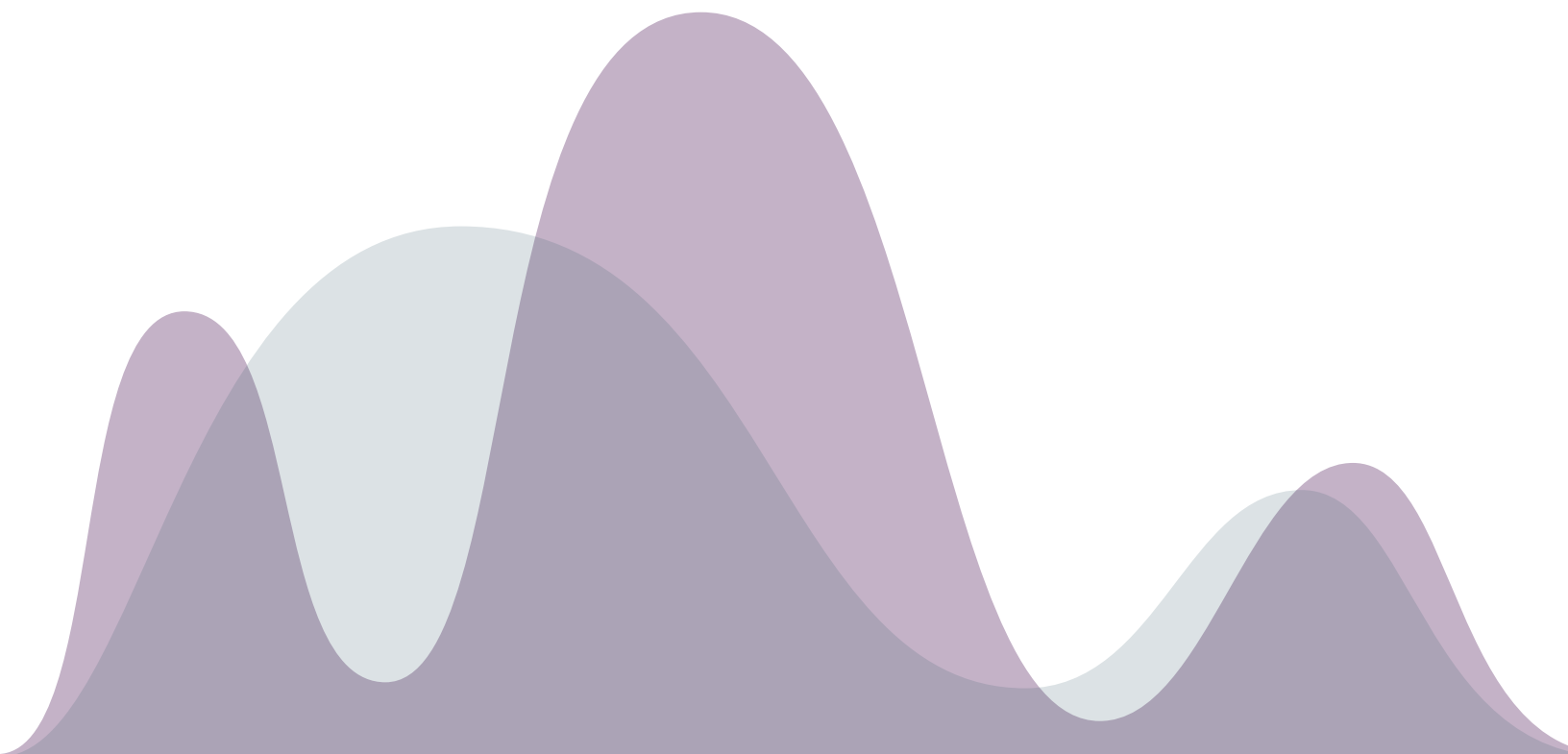# CASE STUDY

RENAISSANCE DEVELOPMENT LLC

How Efficiency Allowed for More Proposals
and Boosted Revenue

THE MAIN OBJECTIVE: CONTINUED GROWTH

Renaissance Development LLC, a Washington, D.C.-based construction company, has been growing over the years but wanted to safeguard that progress. So, they needed a system to centralize how they handled their processes to help them track and manage their leads, proposals, appointments, and projects.

"It was very difficult to keep track of all our data and follow-up on all of our tasks," said Jolynn Yunker, office manager for Renaissance. "We were entering leads in one place, recording sales in another, and managing projects on paper. It was very chaotic."

They implemented improveit 360 to streamline their processes in marketing, sales and even production.

LEADS
PROPOSALS
SALES

"Our sales figures have increased dramatically. Comparing this year to last, we have more than doubled our revenue."

CENTRALIZING THEIR OPERATIONS

After implementing improveit 360, they were able to alleviate the repetitive, inefficient, manual, and error-prone procedures that plagued their business. "All of our business processes have improved in efficiency because of improveit 360. Everything from making appointments, to sending more proposals and sending them faster," said Yunker. Since they were writing more proposals and adding to their sales pipeline, they needed to make sure they could handle the extra projects.

"This system allows us to do many of our former processes in one place. We were, of course, able to enter new leads, track those leads, enter new clients and create new sales. But we were also able to use the system to create projects and manage them through improveit 360," added Yunker.

"Scheduling and production management is streamlined and we can now work on more projects at one time thus generating more monthly revenue," said Yunker.

GREATER EFFICIENCY = MORE GROWTH

With one centralized system in place, Renaissance easily manages all the business activities that help them stay organized, sell more, and grow. "We track how many proposals are sent per month and the dollar amount. We also track how many sold proposals we have per month. We track permits, who needs one, what kind, and when they are obtained."Jolynn Yunker added, "We even track who gets our annual calendar so we can create an easy list when it comes to that time of the year!"

MORE APPOINTMENTS, MORE SALES, MORE PROFIT

With the greater efficiency provided by the platform they are able to schedule more appointments and write more proposals. The biggest key to their success was being able to follow up on sent proposals with the built-in marketing reminders. "Our sales figures have increased dramatically. Comparing this year to last year at this time we have more than doubled our revenue," said Yunker. As they used the system to convert more leads to appointments, and eventually proposals, Renaissance Development had to add an additional proposal writer to their staff.

RENAISSANCE DEVELOPMENT LLC

Renaissance Development LLC is a Washington, DC-based construction company that specializes in tuckpointing: the restoration of historic brick buildings using traditional methods and materials. During the past twelve years, the company has completed hundreds of projects in dozens of neighborhoods. These efforts, which return buildings to their original appearance and ensure their structural integrity, have made Renaissance Development Washington's preeminent company in masonry restoration.

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.