car analogy, right? Yeah, it sounds like if you downgrade it to the one fifties, you know... you might be not as profitable or not be able to do your work as well.

--- *Customer engagement* ---

DAN

15:39 And that's kind of what you can look at. What I'm getting at is why would ServiceTrade be able to charge a premium for its, its program and platform? If it wasn't worth it, right? And I think it's gonna be difficult on this call alone to go through some of that. I would love the opportunity to go through another demo with you. I don't think we even made it through a lot of the things that typically people get excited about with ServiceTrade specifically with customer communication and following through on your pull-through revenue. And those are really the two areas of service trade that are your bigger truck bed that give you a better reputation with your customers and win more work for you.

JIMMY'S

16:20 And we do about a four to one pull through already. I'm not saying you could increase it but he probably could.

--- *Customer engagement ends* ---

JIMMY'S

16:28 I mean, there's like I said, there's a lot of things I like about it. I probably like your platform better. My partner likes BuildOps, my project manager and he likes

BuildOps because he's used it before. So you are at a technical disadvantage because I do have a guy in my office that has used BuildOps before that. I mean, I obviously puts you as a little bit of a disadvantage... but my buddy Brian Crawford loves your shed. I mean, he swears by it. He didn't square by it and I haven't kind of seen it and watch some videos on it like it myself. I'd probably be done a priority signed on with the BuildOps people.

DAN

17:10 Yeah.

JIMMY'S

17:10 I mean, they're cheaper than you are. They're a little bit more, you know, willing to work on some things, but we haven't got the pricing yet. So let's just fuck and rip the band aid off. What can you do for me?

DAN

17:22 Yeah. Well, we can rip the band aid off absolutely. And I appreciate you being very transparent with me. Let me just bring this up on screen for us. Do you, so, so what I was asking earlier, your phone there is a, that's the only screen you have because I'm sure it's gonna be difficult, to see this if it's info.

--- Pricing ---

DAN

17:40 Okay. So I'll just read through it. Yeah. So, so what I have here is 25 users in the field.

JIMMY'S

17:50 Okay. Is that right? Is?

DAN

17:51 That right? Okay.

JIMMY'S

17:52 Yeah.

DAN

17:53 And then we have... might be a little bit less.

JIMMY'S

17:59 Might be 22, but 25 is good. I mean, I'm in hiring three or four more guys in the next 90 days. So it's about, right?

DAN

18:07 Okay. Well, what you're looking at, the way it breaks down, Tony is one 39 a month per tech and that breaks down to 1,668 a year per tech. Now, your sales users, the field sales users, if you wanted to incorporate the CRM and use the mobile side of that CRM, the sales part of it, right? That would be let's see. I mean, it's a total of 3,500 extra for three users. So it's about a 1,000 bucks a year for each user. I'm not sure what that breaks down to a month. I can find out though.

JIMMY'S

18:45 So, it's about a 1,000 bucks a user. So that's about 89 bucks roughly.

DAN

18:53 Yeah, that sounds right. And that's just for, the sales guys, right? So, so overall, again, the main thing to look at here, is primarily the technicians one 39 a month per tech, which breaks down to about 1,668 or exactly 1,668 a year per tech.

--- Quote templates ---

DAN

19:12 And the, this is, our standard pricing. So I haven't obviously haven't done any work on it yet for you wanted to present this as the standard pricing for you, and sort of go from there.

JIMMY'S

19:25 Okay.

--- Pricing ---

JIMMY'S

19:33 Yeah. I mean, yeah, you told me that last week. I think it was... yeah, and I said a, I mean, I'll be honest, I ain't paying on 139 dollars a seat that's just between me and you. I, I'm sure you're good. I mean, you're a, you want me to pay 30 bucks more, which is 28 percent more for a platform that I think there's one that's at least close to you. I'm not saying it's 30 percent worse or 30 percent better. I just know that, I ain't gonna be a 10. I ain't gonna be able to sell this to my other two partners that I'm a.

DAN

20:14 Sure.

JIMMY'S

20:14 Yeah. And they're gonna be like go the other way. Like I said, it was, you know, like...

DAN

20:20 Well, let's say I would you say there's a possibility that it's one percent better... just one percent?

JIMMY'S

20:32 You know, I don't know that's the thing. I can't tell you, it may be one percent better for me but it may not be one percent better for someone or one of my other owners and that's what I'm up against there's three of us.

