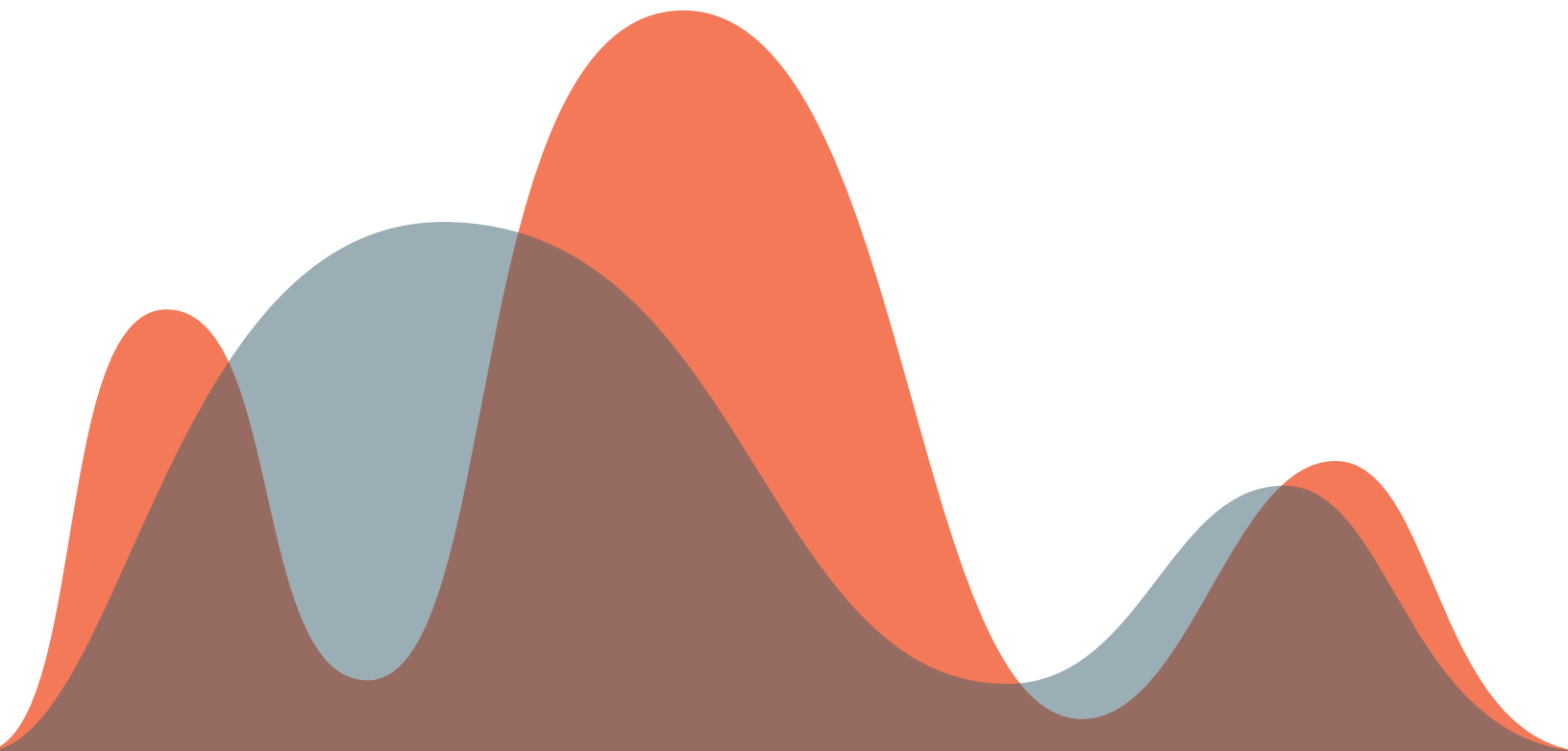# CASE STUDY

MATRIX BASEMENT SYSTEMS

How Real Data Eliminated Guesswork
on Understanding Profitability

NEEDING THE RIGHT DATA TO MAKE THE RIGHT DECISIONS

Having the right business intelligence is the core of any management software for home improvement companies. Matrix Basements Systems, Inc. in Arlington Heights, Illinois, had a system in place but it was not meeting their reporting needs.

Cost overruns, as well as change orders, mean not knowing how the company is doing or whether profits are being made on their projects. This can affect a company's bottom line. "We wanted to be able to track everything – money, costs, marketing ROI – but what we really needed to know was… were we making a decent profit on all of our jobs? We always had estimates of where we were that we would simply pluck out of thin air," said operations manager Nate Keller.

