



Call with Howe, Inc. Plumbing | Heating | Cooling | Fire - Adam Sundermann

Brooke Caskey with Howe, Inc. Plumbing | Heating | Cooling | Fire
Recorded on 1/23/24 via SalesLoft, 7 min.

Participants

SERVICETRADE

Brooke Caskey
Territory Manager

HOWE, INC. PLUMBING | HEATING | COOLING | FIRE

Adam Sundermann
Commercial HVAC Service Manager

Topics

<i>Recurring maintenance</i>	1:13
<i>Pricing</i>	1:36
<i>Accounting integrations</i>	2:54
<i>Pricing</i>	4:10
<i>Type of work</i>	4:32

Transcript

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

ADAM

0:00 This is Adam.

BROOKE

0:01 Hey, Adam, this is brick with ServiceTrade in Northboundary, how are you?

ADAM

0:06 Are you good?

BROOKE

0:08 Perfect.

BROOKE

0:11 I was giving you a call. I know that I'm sure you remember service trade and I know that you guys are operating on BuildOps last time we talked, it sounded like that was going pretty decently for you.

ADAM

0:21 Yep.

BROOKE

0:22 Yeah. Well, the reason I was calling is I was talking to someone a couple of weeks ago who's on BuildOps. They're doing fine on there, but they were reaching out to us.

BROOKE

0:33 More on the sales side since BuildOps doesn't have like a super secure CRM quite yet where I don't know if, you know, but ServiceTrade partnered with a company called Northboundary, a few years ago, and I was curious what you guys are doing in the meantime for generating new maintenance contracts. And if Northboundary might make sense in terms of a conversation?

ADAM

0:57 Thanks for the call but not at this time. I'm not really interested in splitting what we have often, they do have a service agreement module that we've been using that's been working. So.

BROOKE

1:08 Sorry, I do. Maybe the other person I talked to wasn't using that quite yet.

ADAM

1:12 True.

--- Recurring maintenance ---

BROOKE

1:13 It's a module that lets you like generate new contracts, and track pipeline things like that.

ADAM

1:18 Service agreements. And, yeah. And then you can charge I, you can Bill monthly or quarterly or annually and then it automatically creates a work or when it's time to perform that service.

BROOKE

1:31 Gotcha. Well, that's interesting to know. Okay?

--- Pricing ---

BROOKE

1:36 And then...

BROOKE

1:38 Do you feel like this year? You guys are at some point going to reevaluate your options or are you guys pretty secure with them?

ADAM

1:49 Full disclosure when we signed up for BuildOps, it was a lifetime price guarantee. Now, I understand lifetime is probably not gonna happen, but we pay 3,600 dollars a month for BuildOps and we have 54... users?

ADAM

2:09 So, it's like, I don't remember 65 dollars a user per month?

BROOKE

2:14 Yeah. You said three?

ADAM

2:16 And I don't think it's 3,600 dollars a month and I think we have 54 users on it. So it's like 65 or 70 dollars a month per user?

BROOKE

2:24 Wow.

BROOKE

2:29 We are, I can't...

ADAM

2:30 And we're not gonna touch that.

BROOKE

2:33 Yeah.

ADAM

2:33 Gonna be three times that anywhere else.

BROOKE

2:36 When you say users, do you mean technicians or do you mean text slash office?

ADAM

2:42 48 of them are tech.

ADAM

2:46 I think 46 or 40 of them are tech, and then there's eight to 10 of them that our office support people.

BROOKE

2:50 Okay.

--- *Accounting integrations* ---

BROOKE

2:54 Sure. And functionality wise, you know, obviously that price isn't is a home run for you guys, but functionality wise. Is there anything that's lacking there?

ADAM

3:05 BuildOps?

BROOKE

3:07 Yeah.

ADAM

3:09 It's a commercial software.

ADAM

3:13 So, some of the features that residential softwares would support, aren't there flary, pricing integration, which we don't do right now, but we're exploring.

BROOKE

3:16 MMHMM.

--- Accounting integrations ends ---

BROOKE

3:23 Sure.

ADAM

3:25 Text like some of those softwares can text customers like, when the technician says, when they start their job, I just likely text the customer saying I'm on my way.

BROOKE

3:34 Huh, sure.

ADAM

3:36 Doesn't do that.

ADAM

3:40 Everything else is pretty good. They've recently.

ADAM

3:44 Made their forms module good. So, we're able to customize forms in a really good way.

BROOKE

3:51 MM...

ADAM

3:52 They were a pretty new company when we started with them, and they take our feedback and they seem to actually be pretty progressive with making changes to the software. So, I'd say all in all, it's good. They're reporting module as far as like generating reports is the technician profitability and stuff like that is really good.

BROOKE

4:00 Yes.

--- Pricing ---

BROOKE

4:10 Yeah.

ADAM

4:11 So, for that price, full disclosure, I just, I mean, just tell me you're probably what? One, 250, 200 dollars per tech aren't you?

BROOKE

4:21 No, I think you're thinking of service tighten?

ADAM

4:25 He like 250 to 300. Yeah.

BROOKE

4:25 We're we're more.

BROOKE

4:29 Yeah, we're more on the end of maybe like one 30 per tech.

--- Type of work ---

ADAM

4:32 Sure to double where we're at. I chess, I don't know.

BROOKE

4:34 I definitely. Yeah.

BROOKE

4:40 Well, and I didn't realize that you guys, so, do you guys do a hefty amount of residential work?

ADAM

4:46 Less and less all the time. It seems like it's not where we want to be but.

BROOKE

4:50 Yeah.

ADAM

4:53 We probably do.

ADAM

4:57 I don't know.

ADAM

4:59 6,000,000 dollars in residential work.

BROOKE

5:03 Okay.

BROOKE

5:05 Compared to how much in commercial?

ADAM

5:09 An, another just service?

BROOKE

5:12 MMHMM.

ADAM

5:17 I would say 2023 is probably the first year... that we did more commercial.

BROOKE

5:22 Sure.

ADAM

5:26 And that's the direction I want to go.

BROOKE

5:28 Yeah. I mean, that is a similarity between us and BuildOps because we both prioritize commercial service... but we say that typically, what we're seeing is that they, when it comes to projects slash Construction style of work, and we, when it comes to like service, and maintenance.

ADAM

5:33 To...

ADAM

5:47 Yeah, we don't use them even for our Construction work. Honestly, that's a whole different, everything we Sage for that.

--- Type of work ends ---

BROOKE

5:54 Sage, 300 cre.

ADAM

5:57 We do right now. We are gonna switch this intact.

BROOKE

6:01 Gotcha. Well, cool. Well, it doesn't sound like there's much room in the, you know, in a conversation this year for service trade. I know you guys have a great price, but, you know, minus the price as their functionality improves, or declines definitely keep us in mind and I'll check in every now and then to see how things are going.

ADAM

6:27 Okay.

BROOKE

6:29 All right, Adam. Thanks for chatting with me. Hope you have a good day. Okay bye.

ADAM

6:32 You too.

The End