--- Pricing ends ---

JIMMY'S

20:48 So, I mean, I actually like service trades better myself perfect. My other partner tends to like BuildOps. My project manager has worked in BuildOps, my sales guy. I'll be honest. He's one of the other owners. He really doesn't give a fuck. He's like funny, I, I'm not gonna play in it as much as you guys are. I'm gonna go out and sell shit and his response to me is whatever you decide sell solves everything. So, whatever it is, I'm just gonna go sell more and it'll be what it'll be, but I...

DAN

21:23 Good employee.

JIMMY'S

21:24 Well, I mean, he's my partner. He's sales guy that's his to.

--- Type of work ---

DAN

21:27 Okay. Here.

JIMMY'S

21:29 I mean, is jobs to go sell shit? I figured out how to fix it. You know, I'm the service side, Tim, he's a project orientated to him. Everything is, you know, multifaceted it's got, you know, 100 pieces and widgets. All my guys are service guys.

--- Type of work ends ---

JIMMY'S

21:47 They're hired gun swingers, some is broke, they go out and they shoot it into oblivion till it's fixed. They pack up and they leave. I mean, it's just the nature of the business. Our Construction guys. We've got four of them, you know, they just go out and do whatever they're told. Hey, I need you to put box X, where box Y is they pick up box X and put it over where Y is. I just know I'm not gonna be able to, E... I'm not gonna be able to get 139. I'm gonna just tell you that upfront.

--- Pricing ---

JIMMY'S

22:19 I can get a, I can get 120. I'm pretty confident of that. I'd be willing to, you know, push that, but I can tell you, they're not gonna do 139 for me. They're just they want.

DAN

22:32 Fair enough. Yeah. Well.

JIMMY'S

22:34 100?

DAN

22:37 20, is not a, is not a, you know, not a crazy number to think about, right? What I think would be helpful being that we've been through, you know, about 55 minutes of actually talking about the product and talking about ServiceTrade. I know that you've gone, and looked at go ahead.

--- Pricing ends ---

JIMMY'S

22:59 Yeah. But what your it getting is, I've spent probably a, another four to five hours, looking at the two. I mean, I, I'll be honest with you. I'm tired of looking. I'm more interested in getting on with my business and making the fucking something happen and get back to doing what I like to do which is going out and fixing shit and keeping my guys busy and moving on. Yeah, I'll be honest. I'm tired of this part of it.

DAN

23:26 Yeah, I completely understand. I really do. So. Okay. So it sounds like sitting down and looking at the project management would not be preferred for you. All. Okay. Well.

JIMMY'S

23:41 No, we've looked at it. I mean, I've seen how the project management function works. It's got the most important part of it which is the progressive billing that's the part that we've struggled with in the past on projects.

--- Type of work ---

JIMMY'S

23:53 Otherwise, I, we handle our projects a lot like we would handle a service job. It's just ServiceFusion that does not have the Progress billing. I think BuildOps, their project management side of it is almost like ProCore light to me. So I think it's a little busy. I don't think our project side needs something like that anyway.

--- Tech time tracking ---

DAN

24:19 The...

JIMMY'S

24:19 Project project side and the handling of jobs that you do to me, looks good. I mean, I don't see a problem with it. You guys have a, you guys can export our time sheets into paycheck. They can't so it's a manual entry for us, but I talked to paycheck and it's not that big of a deal.

--- Tech time tracking ends ---

JIMMY'S

24:40 So, there's some fun things about ServiceTrade that I like that's. One of the reasons I'm still talking to you. I was up to my other two partners. We had already jumped on the other bandwagon to be down the road. So.

DAN

24:53 Got you. Well.

JIMMY'S

24:54 It will tell you, I will tell you this. I tend to get my way though... I tend to get my way, you know, just, I don't know that's the way I am. I tend to get my way. I let them have their other ways on other things, but, I tend to get my way and I haven't gotten my way in a long time. So I probably gonna get away on this one. Yeah, it's about time, so.

--- Pricing ---

DAN

25:20 Yeah.

JIMMY'S

25:21 Yeah, but, you know, I'm a, yeah, I'm gonna need something, you know, something in the 120 range, you know, probably a three year deal with cpi indexing on it and quarterly, you know, billings. And then we can probably not talk a whole lot more.

