



Company: **Katchmark Construction**  
Industry: **Construction/Roofing**

CASE STUDY

# WEATHERING THE STORM FOR BETTER PRODUCTIVITY

Founded by Stephen Katchmark in 1988, Katchmark Construction has served the Mid-Atlantic region as a commercial and residential roofing company for more than 25 years and has thousands of satisfied customers. Through their commitment to total client satisfaction, Katchmark Construction is now the nation's 60th largest roofing company.

## CHALLENGE

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Katchmark's success has always been driven by their ability to efficiently work on site with their clients. However, their efforts have been severely hampered due to their continued use of several disparate programs, none of which communicated with one another. Not only that, but their lack of a cohesive system made it impossible to collaborate in the field. As a result, they were experiencing lost productivity and high expenses due to inefficient processes, like making copies by hand.

**The customization of QuickBase enabled a real-time information flow that streamlined our processes and helped shrink overhead by nearly 10%.**

— Steve Katchmark, Owner

## SOLUTION

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VeilSun created an end-to-end CRM system that allowed Katchmark to enter new sales leads, track closed sales, and manage tasks, scheduling and ordering of materials more efficiently than ever before. With their new cloud-based system, their field workers were now able to log-in remotely, allowing for more agility and facilitating accountability from field to office. The solution also helped the front office move from hard copy spreadsheets to soft copy emails, making it much easier to track each job from inception to completion.

- ✓ Custom-fitted CRM
- ✓ Real-time scheduling
- ✓ Project Management
- ✓ QuickBooks Integration

## RESULT

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By virtualizing processes with QuickBase, VeilSun helped Katchmark increase visibility for every one of their departments, as well as improve transparency, accountability and collaboration across the entire team. Their QuickBase solution also saved them time and money on hard costs of material while streamlining their workforce to operate more efficiently. Ultimately, Katchmark now communicates better across their company.

- ✓ Job profitability is increasing while overhead is shrinking
- ✓ Overhead down from 28% to 18%
- ✓ Projecting revenue of more than \$20 MM, with \$1-1.8 MM in savings

**CONTACT US TODAY TO LEARN MORE**  
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