

Ingredients to success

**How Data is the Secret Sauce in
Restoration**

Key ingredient: Cycle Times

- Faster cycle times are essential for a well-balanced operation
- They enhance cash flow, customer satisfaction, and profitability
- Small changes create big impact
- Shortens AR cycle

powerview™ Time Frames
Jobs that have a File Complete within a specified date range

TC: All | Estimator: All | PM: All

Water								
Estimator	Jobs	Estimated Rev	Rec-Inspect	Rec-Comp Est	Rec-App	Rec-Start	Rec-LDOJ	Rec-FC
AARON	1	\$670	0.0	93.0	0.0	0.0	62.0	93.0
ANDREW	7	\$38,665	1.7	51.4	7.0	8.1	20.0	75.3
Ken	5	\$45,651	8.2	33.6	9.4	15.2	33.6	109.2
LORI	15	\$20,536	0.1	20.7	0.3	0.3	8.3	24.6
Total	28	\$105,522	2.0	33.3	3.6	4.9	17.7	54.8

Mold								
Estimator	Jobs	Estimated Rev	Rec-Inspect	Rec-Comp Est	Rec-App	Rec-Start	Rec-LDOJ	Rec-FC
LORI	2	\$9,473	8.5	15.5	32.0	35.5	55.5	55.0
Total	2	\$9,473	8.5	15.5	32.0	35.5	55.5	55.0

Leaving a Bitter Taste

Bottlenecks aren't always obvious, but their impact are!

The Hidden Costs

- Bottlenecks quietly erode profits
- Track days to inspect, estimate, produce
- Use benchmarks to guide improvements



Recipe for Smarter Operations

Smart operations don't happen by accident—they're built on clarity and accountability.

Ingredients

- Clear Processes
- Milestones
- Accountability
- Accurate Data

Estimated Preparation Time

- **Prep Time:** Ongoing
- **Serves:** Entire Organization, Also serve the customer, e.g. TPA Adjuster
- **Difficulty:** Easy to start, powerful when consistent

📌 Pro Tip:

For best results, serve daily during team huddles and leadership reviews.



Serving Data at the Table



Make Meetings Actionable and Focused

Data shifts meetings from storytelling to decision-making. No more guessing - just clear next steps.



Use Dashboards to Show Progress & KPIs

Real-time dashboards highlight wins, bottlenecks, and trends - keeping teams aligned and accountable.



Foster Collaboration & Accountability

When everyone sees the same numbers, conversations become more productive. Ownership becomes natural.

Chef's Insight

Data doesn't replace leadership—it enhances it. It gives your team the clarity and confidence to act quickly and effectively.

Follow The Recipe

Great outcomes start with the right ingredients—know what's working and double down on it.

Sales & Marketing

Stop Guessing Where Your Best Jobs Come From

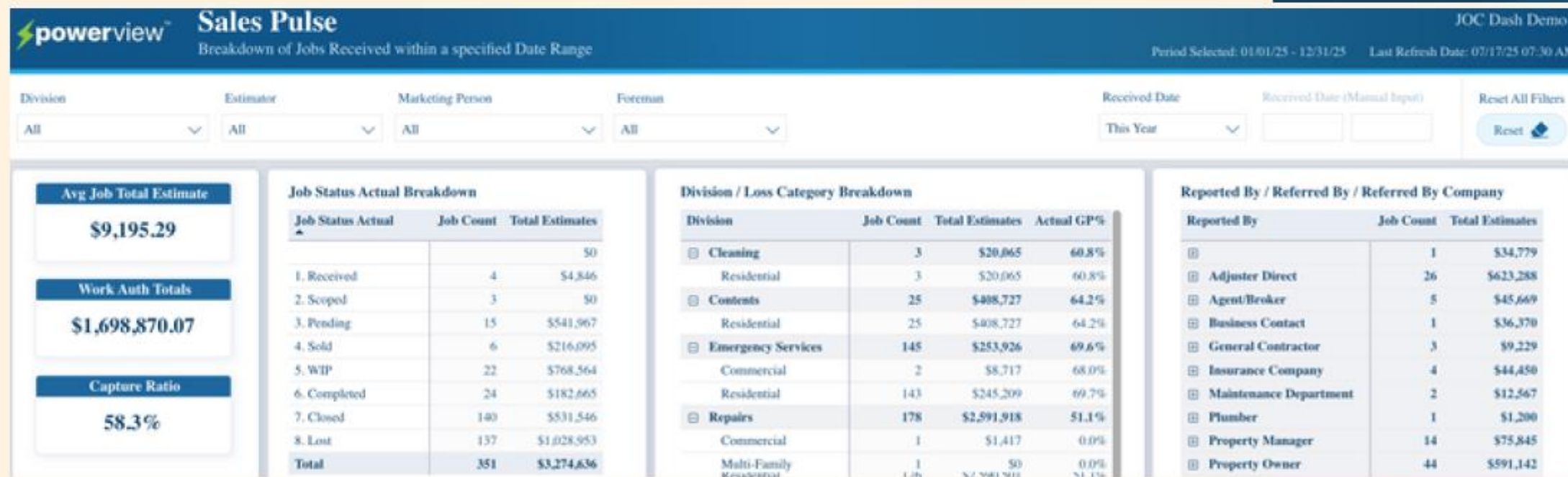
Use data to trace every job back to its origin—referral, campaign, or channel.

