

CUSTOMER SUCCESS



West Construction Afforded Financial Freedom by Sage Master Builder

Brent Westberg, Chief Financial Officer for West Construction Services, started his career over 15 years ago as a mechanical engineer for Ford Motor Company in the Detroit, Michigan area. During that time, he helped to design the suspension system on perhaps one of the most influential forms of transportation in the construction world – the Ford F-150 pickup truck.

Fast forward to 2005 and you will find that he is one of the driving forces behind the advancement of West Construction Services, a company he co-founded with his brother, Kyle Westberg and a third, but silent, business partner in 1995. Today, West Construction Services has become one of the fastest growing companies in the Detroit area, specializing in home building projects such as new home construction, additions, renovations, and basement finishing. And, when the financial staff at West Construction Services needs to get a clear picture of the company's fiscal health, they turn to Sage Master Builder.

"Sage Master Builder has proven to be one of the better investments we've made," said Brent Westberg. "It lets us track project costs and customer change orders more closely, which helps us to better control project data for purchasing materials and labor."

"Additionally, it has helped us to implement very important scheduling benchmarks and in effect manage projects and clients more efficiently than we did before."

Sound Business Decisions

With a disciplined, process-driven engineering background, Brent is able to compliment his brother Kyle's educational background in Architecture, as well as his work in the trenches of the construction industry. Together they are able to make sound business decisions that will push West Construction Services to a higher-level of service that few builders are able to attain.

"We're a cutting edge company, and each day we strive to make ourselves better. That not only helps us, but helps our clients receive the best possible service," says Brent.

Technically Savvy Customers

Anyone who knows anything about the automotive industry can tell you that Ford, GM and Chrysler rule the roost in the Detroit area. Consequently, with such a high concentration of jobs directly associated with the automotive industry – specifically the engineering field – Detroit consumers tend to see things a bit differently than the average consumer.

Customer:

WEST CONSTRUCTION SERVICES

Industry:

Residential Construction

Location:

Pontiac, Michigan

Number of Locations: One

Number of Employees: 13

System:

Sage Master Builder

“We really see the influence of having so many automotive industry types here in the Detroit area,” Brent says. “As a general rule, these customers are very technically savvy and are used to dealing with meticulous figures and stats in their own daily jobs. They expect the same level of detail in other areas, so presenting them with a free-form estimate for a construction project just doesn’t cut it.”

New Business Increases With Sage Master Builder

The Westberg brothers certainly did their homework when trying to systematically decide which software solution would benefit them most. Through research and trying out four different options, they ultimately selected Sage Master Builder for three reasons: price, features, and financial stability.

Since starting to use Sage Master Builder over Construction Business Solutions in 2002, West Construction has been able to provide its tech savvy customers with detailed and accurate estimates, thorough and professional-looking proposals, and vastly improved communication via speedy and accurate change orders. The company has also been able to win an increasing number of new business contracts since they began employing Sage Master Builder and in fact, plan to more than double their current contracts next year.

“Many of my team members, including estimators, construction managers, and controllers need access to Sage Master Builder, but not always at the same time. The new flexible licensing model will save us money, and will make sure that I have all the resources I need to manage and operate my company effectively,” Brent says.

Almost Auto-Pilot

More new jobs are not the only benefit West Construction Services has experienced by using Sage Master Builder. The software has enabled the company to decrease the amount of time spent on producing takeoffs, contracts with clients, and subcontracts with trade workers. Brent estimates that by using Sage Master Builder the company saves 5 to 10 hours a week.

Also, managing purchase orders and tracking down accounts payable responsibilities is easier than the company thought possible. The result: more efficient communication with their clients and their staff.

“I went into the construction business because I love construction, not because I love accounting. Luckily, Sage Master Builder has allowed me to enjoy more on the construction side while still expertly running the financials of our company.”

Brent, who serves as both the Production Manager and CFO has precious few hours to devote to his C-level title. By using Sage Master Builder to run the business, when he puts on his CFO hat, he is able to make decisions quickly and with the necessary and critical insight required. Also, since there are less data entry points, Brent can rest assured that there is much less room for errors.

“I went into the construction business because I love construction, not because I love accounting. Luckily, Sage Master Builder has allowed me to enjoy more on the construction side while still expertly running the financials of our company... even without an accounting degree,” Brent says.

West Construction Services is a residential contractor which focuses on a wide variety of construction products including custom and production homes, remodeling, additions, and basement finishing. The company continues to lead the way as one of the premier builders in Southeast Michigan, offering its customers exceptionally detailed estimates with a high degree of technology. West Construction knows what its customers need and delivers it with the help of Sage Master Builder – now that’s a formula for success.

ABOUT SAGE SOFTWARE

Sage Software supports the needs, challenges, and dreams of more than 2.7 million small and mid-sized business customers in North America through easy-to-use, scalable, and customizable software and services. Our products help manage a complete range of business functions including: accounting, operations, customer relationship management, human resources, time tracking, merchant services and the specialized needs of the construction, distribution, healthcare, manufacturing, nonprofit, and real estate industries.

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