



Customer Spotlight: Frampton Construction

Company Overview

Founded in 1993, Frampton Construction is a second-generation construction firm headquartered in Charleston, South Carolina. Today the company operates from offices in Charleston, Charlotte, and Tampa and employs more than 110 team members. Frampton focuses on four primary sectors including commercial, distribution, manufacturing, and healthcare, serving clients across the Southeast and beyond.

Over the past decade the company has experienced significant growth. According to Senior Vice President, Keaton Green, that growth has been intentional and built around a clear philosophy. Green explained that leadership focused early on three priorities: “people, processes, and clients.” By hiring strong leaders, building clear operational processes, and investing in lasting client relationships, the company positioned itself to grow alongside the organizations it serves.

Recognizing the Need for a Better System

As Frampton continued to scale, leadership realized that their approach to business development needed to evolve. Historically, the majority of relationships and sales activities were funneled through the top of the organization. Green explained that as the company approached increasingly substantial revenue numbers, it became clear that model could not support the next phase of growth.

“As Frampton continued to grow,” Green said, “we realized that we couldn’t sustain the same trajectory with just one person doing all business development or holding all the client relationships.”

The company began expanding its business development efforts across more team members, which created a need for better visibility into opportunities and client relationships. Before implementing a new platform, Frampton had experimented with other CRM systems but struggled with adoption. Green recalled that the company had a system where “we went and put a little bit of data in, nobody used it.” Leadership recognized that if they wanted to scale effectively, they needed a system that could support consistent reporting, forecasting, and collaboration across the team.



Website

www.frampton.construction

Industry Vertical Construction



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Finding the Right Fit

During their evaluation process, several factors stood out. Green shared that the team appreciated the flexibility of the Salesforce based platform and the ability to customize the system around how their business operates.

"We really liked how TrebleHook was on a Salesforce platform," Green said. "We liked how it was local and more boutique in customer service. It felt more aligned with how we operate, compared to a large, corporate provider where you can feel like just another number."

The onboarding experience also played an important role in the decision. "The biggest thing that sold us was the level of support during onboarding and making sure everything was set up the proper way," Green said. "Our TrebleHook implementation team was instrumental in that."

Improving Visibility and Alignment

Today the platform plays an important role in Frampton's weekly planning and reporting routines. Leadership uses it during regular meetings to review proposals, track key clients, and evaluate backlog projections. Green explained that having consistent information across the leadership team has created better alignment and improved how the company plans for the future.

"There's a whole routine that we do every week," Green said. "It's created more synergy within the sales team."

TrebleHook has also helped centralize important information across the organization. Brad Bilsback, Frampton's Technology Manager, explained that the system makes it easier for the team to locate project and opportunity data without navigating multiple platforms.

"My favorite thing is probably the centralization of information and the ease of finding it," Bilsback said. "A lot of software programs make you go multiple different places to find things. With TrebleHook everything is right there."

A Relationship That Stands Out

Beyond the platform itself, Frampton values the relationship with the TrebleHook team. Green noted that the experience feels far more personal than working with larger software vendors.

"I truly felt like TrebleHook cared about the success of what we're doing rather than just trying to sell an out of the box solution," he said.



That accessibility has made a meaningful difference for the team. Green added that the ability to connect directly with TrebleHook leadership when questions arise reinforces the sense that the company is invested in Frampton's success.

"I feel like I can pick up the phone and call my TrebleHook team anytime."

As Frampton Construction continues to grow, leadership remains focused on strengthening the systems and processes that support the business while maintaining the relationship driven approach that has defined the company since its founding.



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Senior Vice President, Frampton Construction