

The background of the image is a light-colored architectural blueprint. It features various geometric shapes, lines, and text. On the left, there is a circular shape with several rectangular protrusions, resembling a table or a large lamp. In the center, there are rectangular outlines representing rooms or structural elements. Text labels like 'D/W', '8'0"', '11'0"', and 'F' are scattered across the drawing. The overall style is technical and professional.

DESIGN. BUILD. SCALE.

A.J. BALLANTINE

FOUNDER & CEO

RENR | CORNERSTONE REMODELING

BUILDING A COMPANY THAT PERFORMS

Enhanced Performance = Better Sales + Better Operations

- | | |
|---|---|
| ✘ \$500k/mo sales goal | ✔ \$1m/mo sales goal |
| ✘ 3-4 appt/week | ✔ 8-12 appts/week |
| ✘ 16 week sales cycle | ✔ 4-6 week sales cycle |
| ✘ Priority: getting projects out the door | ✔ Priority: building relationships |
| ✘ Lack of clarity in project reporting | ✔ Automated reporting for marketing, sales and PM |
| ✘ \$6m revenue, 26 employees, 2% NP | ✔ \$8m revenue, 19 employees, 10% NP |
| ✘ Owner involvement: 100% | ✔ Owner involvement: 0% |
| ✘ 2 employees over 6 figures | ✔ 60% of staff making over 6 figures |



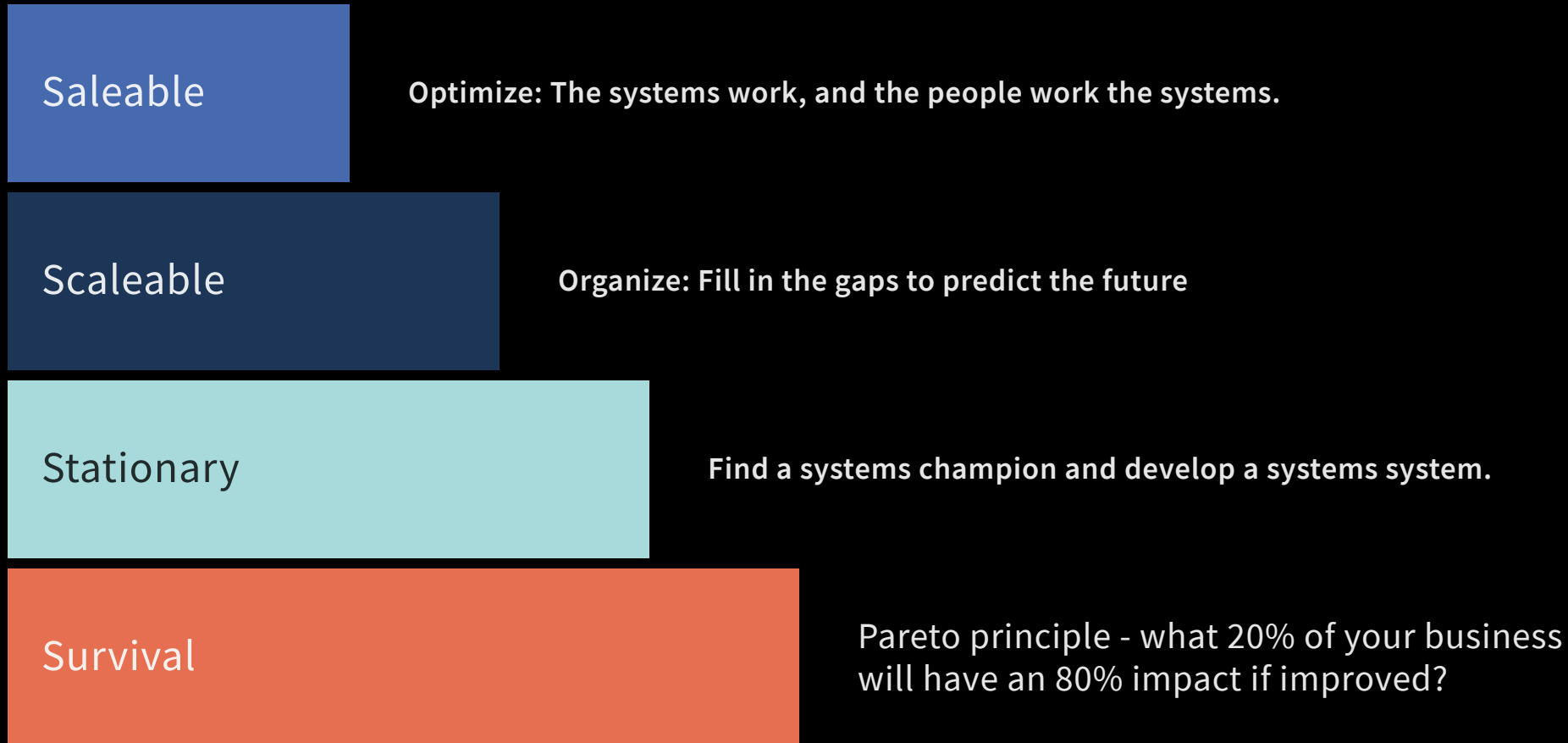
PROCESS VS. SYSTEM

Systems deliver.

