

The Remodeling Company:

Persistence Pays. Software journey has happy ending.

SAGE MASTER BUILDER

The good, the bad and the ugly.

When it comes to software, Gary Moffie has run the gamut. But in the end, Moffie did not rest until he found the right product.

In 1998, Moffie founded The Remodeling Company, a construction business that specializes in whole-house remodeling projects on high-end residential properties. He started with three full-time employees, one crew, and QuickBooks software.

“At the time, QuickBooks was fine,” says Moffie, who had used the product while working in real estate development earlier in his career. “But as we started to grow, it was not able to keep up with our needs.”

As an example, the QuickBooks job cost function lacked the detail Moffie needed. To get that data, he had to create a separate spreadsheet to track job costs. But soon that process became unwieldy, as his team would end up entering the same data two or three times.

By 2003, the company had grown to twice its original size. At that point, Moffie and his team had become put off by the challenges

of managing data in both QuickBooks and in spreadsheets.

“I would enter an invoice and cut a check in QuickBooks, and my bookkeeper would enter the same check on a separate spreadsheet,” Moffie recalls. “That’s when I knew we needed to get everything into one system.”

Moffie shopped around and found a software company in California that he liked. He took an online course and ordered the software, only to discover that the product did not match what was described in the course.

“It was a nightmare,” Moffie states. “What they sent me was unworkable and very frustrating.”

Moffie resumed his search, and soon found what he thought was another promising product. After seeking input from several users, he decided to buy the product. But while the system proved easy to use, it too lacked the detail he needed.

“I had two new packages and one old one and none of them worked well,” he comments. “I didn’t trust any of the packages on their own, so I was using all three. At the same time we were growing, which only compounded the problem.”

Then came a fateful phone call. Years earlier, Moffie had taken a sales call from Gary Lewis,



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who was selling a product called Sage Master Builder. At the time Moffie passed, because he felt the software was more than he needed. But when Lewis called this time, Moffie knew the time was right.

“Gary came in and gave me a demo, and I saw that Sage Master Builder could give us the detail we couldn’t get with the other software,” Moffie says. “I bought the product on the spot.”

The Remodeling Company started with the accounting module. In one especially helpful transition, Moffie moved his job summary reports – budgets, summary of changes, costs incurred to date — from spreadsheets to the software. He uses the reports to guide weekly production meetings he holds with his project supervisors.

“These reports show us exactly how we stand versus budget,” Moffie states. “We see every detail – costs to complete, hours to complete. It’s a great way to stay on top of each job.”

Moffie also values the job cost journal, which he uses to analyze cash flow reports.

“As a former marketing and sales guy, I’m obsessed with numbers,” Moffie says. “The journal gives me the numbers I need down to the finest detail.”

As his business has grown, Moffie has found an occasional need to customize a report. When that happens he taps the expertise of Melissa Lewis, who is now with United Solutions, Sage Master Builder’s partner in New England. Lewis has helped Moffie create customized change order reports, as well as reports that show cash flow by job and hours worked by day by job. Lewis also designed a report for Moffie’s 401K and profit sharing plan that he uses when making deposits each month.

“Melissa and United Solutions give me great support,” he says. “Whenever I need a special report, they are very quick to deliver.”

Moffie has done exceptionally well with The Remodeling Company. Serving the suburbs just west of Boston, the firm specializes in whole-house remodels, typically 12-month projects that often require the homeowner to move out while the work is done. They complete one or two whole-house projects a year, along with a handful of smaller projects.

Moffie collaborates with architects and homeowners to create distinctive living spaces known for their authentic styling and exquisite craftsmanship. With that approach, Moffie has achieved steady growth during his nine years in business, and today 90 percent of his business comes from referrals and repeat customers.

His team’s work has earned many prestigious awards, including the Big 50 Award from *Remodeling Magazine*, a lifetime honor granted to only 50 contractors each year.

In each of the last four years, the company has been recognized by *Qualified Remodeler* magazine as one of the Top 500 remodelers in the country.

Through those awards, Moffie has become well known in the field. Each year he attends several seminars and trade shows, where his opinion is sought on every facet of the trade, including data management.

“When I go to events, other contractors ask me about how I run my business,” he says. “I’m a very enthusiastic supporter of Sage Master Builder. I’ve had experience with lots of different software, and nothing compares to Sage Master Builder.”

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*– Gary Moffie,
CGR and president,
The Remodeling
Company.*

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