Track Referral Source Performance and ROI

Not all leads are equal. Measure close rates, average job size, and margins by source.

Align Marketing Spend with Profitable Leads

Invest in what actually drives revenue—not just volume. Data ensures you're seasoning the right dishes.



Tip: Marketing gets better when it's accountable. Let data lead your budget decisions, not intuition.

Identifying The Best Ingredients

The best dishes start with the best ingredients—your referral sources are no different.

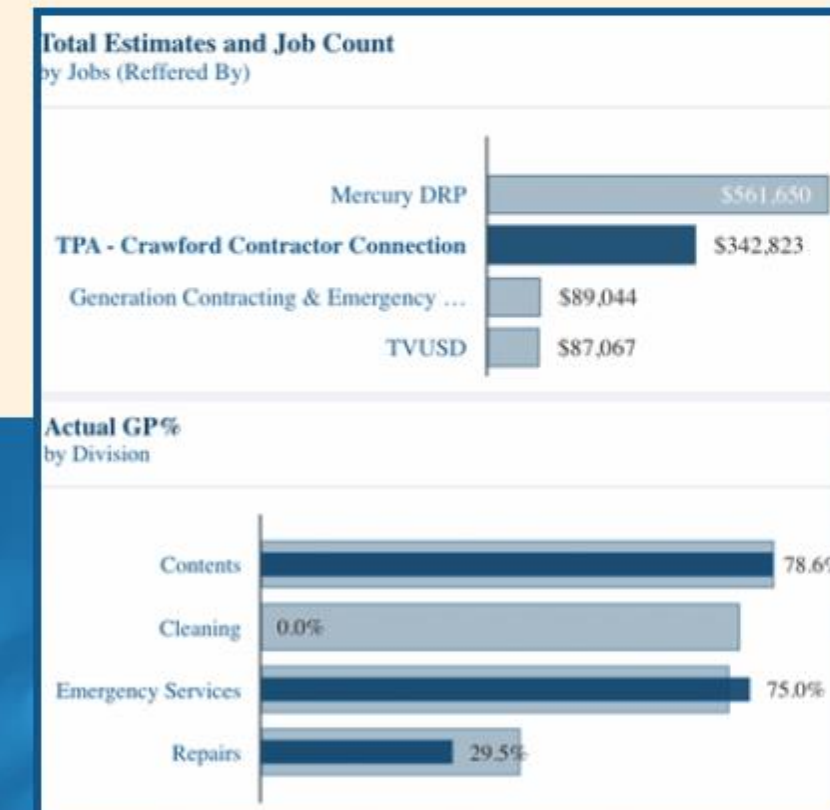


Focus on High-Value, High-Conversion Referral Partners

Pending >80% Close by Estimator | Supervisor | Jobs

Estimator	> 80% Close	Total Estimates
<input checked="" type="checkbox"/> Jeromy	2	\$174,703
<input checked="" type="checkbox"/> Paul	2	\$174,703
25-0171RE	1	\$32,000
25-0183RE	1	\$142,703
<input checked="" type="checkbox"/> Jordyn	1	\$24,923
Total	3	\$199,625