Processes enable.

STEPS TO SYSTEMIZE

4 STAGES OF BUSINESS SYSTEMIZATION



Critical systems

GET WORK. DO WORK. GET PAID.

GET WORK.

Sales

DO WORK.

Production

GET PAID.

Finance

LET'S ZOOM IN ON AN OPTIMIZED DESIGN BUILD PROCESS

PRIMARY OBJECTIVE

SCALING OUR BOUTIQUE, WHITE-GLOVE EXPERIENCE

How does a high-touch remodeler still deliver top-shelf service and creativity in a fraction of the time?



PAIN POINTS

1 Customers want to explore too many options up front

2 Extracting the "real" budget can be tricky

3 Speeding up the sales process can risk the quality and creativity that sets us apart

4 How do we charge enough up front, and balance that with providing enough value to sell it?

5 Maintaining emotional engagement in a speedy environment has its challenges

6 Increasing efficiency can present employee disengagement

7 Increasing the sales pipeline without incurring additional OH costs

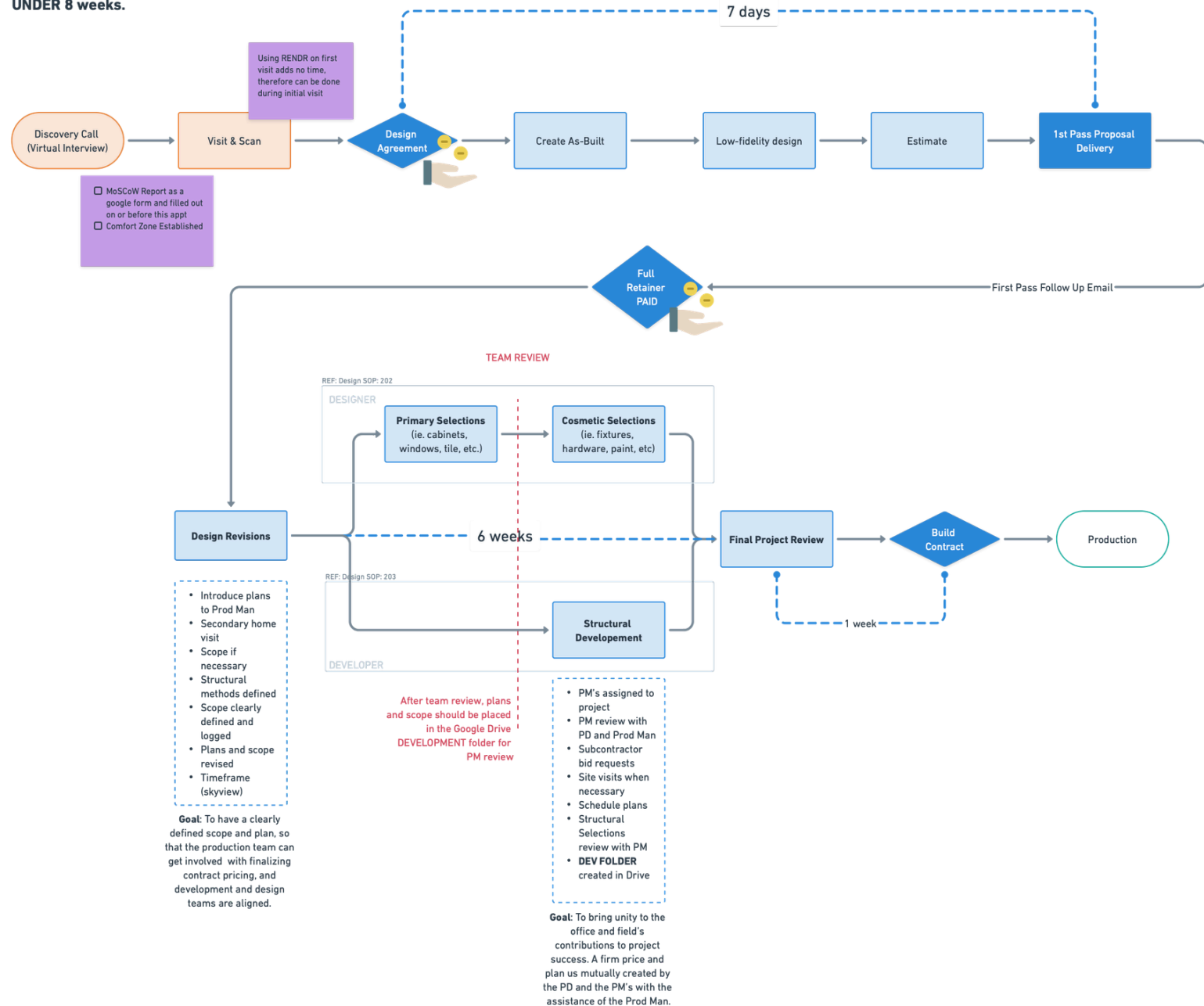
8 Speedy sales process can create dysfunctional documentation