DAN

25:39 Okay. So help me out here. And I'm probably going to embarrass myself a little bit to help me out with cpi billing.

--- ST app contracts and pricing ---

JIMMY'S

25:48 CPS consumer price index. Okay? It's the parameter upon inflation if you will.



DAN

25:57 Gotcha. Yeah. And so.

JIMMY'S

26:00 Yeah. And, and it's a variable but it's a fixed variable. So, instead of me or you coming to me telling me, you know, my rates went up 10 percent last year, it's like OSHA, why don't we use something that's a standard target, some that's well known in the business world, and some that's used by a lot of people to index price increases on?

--- Pricing ---

DAN

26:24 Yeah. So ours is built into our contract, the standard, and you tell me how you feel about this, right? The standard on our agreements, which not always the easiest for me, to get any wiggle room on this, right? So, but it is three to seven percent annually and that three to seven percent, it's not an automatic increase. It's an increase if our pricing goes up. So, hey, if you sign up with us, and, you know, even if pricing does go up, you may still be able to renew our regular rate, right? It's not a guarantee that you're gonna have that increase of three to seven percent, but that's the maximum that we can increase it on you. So, for example, if we're at one 120, let's say, but let's go with our standard. So if we're at one 39 and two years from now, we increase to 159, then we may say, hey, we're going to increase three percent every year for the next four years until you're up to that 159, if that makes sense.

JIMMY'S

27:28 Yeah.

DAN

27:28 But with that, we wouldn't be able to increase any more than that.

JIMMY'S

27:32 Yeah, I'm trying to do the math here.

DAN

27:36 And again, with you being such a good negotiators, it's something. Again, it's not a guarantee that we're just gonna make that happen, right?

JIMMY'S

27:48 Yeah. I know. I mean, I'm no, I mean, I'm not gonna get stuck around something.

--- Pricing ends ---

JIMMY'S

27:53 What I don't want is to see and, you know, I mean, I don't do this to my customers. Okay? We, we do, I, we do build an automation building. Automation is oftentimes where you put something in and the client feels like they're locked in. I never do that to my client.

--- Pricing ---

JIMMY'S

28:10 I don't stick them to where they're locked into something. And I mostly tell my clients, you know, the increase in price, you're gonna pretty much match the cpi index. You know, the only time I'm gonna give you a real big price increase is if I experience a huge price increase, you know, like say, I'm putting in a, and, you know, during COVID, we went from, you know, mere to me 11 in mere 13 filters. Well, those 13 was double the price of Merv clients like, no, I got to have it. And I'm like, okay, well, your price is gonna go up the difference of the amount. See. I'm fine with that. I mean, what I'm what I wouldn't be fine with, is that, I mean, I'm sure it'll happen. I pay, you give me 120 bucks deal this year, and next year, you're looking for your seven percent the following year, you're looking for your seven percent. The following year, you're looking for your seven percent. And then all of a sudden I'm at 149 dollars an hour. And I'm like I ain't gonna fuck and work.

DAN

29:09 Well, what I can do though, we can lock in on a three year deal to the 100, you know, to a rate that you're talking about there. So you wouldn't have to worry about that for three years. And again, once you come up on renewal, you're negotiating from that rate, you're not negotiating from anything else, right? So I can get you set to where your price is not gonna change for three years. I mean, I'm okay, we...

JIMMY'S

29:35 I mean, I understand everybody has, you know, an increase. I'm okay. Like I said, I'm okay with you increasing it, you know, the cpi index per year for the first three years. Then if you want to make the four, you want to go to your three and seven, that's fine. I mean, I'm not hard to get along with and I understand.

DAN

29:54 Okay.

JIMMY'S

29:54 And price goes up. I mean, I'm all about everybody making money and I've got to assume, I'm gonna go, I've got to, I'm gonna do better.

--- Pricing ends ---

JIMMY'S

30:02 I got to assume your shift is gonna get better than it is now. I mean, I'm sure it's good. But I mean, if you're not making improvements, then probably not doing a good job with your software, so.

DAN

30:12 Yeah, if you're not growing your diet yep.

JIMMY'S

30:15 Yeah. I mean, I just what my sales guy always tells me too is I'm not selling more shit than we're falling behind because, you know, just by attrition you lose something or, you know, whatever.