When you know how you're doing on every project, and all of the projects as a whole, you're better able to forecast for the future and make the best decisions.

LABOR

OVERHEAD

MATERIALS

$

TIME

PROJECT CODES

JOB COSTING

"We know more, we know better, and we know instantly"

ABOVE ALL ELSE, SHOW THE DATA

Matrix looked long and hard to find a new system to replace their old software. They chose improveit 360 with a bright outlook because of the business intelligence capabilities. "I actually had pretty high expectations for the system when we decided to transfer, but I will say the reporting and dashboard functions are what I had hoped and better," added Keller.

Keller and his team brought their desire to know more about project profitability to improveit 360. They started posting all the costs associated with each project into their new system. A customized report was created by their account manager to remove the guesstimating they were doing.

The sold price and all change orders get entered under each customer and project. The job costing process allows all pre-cost estimates to be entered into improveit 360 and, later, the actual costs. Identifying the discrepancies allows them to better adjust their estimates to ensure they are quoting enough to cover actual costs, overhead and generate a profit. They're able to easily see profit estimates, gross profit percentage, and adjusted profit figures in real-time.
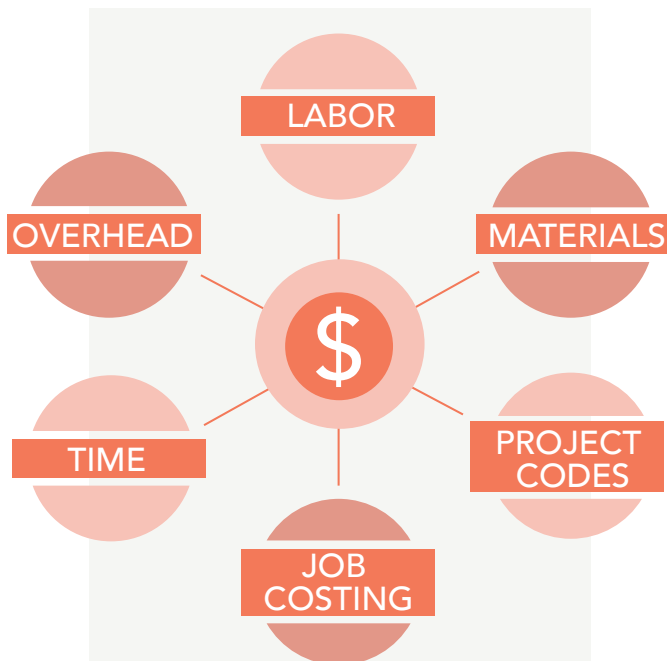
"We now have an 'Estimated Book Balance Report' for all jobs on the books. Basically this tells us where we stand on future profits if we could snap our fingers and install and collect all jobs at one time," said Keller. "Now with the added fields in the projects for costing, we can run fairly accurate forecasts for every project in every market we operate in."

UNDERSTANDING PROFIT BETTER

All of the reporting and dashboard functions within the system have made them more efficient and let them know how everything is working. "We're tracking money through the Money Tracker we created. We're understanding our marketing sources and how the master 'web' of our marketing strategy works together because of the reports that were created. Everything was a manual process before. Now, we know more, we know better, and we know instantly," said Keller. He added, "improveit 360 is allowing us to understand our profitably better based on the reports that were created instead of just guessing."

ABOUT MATRIX

Founded in 2009 in Chicago's northwest suburbs, Matrix Basement Systems is the largest basement finishing contractor. With nearly 100 employees including showroom, warehouse and office staff in three locations — Arlington Heights, IL, Livonia, MI, and Hopedale, MA — Matrix has the experience and professionalism as well as the right products to offer the best solution for each client. Matrix has revitalized more than 1,300 basements with its innovative designs and superior waterproof, mold proof, mildew proof wall panels. Matrix Basement Systems is the only basement finishing company that is also the manufacturer.

ABOUT IMPROVEIT 360

improveit 360 is the only business management platform designed to eliminate chaos, lower costs and increase profit. With improveit 360, home pros generate and close more deals by automatically nurturing leads until they buy, track all customer interactions, and manage leads, sales, and projects from one central location. With best-in-class dashboards and reports, owners get a 360 degree view of their operation for better decision-making. This powerful system is web-based with no software to install or upgrade. The mobile apps give your team remote access to vital information on a smartphone, laptop or tablet.