9 Success in sales = pinch in production

A SYSTEM THAT DELIVERS

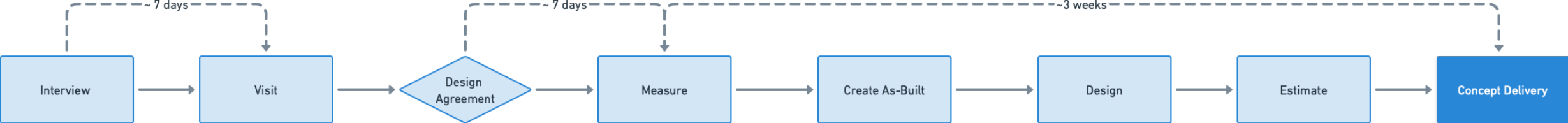
- Eliminate option surfing with MoSCoW
- Hone in on budget with Journey Book
- "Sandler" Upfront Contract mindset
- Value engineered deliverables
- Integrated stack

The purpose of this well defined sales process is to **limit the sales cycle to UNDER 8 weeks.**



GOOD SALES PROCESS

4 weeks from DA signed to proposal delivery



CORNERSTONE SALES TECH STACK

"Power Stack" proven to help sell jobs quickly



DESIGN. BUILD. SCALE.

Healthy business processes will enable you to do just that.

Create the Systems

Start with the basics
Get work. Do work. Get paid.

Develop the
Processes

12 step rule
Flow chart *last*
Optimize later

Document the
Procedures

Again, start small
Document what you need
based on the stage of your
business

Sustain with the
3 S's

1. Scrutinize
2. Simplify
3. Streamline



SILENT KILLERS OF A SCALING BUSINESS

1 Lack of Customer Focus

Organizations should prioritize customer service excellence and actively seek customer feedback to drive improvements.

2 Poor Employee Engagement and Morale

Leadership should focus on creating a motivating environment where employees feel valued and invested in the organization's goals.

3 Resistance to Change

Developing a culture that is agile and adaptable to innovation is key. **This includes encouraging experimentation** and learning from failures as part of the change process.

4 Bureaucratic Organizational Structures

Empowering front-line employees to make decisions can lead to improved performance.

5 Complacency and Mediocrity

Regular self-assessment, benchmarking against industry leaders, and a commitment to exceed customer expectations can drive high performance.

6 Ineffective Communication

Leaders should actively listen to employees and align organizational goals with individual contributions.

7 Short-term Thinking

Keep a long-term perspective that balances short-term performance--performance achieved with sustainable growth strategies



6 MUST HAVES

Successful scaling requires a holistic approach to business development

Process Optimization

Identify bottlenecks or redundancies in workflows, implement standardized procedures, and continually assess performance metrics to drive improvement.

Employee Morale

Maintain connection, and provide opportunities for professional development to sustain employee morale and commitment to the vision

Resource Allocation

Make informed decisions about hiring, budgeting, and infrastructure investment to avoid overspending or underutilizing resources.

Quality Control

Create feedback mechanisms and regular review processes to ensure that scaling does not negatively impact quality or customer satisfaction.