--- Pricing ---

JIMMY'S

30:24 So, yeah, I mean, that's what I'm looking for, you know, looking for about a buck 20 a seat... looking for, you know, be able to pay it quarterly, you know, the upfront fee to convert my shit over. I don't know what that looks like. What that normally runs. I'm assuming you guys have probably a figure that you like to use or whatever.

DAN

30:49 Yeah, it's typically gonna be 20 to 30 percent of your subscription. So, what we're looking at for you right now, what I have... it's gonna be about 10 to 12,000 dollars for the upfront thing for the onboarding?

JIMMY'S

31:07 And that seems like a lot of fuck and onboarding.

--- Implementation and ongoing support ---

DAN

31:10 Does, does that seem high?

JIMMY'S

31:12 Yeah, it does.

DAN

31:16 Okay.

JIMMY'S

31:17 What's the onboarding? Cluding? I'm just curious.

DAN

31:20 Well, it includes, a project manager that's gonna be specific to your team. You'll have weekly meetings with them. Also, they have a team under them data specialists that'll you know, plug your information in, help you out with that.

--- Customer engagement ---

DAN

31:32 But we have a very prescriptive onboarding experience for you because we understand like you mentioned, you hate sitting at these meetings. You hate, you know, doing this stuff and we know that it's not, this is not where you're making profits, right? Sitting here in a Zoom call. Obviously, this is important for you and the platform is important for you, but we want to make your onboarding experience effective efficient and get you up and running as soon as possible because we want you to be a happy customer who want you to be making money because, you know, our business model is recurring revenue, right?

--- Customer engagement ends ---

DAN

32:03 So we want you to quick as possible get your, get the bank for your buck, right? And to be experiencing the benefits of the platform so that you're signing up with us year over year and you're telling other companies about us like mr, Brian Crawford?

JIMMY'S

32:18 Yeah, I don't know. I got a fucking at. Yeah, no, yeah. I'll tell you what you can put it together for me. I'll take it to my guys, see what they say and I...

DAN

32:33 Well, what would be a better number on that for you? What, what you sounds like? You got to 120, which I feel like I can work on my people and I'm gonna do my best to get us there. But, what do we need to do on the other end of things? The, the, you know, 10 to 12,000. Sounds like it's too steep. What, what do we need to do there?

JIMMY'S

32:56 Okay. I don't know. I mean, I don't know, I just know that, I mean, fuck, I put together a whole building for my clients with equipment list and everything for multi storey highrise buildings.

--- Pricing ---

JIMMY'S

33:07 And, you know, I got 250 fucking line items of it to put together and walk them through their building. And I don't charge them fucking 12 grand. I mean, it's just wow. Yeah, I mean, I, yeah, I mean, it just seems that part, I hang a lot.

--- Pricing ends ---

JIMMY'S

33:29 I mean, that seems yucky. It seems like they're, I mean, it seems like you're just trying to shove it right up in my ass at this point and, I...

DAN

33:36 Well, I would be concerned, but more so.

JIMMY'S

33:40 Wow.

DAN

33:42 Yeah, I mean, it sounds, I mean, it sounds like you didn't get a number like go.

JIMMY'S

33:49 Yeah, no. My number from wasn't even close to that. So maybe they're we do in a shit job and onboard me or whatever. But.

DAN

33:56 Well, that was what I was going to mention. I think with software, you should be concerned with someone who says, hey, we'll get you up and running in two weeks or we'll get you up and running in two months or something like this. This is gonna be a process and it's important to have people.

--- *Accounting integrations* ---

JIMMY'S

34:09 Yeah. We, we did our ServiceFusion process and we did our accounting process. We did most of the processes in the things that we use pretty much on our own with very little input and I've been very successful with it. I mean, I mean, I got a master's degree in Construction management, fucking engineering degree.

--- *Pricing* ---

JIMMY'S

34:36 I mean, I've got guys on my team that are it specialists. I mean, I just doubt very seriously that I'm gonna get my money out of 12,000 dollars out of you guys. I just, so.

DAN

34:46 Okay.

JIMMY'S

34:47 Maybe half of that might be reasonable, but I mean, 12,000 dollars. I, no... no way. I mean.

DAN

34:58 Will you give me something to work with there?

JIMMY'S

35:00 I'm not even trying to negotiate it that, that's just a latin, it, I would be fucking, absolutely stupid to do that. IO, I don't see even if I used one of your people for 100 dollars an hour, for 40 hours worth of work, it'd be for 4,000 dollars. I mean, I just do, I mean, and I'm sure if I brought somebody into my office and they sat out and gave me for 40 hours of personal training. I'd probably have everything I needed to know.

