

CASE STUDY · RESIDENTIAL REMODELING

From Reputation to Repeatability

Gulfstead Home Improvements

An owner-led residential remodeling company, profitable on reputation but running on the owner's head. The engagement made the workflow transferable and measurable before adding more technology or management overhead — standardizing ownership, stage exits, next actions, readiness gates, exception rules, and the visibility needed to run the business without reconstructing status by hand.

Company names, identifying details, and selected operating data have been altered, composited, or modeled for privacy and demonstration purposes. The before/after figures are drawn from a consistent 12-month baseline and 12-month post-redesign operating dataset. They describe results within this case and are not a guarantee of future results.

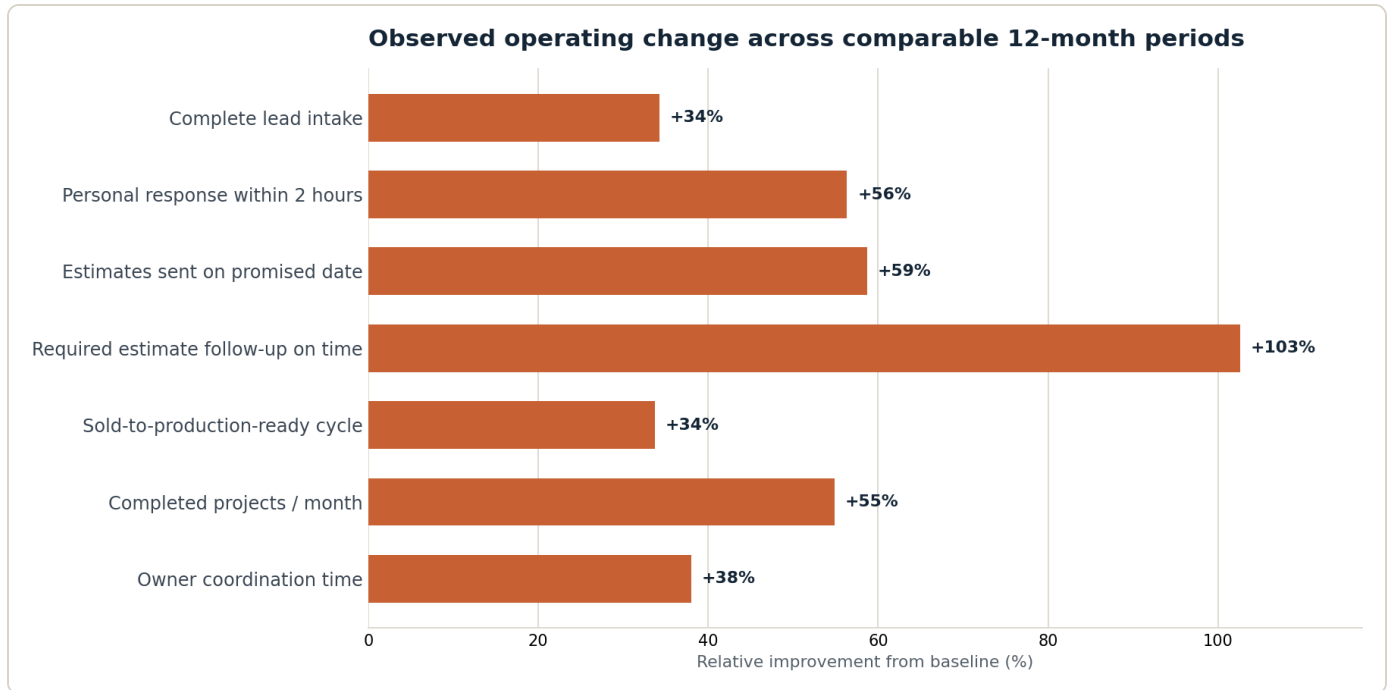
Before · context is reconstructed at each step**After · ownership, exit conditions and exceptions are explicit**

Before and after: the same pipeline, with explicit ownership, exit conditions, and exception paths.

Operating results

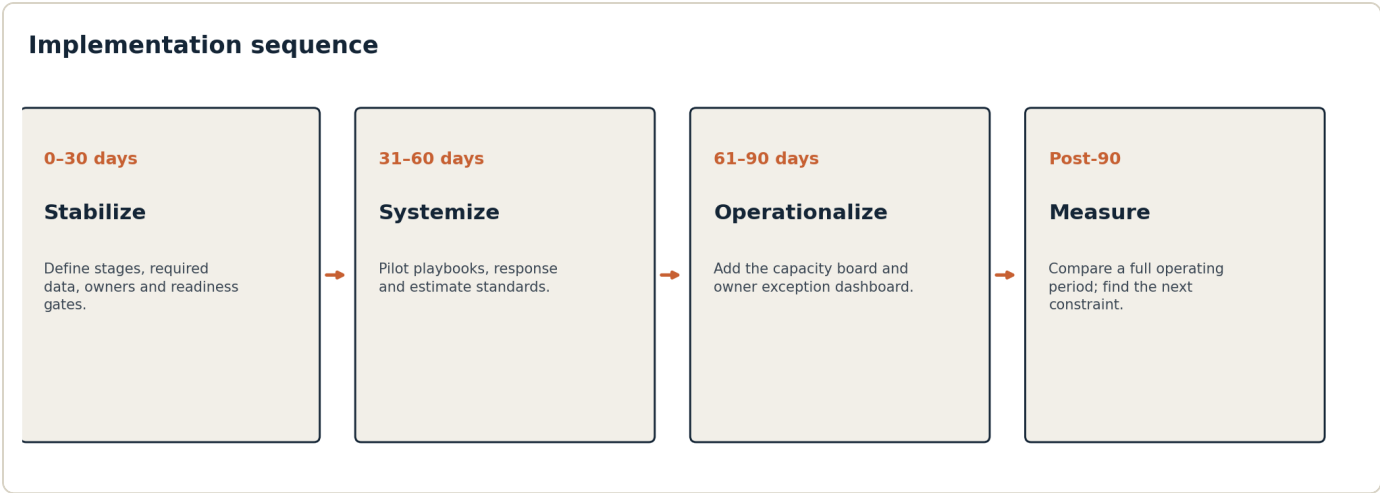
MEASURE	BASELINE	POST-REDESIGN
Complete lead intake	70.0%	94.0%
Personal response within 2 hours	57.5%	89.9%
Estimates sent on promised date	55.0%	87.3%
Required estimate follow-up on time	42.2%	85.5%

MEASURE	BASELINE	POST-REDESIGN
Sold-to-production-ready cycle	8.3 days	5.5 days
Completed projects / month	3.1/mo	4.8/mo
Owner coordination time	21.3 hrs/wk	13.2 hrs/wk



Observed operating change across comparable 12-month baseline and post-redesign periods.

Implementation sequence



The phased roadmap: define the standards, add control points, then automate selectively.

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Have a version of this problem? Book a free Workflow Assessment at bradleyhankins.com/contact — map the work before adding another tool, person, or layer of management.