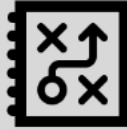


Home remodeling company offering siding, roofing, window, and gutter services to homeowners throughout Central Minnesota for over 35 years. Lutgen generates \$15M+ sales annually with 28 employees.

Situation



Multiple systems, inconsistent processes limited company's ability to grow beyond \$5M.

Production department hampered by inability to see project level details per order & tasks remaining on an order.

Limited, fractured visibility to business metrics via 18 reports from 3 systems with minimal data.

Solution



Lutgens moved to CFLOW & trained its Lead setters to use lead intake form to schedule appointments. Sales team used Product Picker to increase average ticket size and close rates.

Integrated PandaDocs with CFLOW for real time quoting.

Using 100+ reports to have comprehensive visibility into the business from anywhere.

Outcomes



145% Revenue growth in 1-year, with 2 staff increase
17% close rate increase; 56% increase in average ticket size
186% increase in Production with 1 staff addition
Greatly improved visibility with 100+ reports