



CUSTOMER SUCCESS STORY

Essrig Taylor Construction Shakes Things Up with Sage Master Builder

CUSTOMER

Essrig Taylor Construction

INDUSTRY

Construction

LOCATION

San Diego, CA

OTHER INFO

\$12 Million Annual Revenue

Specializing in Healthcare and Life Sciences

www.etcusa.net

SYSTEM

Sage Master Builder

Specializing in the design and construction of health care and life science facilities, Essrig Taylor Construction (ETC) had a reputation as one of the industry's "best kept secrets." However as the deadline for mandated seismic retrofitting of California hospitals swept the state between 2008 and 2009, revenue at ETC more than doubled in one year. The little construction company from California was making big waves across the state and around the world...indeed, the secret was out.

But tremendous growth is often accompanied by operational obstacles. "The challenges we were experiencing with QuickBooks were numerous," says Rick Strickland, Controller at ETC. "Everything from frequent inaccuracies and software glitches to job cost numbers inexplicably assigned to the wrong jobs."

Rick continues, "Plus, the reports in QuickBooks didn't provide enough detail for us to make good management decisions. To get the data into a format that was useful, I had to manually crunch the numbers on a calculator and dump everything into a spreadsheet. It was a tedious process and we finally decided enough was enough."

Shaking Things Up

After extensive research, including recommendations by accounting professionals and product reviews by industry experts, Rick says, "All roads pointed back to Sage Master Builder." And even though he found the right software, Rick realized his evaluation wasn't complete. He says, "We were very diligent in evaluating who we wanted to work with during the implementation and training.

It's a major decision, perhaps more important than the software you choose." That's when Rick discovered [CFO on the go](#) – a Sage Authorized Reseller providing software and consulting to construction, service, and real estate businesses.

With 21 consultants supporting over 1,500 customers in five states, CFO on the go is the largest provider of Sage Master Builder in the country. Rick quickly realized he'd found the right technology partner. "The fact that CFO founder Dennis Feidner responded to my email inquiry 15 minutes later with a personal phone call—on a Friday afternoon—showed me they were responsive," After an initial meeting with CFO on the go, Rick says, "I could just tell they really understood the construction industry and had the resources and experience to get the job done."

Not Even a Minor Tremor

Rick and his team at ETC were really excited about getting started with Sage Master Builder. "The implementation was all hands-on for us. We worked closely with Pam Schulz, Sr. Consultant with CFO on the go, learning to use the software on the fly which made every minute extremely productive. There really wasn't much downtime at all." In fact, CFO on the go was able to get Sage Master Builder up and running in record time. Rick says, "They moved all of our historical data over from QuickBooks without any manual data entry, got everyone trained, and had us fully functional on the core accounting functions in just 11 days." He adds, "The training and assistance they provided made a tremendous difference."

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sage

Authorized Partner

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- Rick Strickland
Controller
Essrig Taylor Construction

ETC is Really Moving and Shaking

According to Rick, there have been so many benefits of moving to Sage Master Builder that it's hard to choose just a few. But perhaps the biggest difference has been the level of detail ETC now gets with their reports. He says, “We can take our job cost reports to a much more detailed level than QuickBooks ever could.” Rick chuckles as he adds, “Reports that took almost a full day to produce in QuickBooks now take literally five minutes using Sage Master Builder! The reporting features alone will pay for the software in about a year.”

ETC can now break down costs in detail, compare budget to actual while a project is still in motion, and make better management decisions – in real-time. Rick adds, “Now that we've got better data in the system and more flexible reporting tools, it's much easier to accurately quote new jobs and even determine whether it's more cost-effective to do work in-house or sub it out.”

Noteworthy Aftershocks

The month-end closing process is also much improved according to Rick. “Pam at CFO on the go helped us automate a couple of journal entries that, in the past, required major number crunching in Excel. Plus, Sage Master Builder is designed for our industry so even the standard reports make journal entries

that much smoother. In fact when you add it up, I can close the books in half the time it took with QuickBooks.”

Rick says billings are also much more efficient using Sage Master Builder. “Billings were delayed using QuickBooks because I had to perform so many manual calculations. But with Sage Master Builder, we're getting billings out more quickly which helps improve cash flow. Plus, I can simply enter contract values and have Sage Master Builder automatically calculate billings to date which is really helpful for larger contracts. It's like putting billings on autopilot.”

A Partnership on Solid Ground

Rick closes in saying, “While Sage Master Builder has been a great product, CFO on the go has been a phenomenal technology partner. They're tremendously experienced, highly responsive, and they like to **show us** how things are done, not just tell us. The willingness to roll up their sleeves and get hands-on with our team has made all the difference in the world. As we continue to grow, we know that we can rely on CFO on the go to support us along the way.”

About CFO on the go

CFO on the go specializes in the implementation, consulting, and training of Sage Construction solutions including Sage Timberline Office, Timberline Enterprise, Timberline Estimating and Sage Master Builder. From strategic planning through implementation and deployment, we apply real-world experience, best practices and a client-centric focus to deliver technologically advanced software solutions that dramatically improve business performance. More information is available at www.cfosonthe go.net.

