the EDGE®

Acoustical | Drywall | EIFS | Fireproofing | Flooring | Painting | Roofing | Wall Panels | Waterproofing



> Estimating Edge imposes a process. It's a product of many decades of studying the roofing industry's best practices. A lot of roofing companies are not as expert in estimating as the team at Estimating Edge.
>
> —John Maxwell
> President of Maxwell Roofing and Sheet Metal

CASE STUDY

Maxwell Roofing and Sheet Metal

Maxwell Roofing and Sheet Metal is a legendary family business with 60 years of experience. Maxwell represents the next generation in commercial roofing while remaining committed to traditional values and work ethic. Maxwell Roofing and Sheet Metal is a market leader in quality, documentation and customer service. With a highly regarded reputation across the entire Mid-South region, they are known as an honest and capable commercial roofing and sheet metal contractor.

The Edge® helps them achieve this.

SUMMARY

John Maxwell, President of Maxwell Roofing and Sheet Metal, was on a mission to find a program that would work how he worked and would help speed up his estimating process without sacrificing the quality of his work. Fortunately, Maxwell happened upon Estimating Edge. After reaching out to references and viewing a demo, he invested in the product and hasn't looked back. The EDGE® not only increased productivity, but also allowed him to continue to be detailed and accurate, at a more efficient pace.

Maxwell stated, "My continued trust in the product is a result of the decades of dedication Estimating Edge has put into studying the estimating process, making them experts in the best practices and processes of estimating."

CHALLENGES TO OVERCOME

As the only estimator for the company back in the late 1980s, Maxwell was looking for a tool that would speed up his estimating process without sacrificing accuracy. He was experimenting with shareware options, but none did the job the way he wanted or had the features he needed. Maxwell had also reviewed Timberline's estimating program, which he felt was "pretty robust," but appeared to be very complicated and costly. He was not satisfied with the options he had encountered in his search.

SOLUTION

In the midst of Maxwell's futile search, he was introduced to The EDGE, a product that would revolutionize his estimating experience. When Maxwell reviewed the product, he knew he had found what he was looking for: The EDGE worked exactly how he did, but could take his estimating to a higher level.

Intrigued by The EDGE software's capabilities, Maxwell contacted four of Estimating Edge's references with one main question: "If you had to do it over again, knowing what you know now, would you buy it again?" Every one of the four responded, "For sure, no question about it." From there, the relationship took off and Maxwell came to agree that The EDGE was worth the investment.

THE RESULTS

Maxwell immediately benefited from Estimating Edge's knowledge consortium. The creators and architects of The EDGE have honed their expertise, yielding best practices with a set procedure and built-in tools to ensure success. Maxwell said, "The program and process were designed by people who know what they're doing; they have been studying nothing but estimating for decades and are, without question, experts on how to estimate construction work. They possess the best practices from the best, most progressive contractors out there." By putting The EDGE software's proven processes to work, he was able to reduce the amount of time it took to accurately provide estimates. "The process The EDGE imparts is reason enough to buy the software."

When it comes to complex estimates where the geometry of the roof is complicated, The EDGE helps Maxwell win again. With oddly shaped buildings, it is difficult to accurately calculate the quantity necessary for the job. "The EDGE on-screen takeoff is essential," said Maxwell. "Without the digitizing features, there is no way to accurately conduct a takeoff in a timely manner. This feature allows us to win jobs other contractors can't even bid on."

In addition to a software product designed by estimators for estimators, the training and support provided by Estimating Edge has been a contributing reason for the success they have had. "In 25 years, we have yet to have an issue that couldn't be resolved within a few hours," said Maxwell.

Bid sharp. Build sharp.®

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