DAN

35:36 Gotcha. So from what I'm understanding is that would be a deal killer, that one time fee?

JIMMY'S

35:45 No, the one time fee is not a deal killer. I understand you got to have something there. I mean, I'm not expecting you to just here. I mean, I know there's some things you've got to do but I wouldn't...

DAN

35:59 I...

JIMMY'S

35:59 Expect it to be 12,000 dollars worth of, you know, I mean, are you gonna come set in my office to people for two weeks and give us oneonone training about everything and set everything up and make everything function and us. I mean, is that what I get for 12 grand?

--- Customer engagement (quoting and invoicing) ---

DAN

36:18 Well, what does your data look like? I mean, so, so here's what you get for 12 grand. You, you're gonna send us your asset list. You're gonna send us your customer list. You're gonna send us all of your information and we're going to upload all of that in the service trade.

--- Customer engagement (quoting and invoicing) ends ---

DAN

36:31 We're gonna clean it, scrub, it, go through it with you. If it doesn't look right, we're going to help make sure it does look right? And that's not just sitting and meeting with us that's hours of work on the back end... that we're doing, right? So...

JIMMY'S

36:44 That's that's data entry work. I would expect to be paying somewhere between 35 and 40 bucks an hour for a data entry specialist.

--- Assets ---

DAN

36:55 Okay. Sure. So, so you've got that aspect of it?

JIMMY'S

37:04 And we don't have assets. We don't have assets in our system. All our assets are tracked in an excel spreadsheet. And I would rather my team put the assets in as we're building our stuff just because it's going to help my team grow and learn.

--- Assets ends ---

JIMMY'S

37:20 So, all I'm really looking for you to do is to put maybe the accounts in and maybe port over some of our current jobs. And I would say only the last jobs that happened within the last year, know other than that, I mean, a, you know, give me a... you know, what? 20 hours of training and let's call it a fucking night. And if I can't figure it out, then I probably picked the wrong software because if that's the case, it's not near as intuitive as I was thinking it was gonna be.

DAN

37:54 Gotcha. Okay. Yeah. Well, that's useful to know. And, you know, I'm gonna do my best for you here, Donny. But it sounds like.

JIMMY'S

38:06 Yeah, I mean, you gotta do what you gotta do, man. You gotta try to make money. I get it. I get it. IU, I mean, step into my shit and tell me, where you think that me paying you to put in a bunch of data entry shit into a software program is gonna be worth 12 grand to me. I mean, you're the salesman now. So I'll start doing some selling buddy.

DAN

38:32 Yeah. Well, so... you know, a good tool is only as good and I'm not saying that you all couldn't figure out how to use this, right? And it sounds like you've done your homework... but really consider this a partnership, right? And a good tool, you know, is only as good as the person using it. You know, it's the man that makes the clothes, not the other way around, right? So, you know, a lot of jokers could look okay from a distance, in a, you know, a 1,000 dollar suit, which I don't wear those at all but, yeah, just an analogy.

JIMMY'S

39:04 Maybe boss.

DAN

39:05 You know?

JIMMY'S

39:05 But that's about it, I spend.

DAN

39:09 So, it's we really consider this a partnership and we want to work with you to accomplish your specific goals, your initiatives, the improvements you want, you're going for growth. We want to be able to be there week by week saying, okay, how are things going? This is happening? We're going to direct you this way, and, you know, it is, it's not a, I mean, every customer is different at the same time. We have a very structured way that we onboard customers. It's been very successful, sure. And, and I think talking to Brian Crawford would, you know, obviously, you've talked to him before and he seems to be a close friend, talk to him a little bit about and maybe he's not the one that works with our account management team as much, but talk to him or talk to some of his team about.

JIMMY'S

39:52 He's the one that told me to do it myself.

DAN

39:56 Do the onboarding yourself.

