



HOW TO ENSURE YOUR CONSTRUCTION COMPANY IS BUILT TO LAST

You value building quality, enduring projects that will improve peoples' lives for decades or centuries to come. You know the importance of a solid foundation and getting the fundamental details right. So make sure you're doing the same thing for your business and ensuring you've got good liquidity, profits, and sales.



LIQUIDITY

Expenses happen and bills come due. Be ready with our tips for ensuring you've got liquidity when you need it:

Establish contractual agreements that allow as much collection up front as possible for large jobs. This will ensure that the job is being completed with funds provided by the customer instead of the business.

Complete jobs on a timely basis because penalties and lost business elsewhere can drain the funds into the business.

Make sure giving credit will be cost effective over time. Consider providing different credit terms to different customers based on credit-worthiness and the overall relationship you have with them.





PROFIT MARGIN

This is the component that will ensure your company's longevity. Here are some ways to widen the margin:

Submit bids that not only cover direct labor and material costs, but also include a portion of overhead and account for increase in expenses.

Make sure your job sites are safe to prevent injuries. Not only will this create worker's compensation and lawsuit expenses, it will also take valuable people out of your workforce.

Invest in good employees who will be conscientious, avoid breakages, be with you for the long run, and help you get your work done on time. This will pay off in spades over the long run.





SALES

It might seem odd to think of construction as a sales job, but in many ways, it is. Here are some ideas for increasing your sales:

Develop a strong referral network, including architects, engineers, and other parties involved in the soft work of construction. Along with satisfied customers, they will be your best marketing tool.

Invest in a beautiful website that showcases your work, advertises awards you have won, and collects testimonials. Good photography for your portfolio and quality web design will go a long way to bringing in more clients, and online payment and scheduling options make it easy for people to work with you.

Focus on outstanding customer service from start to finish--remember, you want repeat



business and good referrals. Send thank-you notes and keep in touch with clients after the job is done.

Of course, having the right accountant who understands how construction companies operate is key to your success. Your accountant can help you streamline your operations and ensure that you are making decisions based on the right financial data. Call Lescault & Walderman, Inc. today to make sure that you have experts in construction company accounting on your team.

1 SCHEDULE A CALL

Your time is valuable, and we don't want to waste it. Let's schedule a discovery meeting so we can discuss your needs and confirm there's a fit.

**HERE'S HOW
YOU GET THE
COMPETITIVE
ADVANTAGE**

2 RECEIVE COMPLIMENTARY REVIEW





After you send us the requested accounting statements, we'll perform a complete review of your true financial condition.

3 REVIEW RECOMMENDATIONS

Working from our review, we'll provide clear and actionable recommendations for improvement related to your particular processes, software, and systems.

4 ENGAGE US AS YOUR OUTSOURCED ACCOUNTING SOLUTION

If you approve of our recommendations, you'll sign an engagement letter and we'll draft a scope of work to accomplish our recommended improvements.

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