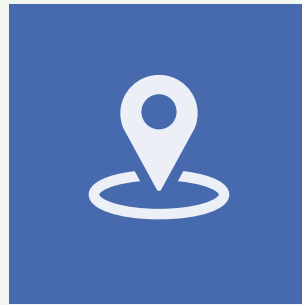
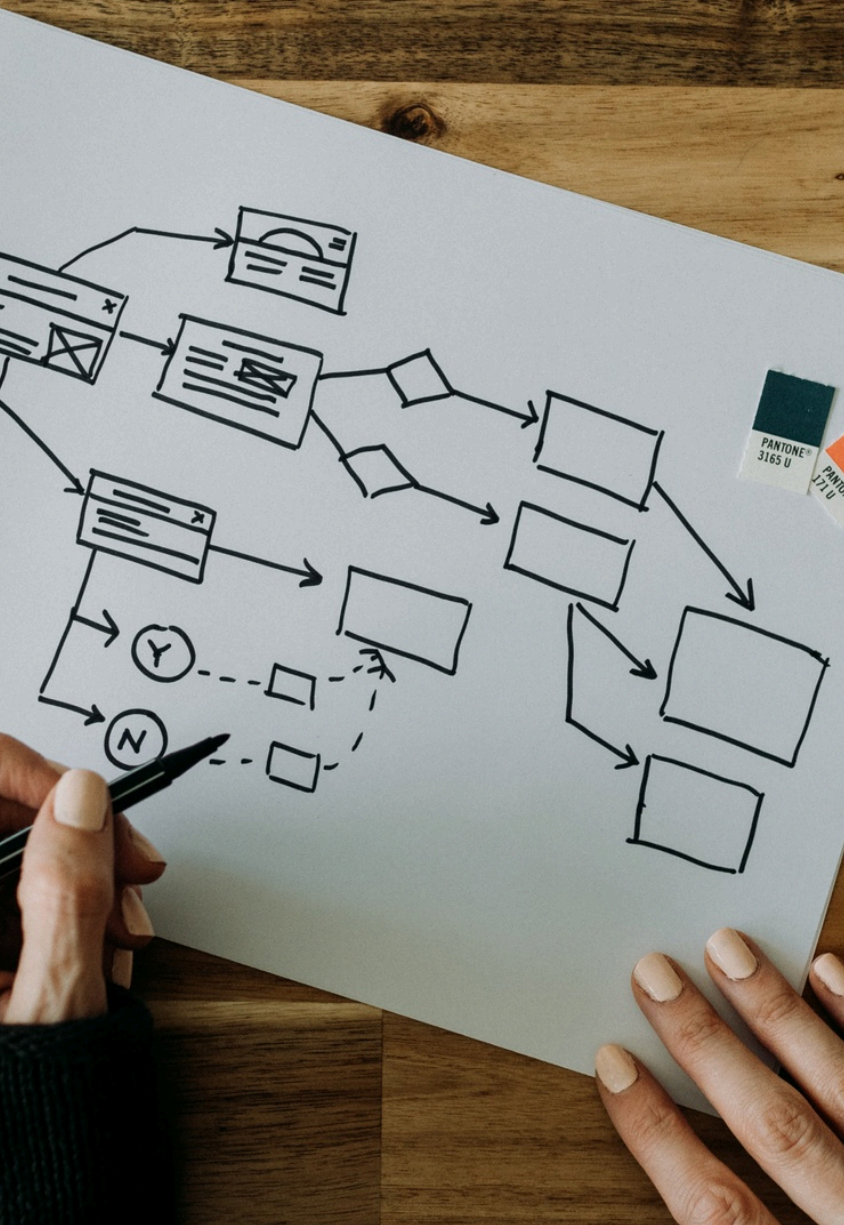
Change Management

Communication. Provide training, and involve employees in the process to foster acceptance and ease transitions.

Data-Driven Decisions

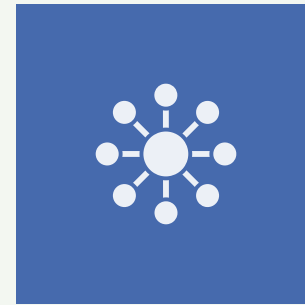
Owners should invest in data collection and analysis tools, set relevant KPIs, and ensure that teams are trained to interpret data effectively for continuous improvement

DISRUPTING MY BUSINESS



Strategic Position

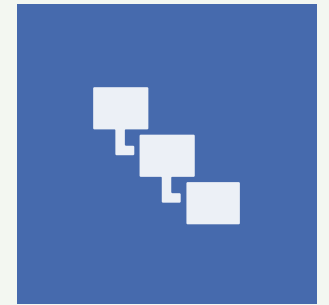
Understand changing market demographics, **with a focus on millennials**, will ensure long term success



Digitize

Just like tools in the field, we need tools in the business to run more efficiently

Integrated technology should be the backbone of your systems



Power of Process

Crafting personalized processes, coupled with software, to cater to customer preferences and operational needs.




RENDER

The future of home improvement.

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RENDER

Sell jobs faster.



Streamline your designs & estimates with **powerful RENDER integrations**

 Design Live


Chief Architect®
SOFTWARE


JOB TREAD