JIMMY'S

39:58 Yeah. I mean, he was like, hey, just let them do this. And this, I mean, we don't do assets like the way your system is built, we will eventually, but we're no, I'm not looking to give you a whole bucket of stuff and have you put it in. I mean, I mean, I need you to put my clients in. I need you to get the addresses, right? We need to get the billing information in there. And then after that, I'm expecting girls in my, one of the reasons I'm doing it now is so that they have the time to familiarize their, see. One of the things about having them put the assets in is they're gonna get used to it. My technicians are gonna get, I've got about three and a half months of slow time here. So I don't necessarily need a platform that somebody has already built out for me. I need a platform that works and it's functionable. I mean, and that's kind of what I'm looking for with it. I mean, that's kind of why, you know, that 12 grand, I mean, I get it but it's like, I mean, it, Jesus, it's like fuck, I mean.

DAN

40:58 Yeah, no, I get you.

--- Pricing ---

DAN

41:00 So, so being a salesperson, you'd asked me to do some selling, and here's a little bit of selling for you here's. A little bit of selling for you, right? So you're talking about, you know, 12,006 1,000, we're talking about 20 dollars here, 20 dollars there per tech. So you're at 9,000,000 dollars of revenue right now, you expect to be at 23. So go ahead.

JIMMY'S



41:22 Yeah.

DAN

41:24 That's fantastic, right? So, do you know a, do you know what one percent of 90,000,000? Is? It's not a trick question. I'm gonna tell you it's 90,000 dollars and so half a percent.

JIMMY'S

41:34 Yes, I know.

DAN

41:35 That one percent is 45,000 dollars. So looking at this at a revenue standpoint, so, if service trade was just point five percent better, and you yourself has said that you like some of it better. So it seems like you already feel like it's better in some aspects. If it's just point five percent better. It's 45 grand on your revenue. If we're talking about growth, if it's just point two five percent that's a quarter on the dollar better and percentage points quarter on the dollar better. Just point two five percent, not 25 percent, just point two five percent that's 25,000 dollars a year based on that 9,000,000 dollars. If we're talking about growth, feeling growth when you get up to 23, you're talking about one percent. I mean, it's 130,000 dollars, 230,000 dollars, right? So I want to get you the best deal I can, I do, but I can tell you that.

--- Pricing ends ---

JIMMY'S

42:28 I'm gonna tell you, I'm gonna tell you a little secret about yourselves analogy. Okay. I'd worked for manufacturers for a long time and I even worked here for about four years. If I can save a nickel on everything I send out the door, then that's a nickel money that I get to keep in my pocket. So the less I can give you and get good service and get a product that I like or BuildOps or whoever, the better I'm gonna be, I just can't in my heart.

DAN

42:57 Well, have you asked?

JIMMY'S

42:58 Brian?

DAN

43:00 Did you know that Brian went with BuildOps? Did you know that, he signed up with BuildOps?

JIMMY'S

43:07 Did I, what?

DAN

43:08 Did you know that Crawford mechanical left service trade and signed up with BuildOps?

JIMMY'S

43:14 I did not know that we didn't get into that conversation.

DAN

43:17 Okay. Well, it didn't work out and they came back to ServiceTrade because of that?

JIMMY'S

43:23 Okay.

DAN

43:23 And they were gone for maybe less than three months.

--- *Purchase decision* ---

DAN

43:26 I don't know how long it was specifically and I don't know all the specifics around that, but I do know that. And, and again, I'm just pointing out things that I think you'd want to know if I was in your shoes, and, you know, I think it's worth you're talking to them about it. Hopefully, I don't of anyone's feathers with that, but I...

--- *Purchase decision ends* ---

JIMMY'S

43:45 I know, I think he'll tell me why and what he did and it's like I said, I mean, I sat in his office set with this girls. I've been over and I've set at pueblo's office. I mean, I sat with Bob Ferran, we went through a lot of the sales side, a lot of the service tech side, Joe grenado and he's got a small crew.

--- *Pricing* ---

JIMMY'S

44:06 So, I mean, I've been pretty knowledgeable of looking at it and everything. I mean, I just, I mean, I guess my problem, is number one, this seat software per month. I don't like it to start with. I like flat fees. You know, that's one of the reasons I like ServiceFusion.

