



Robert Marini Builders Outsources Key Duties for Big Savings

SiteOne Services' Process Automation and Outsource Warranty Management Save Over \$2,000 per Start!



Robert Marini Builders has been building homes in the Albany, NY area since 1947, and they have a well-earned reputation quality, product variety, and customer service. It's a family business, and Robert Marini has been running operations since 1988. Before recent the Great Recession, Robert was putting up 100 starts per year. As a testament to how well run the Company is, Robert Marini Builders started 64 homes in 2008 *and* 2009, when most builders saw dramatic drops or even went out of business.

Today, Robert Marini Builders builds 22 model base plans in six neighborhoods. The Company carries 21 employees and works with 40 different trades, including five framing crews. Robert Marini Builders offers options in a *good-better-best* scenario through their "Artisan," "Newport," and "Adirondack" series homes.

For software, the Company runs FAST for their operations, general ledger accounting, and job costing, and Marini uses a customized homegrown system for his sales contract creation and sales front end. Marini really believes in the benefits of automating processes; indeed, they went entirely paperless for purchase orders in 2004.

Outsourced Warranty, Big Savings



If Robert Marini Builders reaped the benefits for automating their processes in the production of their homes, they have seen equally remarkable benefits in automating the call center and warranty processes after they've sold their homes. In 2008, the Company brought in SiteOne Services, the leading outsource call-center and warranty "process automation" specialist. SiteOne Services delivers web-based "software as a service" and they provide Robert Marini Building with best-in-class warranty management. Indeed, SiteOne Services are designed specifically for single-family and multi-family homebuilding.

"To manage our warranty processes, we implemented the web-based SiteOne Services applications in 2008," explains Robert Marini, "and we saw an immediate change in our cost structure and staffing. I was carrying two full time equivalents (FTE) to handle warranty management: One in the field, and one in the office. SiteOne Services automates and runs our warranty operations, including all record keeping and work orders. The software can be accessed from anywhere over the web. It's easy to use too. It can be understood with equal ease by our back-office staff *and* our customers."



Snapshot

Robert Marini Builders

60+ years in business

Home Starts:

2008: 64 homes

2009: 64 homes

Number of models: 22

Neighborhoods: 6

Trades: 40

Software:

- Job Costing/GL/ Process Mgmt:
FAST
- Warranty Management:
SiteOne Services
- Outsourced Call Center:
SiteOne Services
- Service Ticketing: **SiteOne Services**

“When we implemented the SiteOne system, I was immediately able to drop one FTE entirely, at a savings of \$75,000. Plus I was able to take a truck out of the field. For the one remaining warranty staffer I kept in the field, he now dedicates just 60% of his time on warranty, and 40% on other tasks.”

“Before we went live, SiteOne pre-loaded in our legacy warranty data, and then we started populating new-home warranty records going forward,” Robert Marini added. “For training, we got our staff up with less than half a day’s training.

“Here’s how it works for us. When we close a house, we instruct the homeowner how to use the Web interface for SiteOne Services. They can put in a service request, and our in-house warranty staffer will get a request alert, and they either rule in or rule out the validity of the request. If it’s valid, we assign a trade, who has 10 days to close the ticket. A trade “work order” is immediately generated by SiteOne, and the trade, our staff, *and the homeowner* are all alerted with emails that are automatically sent out with any status change. Indeed, the homeowner can go on the SiteOne Services website – branded with our logo, colors, and formats – to see the disposition of their service request. It’s so easy, 95% of our customers do this. (The other 5% don’t use computers at all, I think.) When the trade repairs the problem, he gets customer signoff

What’s the R.O.I. for SiteOne Solutions’ Warranty Outsourcing and Process Automation?

First Year:

- One FTE (\$75,000)
- Admin costs/staff (\$60,000)
- One truck off the road
- Enhanced productivity of staff

\$140,000+ across 64 starts, or net \$2,187/start

Ongoing Savings:

- Admin costs/staff (\$60,000)
- One truck off the road
- Enhanced productivity of staff

\$70,000+ across 64 starts, or net \$1,100/start

on task completion, which he faxes to Site One, and they scan and store. Ticket closed; records secure.”

“When we close a house, we go back after 60 days and then again 11 months,” Robert Marini explained. “We also warranty our roofs for 5 years. So SiteOne is a great record keeping device for us, and it alerts us when a warranty is expired.”

24 / 7 Call Center



The Web-based SiteOne Services system isn't the only service that Robert Marini Builders uses from SiteOne Services. The Company also uses the outsource 24/7 call center. If a warranty call comes in during business hours, the staff can handle it. If it comes in after hours or on weekends, SiteOne takes the call and alerts the designated Marini personnel of a potential problem. The service request is logged and documented, as are steps take toward resolution.

“That call center, when combined with the Web-based SiteOne Service, saves us real dollars, and frees up our staff for other duties as well. I would estimate that in addition to the \$75,000 we saved in staffing the first year, we save around \$60,000 *each year* in staffing and general efficiency, to say nothing of how SiteOne protects my reputation. Plus, there are intangible savings as well. I used to outsource the photocopying of our plans, at substantial costs. But now I have it done in-house by someone who used to work on warranty issues.”

In the last two decades, Robert Marini Builders has had exactly *two* legal challenges of warranty claims. That's a great record by any measure. Nonetheless, Robert Marini likes the protection that SiteOne

Services offers to his company in terms of responsiveness, recordkeeping, and audit-ability of warranty issue resolution. And with the ongoing savings he's seen so far, he's not going back to the old way he handled warranties anytime soon.

About Robert Marini Builders

Robert Marini Builders has been considered one of the most trusted homebuilders in the NY Capital Region since 1947. Their homeowners enjoy high-quality construction, unique architecture and quality, trusted brands. That's why Robert Marini Builders is the builder of choice for so many satisfied homeowners.

About SiteOne Services

SiteOne Services offers customizable, strategic-service plans through technology, selective outsourcing, and innovative programs. These plans include:

- *S1 Technology*, software as a service, which automates and enables service and work-order requests, while tracking communication and service escalation to all involved parties. On-line, customized warranty and maintenance documents are included in the service.
- *Administrative Outsourcing*, outsource customer support with personal care and service. This SiteOne process enhances value and delivers customer satisfaction results through administrative support and 24/7 phone support for half the cost of direct employees.
- *The VITAL HOME™ Program*, designed to differentiate builders in order to help sell more homes through the implementation of a series of customer relationship management processes, technology, staffing, operations, insurance protection, extended warranties, and brand perception. This Program brings dramatic cost reductions and referral increases.

Learn more: www.SiteOneServices.com. Or call 925-678-3260.