

## Price Quote Software for the Construction Industry



**Kim Phillipi**  
CEO & President  
JobFLEX

**CEOCFO:** *Kim, your website indicates that JobFLEX is the easiest-to-use quote app that makes you more money. How is that?*

**Kim Phillipi:** In the construction industry, especially with small- to mid-size contractors, technology is not their strong suit so they really want simplicity – both with getting set up and with everyday use. Many contractors and service professionals are using spreadsheets to create their quotes or keeping their material costs on scraps of paper or in their head. Our app helps them transpose that information very quickly. Getting set up and getting started can take as little as a few hours with JobFLEX while other software and apps may take months to get fully implemented and using the full potential of the tool.

**CEOCFO:** *As younger people come into the industry, is that changing or are the more established construction people willing to give it a shot if it is easy enough?*

**Kim Phillipi:** It is really a mix of both. Right now, there is a large labor shortage in the construction industry so we do see more established firms embracing technology in order to meet increased demand with fewer people on staff. Mobile apps are definitely more intuitive for the younger generations that have grown up using technology so we get a large amount of inquiries from younger business owners too.

**CEOCFO:** *What is the key to making it simple?*

**Kim Phillipi:** Too many software systems for construction *claim* they are easy to use, but when you get into the software, the implementation time can literally take months. Most small to mid-size contracting companies do not have somebody on staff that is extremely software savvy so the learning curve is steep and it takes way too long to get everyone trained and get the software fully implemented.

The key for us during our development process was having real contractors testing out the system and providing their feedback. Easy drop-down lists reduce the need to type and make the mobile app easy to use even for non-tech savvy sales staff. Pre-defined report formats allow business owners to see and evaluate performance without having to create custom complicated queries. If software does not make the work process easier and faster for the sales staff than they are using the wrong tools. The JobFLEX quote app allows sales people to quote more work and deliver quotes faster to their customers and that means closing more jobs.

**CEOCFO:** *Is it a soup to nuts product or are there various components that a company is able to purchase?*

**Kim Phillipi:** We have two primary packages; the Basic package is designed for a small operation with just one user and includes the mobile app and digital file directory. The file directory stores and organizes paperwork, so if you do an estimate in the field you can simply tap “Upload” and it automatically saves the estimate to your file. We also have a Pro package, which includes a simple CRM tool, scheduling and calendar features, as well as one-click reporting to see Open Quotes, Sold Jobs, Sales Performance, and Marketing Performance data.

Soon we will also be releasing a free version on Google Play that allows a single user to create estimates and quotes for up to 50 customers for free. This gives users a chance to really test out the app and all of its functionality before making the decision to purchase. We are very excited about the upcoming release and the new features coming out with it.

**CEOCFO:** *Is there a disconnect about wanting to have estimates look more professional?*

**Kim Phillipi:** Some construction firms that have been around for a long time have the, “if it’s not broke, don’t fix it,” mindset about how they do things so we see some disconnect there. But most of the contractors we talk to realize there is a lot of opportunity to set themselves apart from the competition and are interested in finding ways to do that.

Sales people want to have the ability to differentiate themselves from the competition and increase their close ratios. The use of technology is increasing dramatically and small and large firms will have to implement technology not just to increase productivity but also to meet basic expectations of customers. . Who are you going to buy from---a firm with a hand written quote or a firm who uses technology and provides a professional quote on the spot or within 24 hours?

**CEOCFO: *What is your revenue model?***

**Kim Phillipi:** We use a common SaaS model. Our Basic package is \$45 a month for a single user and our Pro package, for multiple users, starts at \$99 a month for up to 5 users.

**CEOCFO: *You have been talking about construction; are there other industries as well that could benefit from using your offering?***

**Kim Phillipi:** Construction has been a primary focus for us but JobFLEX is a great fit for a variety of small to mid-size business as we have customers in catering, cleaning, independent sales, and other services. Within construction, we serve more of the specific trades such as insulation, siding, gutters and painting – as opposed to new homebuilders or large general contractors.

**CEOCFO: *Is it a factor that the person who is buying the construction or buying the catering service from your customer is more comfortable when it is more professional?***

**Kim Phillipi:** It is absolutely a factor. The consumer culture has shifted and customers expect professional looking estimates just as much as they expect a professional looking website. To add to it, instant access to almost everything online has created an expectation of instant access, instant information, and on-the-spot service. Professionalism and ability to deliver estimates faster is no longer a “bonus” for a customer, it is their expectation.

“JobFLEX empowers users to save more time, quote more jobs, close more sales, and make more money without the headaches and heartburn of complicated enterprise software.” - Kim Phillipi

**CEOCFO: *Are you able to follow up with your customers to see if they are using some reporting features?***

**Kim Phillipi:** Absolutely. The last thing we want is for our customers to purchase JobFLEX and not utilize it to its fullest. We have continuous contact with our customers about the new features, offer free support, and even do one-on-one trainings at our customers’ request.

**CEOCFO: *How is business?***

**Kim Phillipi:** Business is good! We just finished our first year. We have been working hard to add new features into the app and improve some areas as we go along and our upcoming release in Spring 2015 has us all very excited for what our second year has in store.

**CEOCFO: *What have you learned over this past year to provide a better service today?***

**Kim Phillipi:** The more users you can get early on, the more clearly you can understand the needs and the pain points of your target market. For instance, we have a great calendar tool that many early users provided positive feedback on. A large amount of users had been using Google Calendar for a long time in their day-to-day operations and wanted this as an option. Based on customer input we have integrated JobFLEX with Google Calendar and it is one of the major feature builds we have been working on in 2015 that will be available with the new release in Q2. As with any business, your customers will tell you what your roadmap should look like; you just have to be eager to listen.

**CEOCFO: *Why choose JobFLEX?***

**Kim Phillipi:** Construction business owners do not start their businesses so they can work long hours and struggle to achieve growth. They start their businesses so they can do what they do best: produce quality work and make money doing it. JobFLEX empowers users to save more time, quote more jobs, close more sales, and make more money without the headaches and heartburn of complicated enterprise software.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

**For more information visit: [www.job-flex.com](http://www.job-flex.com)**

**Contact: Linda Hall 855-354-3539 [lhall@job-flex.com](mailto:lhall@job-flex.com)**