--- *Pricing ends* ---

JIMMY'S

44:28 There's a couple out there now that are the same way but they're newer. So I don't really know enough about them. You guys have been around for a while. So I trust you BuildOps. They've been around for a while and also, I seem to trust them, your per seat thing, as a guy buying stuff. I already feel like you're grabbing me by my fucking nuts and not giving me much choice which is fine. It's the way the business is going. I get it. I got to deal with it. I fucking like it... but, you know, so I'm gonna do my best to get something that works for my company for what I think is a good value ad there. And I mean, I mean, I don't like your business model. I'll be honest, I mean, it works for you guys because there's not a lot of really good options for the commercial world, but I will tell you that necessity is the mother of invention. So take advantage and get what you can now because somebody around the corner will come up with something and have a different model and people like me that feel like we're getting fucked will eventually go in that direction.

DAN

45:35 Well, I'll point out, you mentioned the model, right? So Amazon is a subscription service and that is time. Yeah. And that's whose footsteps everyone's following in because they're the biggest company in the world. I mean, maybe they're not quite the biggest company in the world, but I think they are, right?

JIMMY'S

45:51 I don't buy from Amazon.

DAN

45:54 Okay. And that's fine. You don't have to.

JIMMY'S

45:56 I don't buy from. I don't like Amazon. I think Amazon drives a lot of her. I'm a small business guy man. I mean, I am local. I try to frequent local restaurants. I try to buy local. I try to buy American. I'm that asshole that most people don't like, I mean, I.

DAN

46:14 Well, I'm big on the Pan American as well.

JIMMY'S

46:17 Yeah.

DAN

46:18 I'll spend...

JIMMY'S

46:18 More money on an American football just because it's an American made football, but I will tell you this go to try to find an American made football. Good luck, you.

DAN

46:27 Yeah. Well, I, I've got clothes, my boots, all that stuff, right? I spend more money because I a, I don't want, you know, these nikes from China, I'll wear a pair of tacovas or, you know, I'm gonna wear something made in the USA. I don't want to be, I don't want made on China on my heel. You know, I just don't want it anyways. But, but no, I get what you're saying and I think honestly, so I'll admit I am an Amazon prime member, but I think that I'm not alone there, right? And I think, we probably have a lot of stiff similarities. I've never driven anything but a Ford. I won't buy foreign vehicles, either. I think I'm on track there with you, but I fall short a little bit. I'm not up to snuff, with your standard there. I wish I could be on the Amazon prime thing. But my point being you mentioned the business model and the direction of where things are going.

--- Pricing ---

DAN

47:15 That is kind of the direction. I feel like every service that is offered these days, whether it's your phone, whether it's, your insurance for your house, right? Or a.

JIMMY'S

47:27 Subscription service. No, I get it. I guess my biggest thing, is take a look at like Microsoft office three six five, right? What all do you get in Microsoft office? You get a pretty powerful fucking suite and a lot for 149 bucks a year, right?

DAN

47:46 A year per year? There you go, you just call down, yeah, per year. I...

JIMMY'S

47:51 I, so I get, yeah, so I get 120 dollar a month, your program, lot of power, lot of horse power costs me 120 bucks a month though.

--- Pricing ends ---

DAN

48:05 Yeah. So, yeah, it's the same model though. It's subscription service.

JIMMY'S

48:11 Yeah, it's just extremely steep based on what I think you get.

DAN

48:16 Gotcha. Yeah. Okay.

JIMMY'S

48:18 And, and that's probably my problem. I mean, I do, you know, I mean, I'll be honest, I, as a lot in business world today that I don't like that.

--- Paper process ---

JIMMY'S

48:28 I can't stand if I thought I could go back to paper and make it all fucking work, I would do that. I'm 55 years old. I'd be back on paper how my guys filling out service tickets and a couple of girls in the office, taking care of it. And honest to God, I'd probably hire two people in the office and have to deal with them for the amount of software. So, there is a lot of savings in doing the software. There's a, there is a lot of benefits to it. It brings a lot of power, a lot of forces.

--- Pricing ---

JIMMY'S

48:57 I think that it's probably a little inflated on pricing. I mean, I could see, you know... I don't know, I could see 75, maybe 90 bucks for what you got being a good for price and maybe 6,000 dollars, you know, at the most for an onboarding fee. But I get, you know, I look at it and I'm like, you know, I'm probably not being reasonable 120 bucks. I mean, that's 11 bucks more than your competitors willing to give me. And I'm willing to go to my team for that. Just because like I said, I, I'm not a big fan of BuildOps.

--- Pricing ends ---

JIMMY'S

49:36 I think it's cumbersome, I think it's too busy. I mean, I know how my texts are. You give them more than five buttons. They're they're gonna press 20 buttons trying to get the five to work. I want some simple and easy. Your platform seems simple and easy. I played around with the field app tool. It's pretty intuitive but I don't make all the decisions in my business either. I got two other partners.

