



## ELINOR MARKEY, CONTROLLER

In an industry with countless moving parts, the last thing one should be worried about is getting paid correctly. However, Elinor Markey, Controller at The M. R. Stone Group, found her team facing some challenges, specifically with big builder-type jobs.

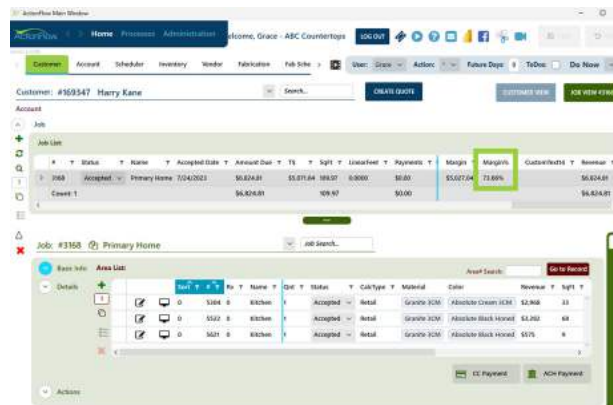
On multiple occasions, Markey and The M. R. Stone Group got to the late stages of projects with builders and realized something had changed over the course of the project without the appropriate back-end changes being made, or with something being set up incorrectly in the builder's automatic payment system.

We asked Markey for some examples and she said, "Sometimes the footage provided by the builder for estimating purposes for a given house type ends up being less than the actual footage upon measure, exceeding our tolerance for error. We know an estimate might not be exact, but when you have differences of multiple square feet, the dollars add up quickly. We've occasionally seen additional areas get added that weren't accounted for in the original quote, such as a knee wall that wasn't in the original house plan."

She also relayed an instance on one of their recent stock, builder homes where a bathroom was missing entirely from the builder's base house payment schedule.

They had estimated it correctly, but upon entering the dollar amounts for the house selections from the builder's schedule, the margin came up short of expectations.

Recognizing that continuing down the path of not requesting corrections before a job is in production lacked sustainability, Markey reached out to the team at ActionFlow for a solution to quickly detect anomalies. Her vision was to place the all-important metric of overall job margin front and center where it could be easily seen, to highlight profitability issues early in the process. According to Markey, "If area footage inflates beyond the estimate on entering the after-measure dimensions, you'll be able to spot it immediately in the overall job margin." Shortly thereafter, a "Margin %" field became available and visible in the job overview line for all ActionFlow users.



Markey and the rest of the staff at The M. R. Stone Group felt the impact immediately, saying, **"It's a game-changer; on jobs with multiple areas you no longer have to manually calculate the overall job margin, it's right there. You can't miss it."**

Now, instead of an uphill battle to get a change order on a job that's already completed, they can nip problems in the bud early by monitoring the Margin % field as updates are made and request changes pre-production. The effects are only just beginning to be felt, but the team cannot contain their excitement and look forward to completing jobs with absolute confidence that their profit margins will be worthy of the work they're doing!

This new feature, and subsequent response, fits in beautifully to the larger goal at hand for ActionFlow: to deliver elevated profits and increased peace of mind. Rarely does one anecdote encapsulate both of these goals, but there's no denying this one field has done just that.

Markey and the team at The M. R. Stone Group went from being reactive and seeking retroactive corrections to proactively spotting issues and peacefully managing their projects in a way that directly leads to greater profits. The team at ActionFlow would love to help you tell a similar story with the help of their solutions - one of Profits and Peace.