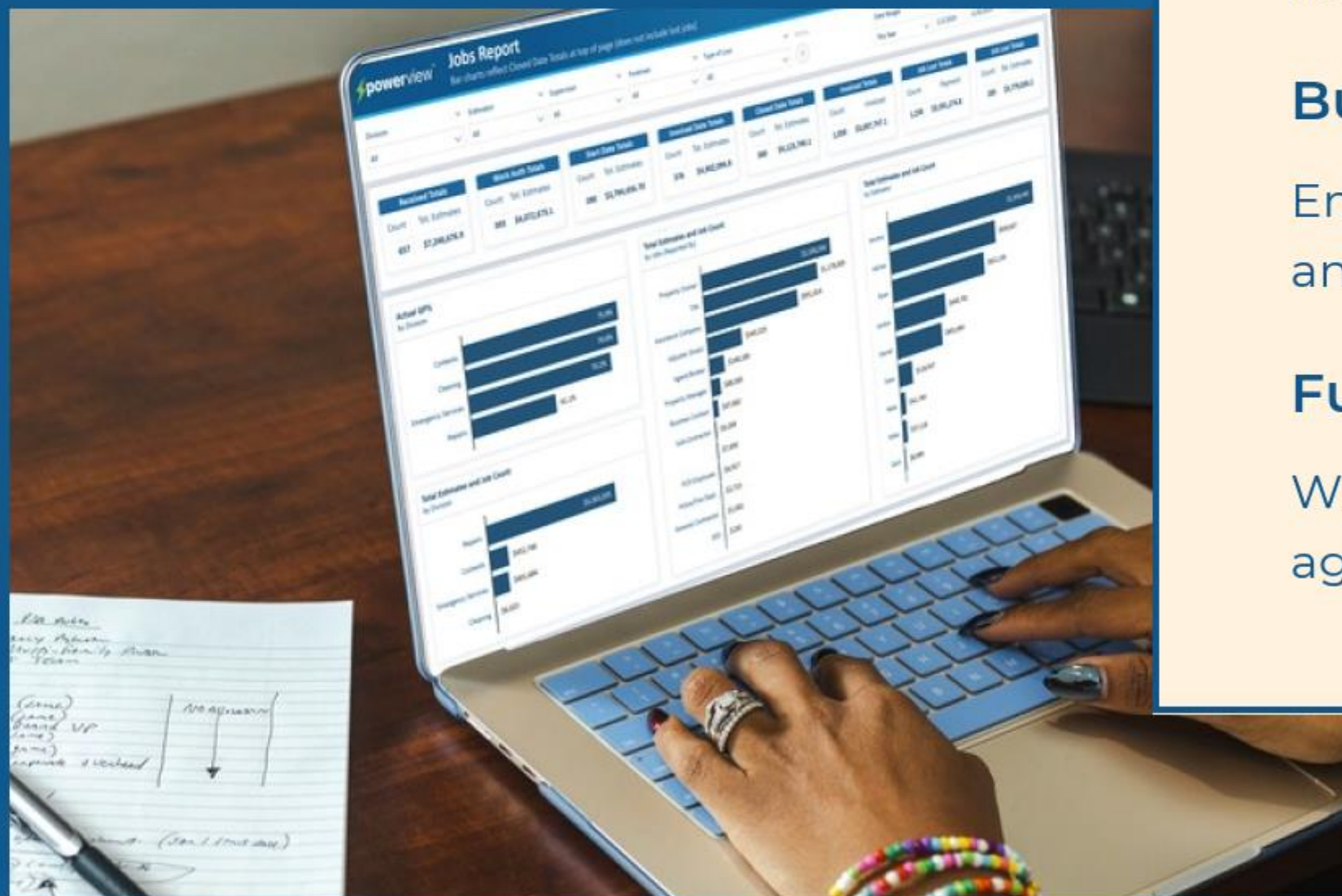
Know Your Pipeline With Confidence



Identify Which Leads Bring the Most ROI

Perfecting your Recipe

From Data to Decisions



Act on What Your Data Tells You

Insight without action is wasted. Use trends and patterns to drive daily and strategic decisions.

Build a Culture of Informed Decision-Making

Empower your team to ask questions, challenge assumptions, and rely on data—not gut feelings.

Future-Proof Your Business

When decisions are rooted in data, your business becomes agile, resilient, and ready for what's next.

Data is only powerful when it's used.
The best kitchens don't just prep—they plate.

Identifying The Best Ingredients

What we've cooked up so far.



Optimize Cycle
Times



Run Smarter
Meetings



Fuel Profitable
Growth



Let Data Guide
Your Decisions

Use your secret recipe daily. It's not a one-time meal, it's how you scale your success.

Questions?



Thank you!

Let's Stay in Touch



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