--- Purchase decision ---

DAN

50:04 But I'm confident you're gonna get your way like you mentioned. So, so here's what I'm gonna do, Donny. I don't want to waste any more of your time. Well, not that we've wasted it, but I don't want to use any more of it since I think that we've got, a good idea of the direction we need to go here for me.

--- Purchase decision ends ---

DAN

50:17 I'm gonna go get to work on the best number I can provide you and get back to you ASAP. It won't be more than 24 hours likely. So, okay, I'll be back to you tomorrow at the latest.

JIMMY'S

50:29 Okay. And, and I, you know, I mean, I've enjoyed talking to you. You've done a really good job. You know, I like the program. I like your thing. I mean, you know, I mean, I'm sure I come off as an ass hole and most of the times I am an asshole.

DAN

50:44 Yeah.

JIMMY'S

50:45 But at least I know it, at least, I know it.

--- Purchase decision ---

JIMMY'S

50:47 So it's not like it's new to me. I just am very cautious about what I do and I don't spend money without knowing what I'm spending it for and what I'm getting.

DAN

50:57 Yeah. Well, it makes sense. And I think you're doing obviously, you've done your homework. You, you've talked to a lot of folks I think you've done.

--- Purchase decision ends ---

DAN

51:03 And obviously you're running a hell of a business like I mentioned in our first meeting, you guys three years in business and 25 techs in the field that's fantastic. So more power to you. Whatever you're doing is working. And hey, either way, whichever way this goes right, obviously, I want to earn your business.

--- Type of work ---

DAN

51:20 And I think this would be fantastic for you specifically with you saying you're a service first business having four Construction texts and 24 doing the service stuff, which is that high velocity, more stuff, you know. So I really want this to work for you because I think you'll be very pleased with it and I think it's the right direction.

--- Type of work ends ---

DAN

51:35 I feel like you think that as well. So I'm going to get to work on it. But hey, either way, I'm gonna be in Phoenix in about four weeks. And either way it goes, I think we'd have a good time at lunch. So if you're open to it, I might look you.

JIMMY'S

51:48 Well, I'll tell you what, and this is something to think about and you go tell your boys back at your little self Bill. I teach at the community college here around about 120 students through my program every semester. You guys are more than willing to come out and spend an hour talking about your platform for every class that I teach. And if you don't think that'll help your business, you probably aren't a good salesman.

DAN

52:17 And so that's you're teaching, I'm guessing those would be future technicians and such, yeah.

JIMMY'S

52:23 A lot of them are future technicians. Some of them are, some of them are, I mean, we actually get some business owners. They go through the program that are looking to get their associate's degree and, you know, even they're on to pure. But yeah, I teach in a college here, been teaching here for about seven years. And, yeah, and I'm also a member of, I teach for the mechanical trades, and I teach for our local utility, salt river project. And, you know, I'd love to have you guys out, you know, and let you show your stuff to the guys. I mean, I'm not gonna lie to the BuildOps guy, the same thing, you know, come out, take a tour. You guys get to look at it. I mean, obviously, if I'm with you, you'd be more front and center than he is, but, you know, it's something to see because these technicians that go through our program, I mean, they need to see what they're getting ready for too. I mean, the industry just changing so much and so fast. So something to think about.

DAN

53:20 Well, no, that's great. I'm really glad you brought that up because that's something I don't see why not, right? And I think that could be, you know, it's kind of like, hey, something, that you're able to offer another opportunity where that's going to help me leverage a discount for your leverage, a mutually beneficial deal here.

JIMMY'S

53:41 That's what I'm talking about.

DAN

53:44 Yes, sir. Well, Donny. Let me get to work if you would do me this one favor because I think you'll thank me later. See if you can't talk to Brian about his experience with their company, you know, signing up with BuildOps. I think it would be insightful for you.

JIMMY'S

54:00 Yeah, I'll ask him. I'll ask him why, what happened? You know, what the fumble was, and I'll go from there.

DAN

54:06 Awesome. And I'll be back in touch with you on this and look forward to it.

JIMMY'S

54:11 All right. Thanks. Have a good day, man. Bye.

DAN

54:13 All right. Bye bye.

*The End*