



Customer Spotlight: Cahill Contractors

About Cahill Contractors

Founded in 1911 by J.R. Cahill with a mission to help rebuild San Francisco after the 1906 earthquake, Cahill Contractors is in its fourth generation of family leadership under CEO Kathryn Cahill Thompson. With offices in San Francisco, Oakland, and San Jose, Cahill operates exclusively in the Bay Area and runs projects across affordable and market-rate housing, senior housing, education, healthcare, community facilities, and commercial construction. Their deep roots in the region are not just historical. Building within the community they call home is central to how the company operates.

Veronica Ritona serves as Director of Marketing at Cahill and has been with the firm for four and a half years. She came to the role managing a CRM that had been inherited rather than built to fit their needs and set out to change that.



Website

www.cahill-sf.com

Industry Vertical Construction

The Case for a New Solution

Cahill had been using Unanet (formerly Cosential) as their CRM, but over time the platform lost its value. Integration was unreliable, certain features had degraded, and the data had grown too inconsistent to trust. Hit rates for opportunities were pulling inaccurate numbers, and Ritona could not pinpoint why. “The data just became too inconsistent for us,” she said. With that foundation shaky, meaningful reporting was out of reach.

When Cahill began evaluating alternatives, TrebleHook’s Salesforce base stood out immediately. “What originally drew us to TrebleHook is the Salesforce engine platform it is built off of,” Ritona said. After conversations with the TrebleHook team, the fit was clear.

Cleaner System, Better Data

One of the first things Ritona noticed after going live was how much the interface improved the day-to-day experience. In their previous CRM, the system was cluttered with fields that nobody used. TrebleHook let Cahill strip it down to what actually mattered. “What I love about TrebleHook is not only the interface, but the customization of having specific fields that we know we’ll use the most,” she said. “A lot of the information is very intuitive.”

The practical result has been a system that people actually use. Business development team members have found the software



easy for quickly logging leads and tracking opportunities. Hit rate accuracy, which was broken in the previous system, is now reliable. And TrebleHook is becoming the true source of record for both people and project information across the organization. “Originally we had different places where we housed employee and project data,” Ritona said. “Now getting it all into TrebleHook and making it a true data source has been becoming more and more valuable.”

The Procore Integration

Cahill’s integration with Procore has been one of the most direct operational wins since switching to TrebleHook. Active construction project data now flows from Procore into TrebleHook automatically, giving the team current information without manual entry. For a firm running up to 20 active projects at a time across the Bay Area, eliminating that duplication adds up quickly. Ritona is eager to see the integration expand. “The more and more we can get to less manual input, the better.” TrebleHook’s ongoing partnership with Procore gives her confidence that the integration will keep growing.

Building Towards Forecasting

With cleaner data now flowing into TrebleHook, Cahill is working toward using the platform for revenue forecasting. Finance is beginning to engage with the system, and the team is populating pipeline records with dollar values in coordination with accounting. The goal is a real-time view of pipeline revenue that leadership can rely on for planning. “Once we get all of that in, we’ll have a better sense of revenue and pipeline,” Ritona said.

Support That Shows Up

Beyond the software itself, Ritona has been vocal about TrebleHook’s customer service as a differentiator. Even a year in, she contacts support regularly and gets fast responses. The contrast with her previous experience is stark. “Between Unanet and TrebleHook, it’s like night and day,” she said. “Before we could not get anyone to help us. Whereas here, it’s very, very quick.” That responsiveness has extended through implementation and into ongoing use, and Ritona credits the support team as a meaningful part of why the transition has worked.

Cahill is still early in unlocking everything TrebleHook can do. With forecasting on the horizon, the Procore integration expanding, and more of the organization finding its way into the platform, the foundation is in place for the system to become even more central to how the company operates.



TrebleHook™