



Client Satisfaction is Key for Corecon and Kaufman Construction

Corecon makes it easy to maintain and expand your customer base.

"I needed some very specific information not available in any Corecon report. I called Corecon and asked for what I wanted, and the next day I was able to print out that report! The Corecon staff has been extremely helpful."



Martin Kaufman
Owner
Kaufman Construction

SUCCESS STORY

Kaufman Construction

AT A GLANCE:

Customer:

Kaufman Construction

Location:

Berkeley, California

Industry:

Construction

Business Challenge:

Maintaining organization while managing growth

Solution:

Using Corecon's online business solutions as well as QuickBooks

Results:

Corecon has improved Kaufman Construction's bottom line by keeping the business well organized and saving the company time, man-hours, and paper costs.

Customer Profile

Founded in 1992, Kaufman Construction of Berkeley, California, has been keeping clients satisfied for more than 15 years. Martin Kaufman founded the company on a very basic principle: With commitment to quality and craftsmanship come satisfied clients.

Now, with 11 employees, Kaufman Construction is using Corecon in conjunction with QuickBooks to manage new, remodel, and seismic retrofit projects in the San Francisco Bay Area.

Business Challenge

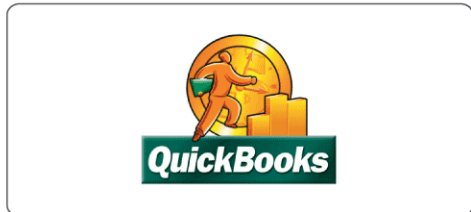
Kaufman Construction needed to maintain organization while managing growth.

Solution Overview

Corecon is an online suite of construction software, which helps contractors, homebuilders, and architect/engineering firms automate their estimating, project-management, and job-cost-control functions.

Business Benefits

- Corecon is an excellent vehicle for organization of a job from start to finish.
- Accurately estimating job costs is a key to earning client trust and repeat clients.
- Corecon saves paper, time, and man-hours, which, in turn, saves the company money.



WHEN MARTIN KAUFMAN FOUNDED his construction company in Berkeley, California, in 1992, his first priority was client satisfaction. His belief that "with commitment to quality and craftsmanship come satisfied clients" is the principle he always followed. Fifteen years later, Kaufman Construction, Inc. (KCI), which now has 11 employees, has completed numerous new, remodel, and seismic retrofit projects in the Bay Area.

While growing his company, Kaufman realized that to be successful, he needed a way to keep his business organized. He found Corecon on the QuickBooks Web site while searching for project management software that interfaced with the company's existing office software, which he already knew well.

He soon came to rely on Corecon and QuickBooks to handle most of his day-to-day operations. "Corecon is an excellent vehicle for organization from start to finish," Kaufman says. "Far too many businesses go out of business due to organizational problems. A growing company can get out of control very easily. Corecon is an amazing business brain! It is a guide and quiet mentor for the construction-trade small-business owner."

Kaufman also believes that the way to win a client's trust is to estimate the job correctly and stick close to that initial estimate, a task he is able to accomplish with the help of Corecon's cost-estimating function. "Estimating properly brings satisfied clients, and satisfied clients are what this business is all about," says Kaufman. Most

of Kaufman's business comes from repeat clients or referrals, so it's no wonder customer satisfaction is a high priority.

Tracking subcontractors and suppliers is another Corecon tool that's been a big asset to Kaufman Construction. "It is easy to use, and it's great to be able to print out reports with all that information listed," Kaufman says. "I needed some very specific information not available in any Corecon report. I called Corecon and asked for what I wanted, and the next day I was able to print out that report! The Corecon staff has been extremely helpful."

KCI's office manager, Julia Perkins, also finds value in using Corecon. "Corecon has helped improve our bottom line by saving the company time, man-hours, and paper costs," says Perkins. The online training available for Corecon also helped her get up and running quickly. "After learning the program, inputting information is easy," she says. The training online was easy to use. Corecon saves paper, time, and man-hours, which saves the company money. It makes my job so much easier."

Overall KCI is pleased that they can rely on Corecon and QuickBooks to run their company more efficiently. Besides, "good office organization leaves more time for generating business," says Kaufman. And at Kaufman Construction, "Corecon has made running a business much more fun."



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Julia Perkins
Office Manager
Kaufman Construction

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