



Dreams Worth Building™  
**STORY BOOK HOMES**

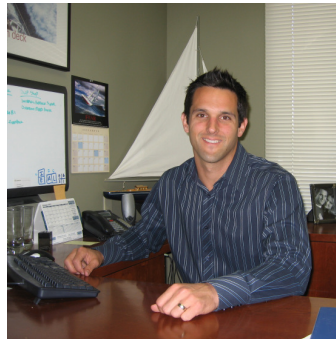


## Corecon makes it easy for Story Book Homes to deliver its clients' dreams

Corecon's easy organization and prompt feedback fuel Story Book's success.

"Corecon gives us a rapid source of project feedback on everything from progression, and budgeted versus actual costs, to client invoicing."

**Brett Wightman**  
VP, Operations  
Story Book Homes



### SUCCESS STORY

**Story Book Homes Ltd.**

### AT A GLANCE:

**Customer:**

Story Book Homes Ltd.

**Location:**

Calgary, Alberta

**Industry:**

Residential Construction

**Business Challenge:**

Maintaining a central organizational system and obtaining quick project feedback

**Solution:**

Using Corecon's online business solutions as well as QuickBooks

**Results:**

Corecon has improved Story Book Homes' bottom line by reducing paperwork mistakes and offering accurate estimating tools.

### Customer Profile

Story Book Homes is a custom executive home builder focusing on serving the demanding needs of each unique client. Using skills in project management, mastery of environmentally efficient technologies, and new building techniques, Story Book delivers on clients' expectations of quality and longevity in their homes.

### Business Challenge

Story Book Homes needed a central, organized place to store project information and a way to receive immediate feedback on the various aspects of a project.

### 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 provides Story Book with a central, Web-based program for managing all aspects of business.
- Corecon's easy interface with QuickBooks makes accounting an easy and integrated part of business.



SINCE 1988, STORY BOOK HOMES has been bringing its customers just what its name promises: custom-built homes straight out of each client's dreams. It builds these homes around Calgary, Alberta, and Invermere, British Columbia, in Canada by incorporating Story Book's mastery of environmentally efficient technologies with new building techniques. Story Book began using Corecon's suite of business solutions in 2003 to make the delivery of its dream homes more efficient and organized, increasing productivity and improving its bottom line.

Corecon's services are important to a residential construction company like Story Book Homes, which employs 25 people and has annual sales of \$7 million. Not only does Corecon provide a central, Web-based location for all project information, but it also interfaces with accounting software, such as QuickBooks, to allow businesses like Story Book to manage all aspects of a job—from project estimation to customer invoicing—through one, easy-to-use system.

"Corecon has increased sales by adding a professional look to our budget estimates," says Brett Wightman, Vice President of Operations for Story Book.

Before Story Book turned to Corecon, a lack of project feedback had been a problem, as had managing project information such as contacts, contracts, purchase orders, and bills. But with Corecon's ability to store all that information in a single location, accessible from

anywhere via the Web, project organization and obtaining quick feedback is now a snap.

"Corecon gives us a rapid source of project feedback on everything from progression, and budgeted versus actual costs, to client invoicing," Wightman says. He's able to save time on each project because Corecon allows him to quickly create budgets, estimates, and contracts. He can also easily access previous vendor billings to measure them against the original contract.

Story Book now has access to organized content that's easy to navigate, plus instant reports that can be accessed from anywhere. All that is tied together with a professional look and Corecon's stellar customer service.

"Not only does Corecon allow our staff to enter their own time, it also allows us to review how that time is spent," Wightman says. This feature keeps business on track and allows management to evaluate the system for inefficiencies.

Most importantly, Corecon improves Story Book's bottom line first by reducing mistakes, such as paying bills twice or overpaying on a contract, and, second, by accurately pricing new homes based on recent project pricing.

Story Book Homes seeks to provide its clients with quality construction that will last through the years. It delivers on that promise every day with the help of Corecon's business solutions.



"Corecon has increased sales by adding a professional look to our budget estimates."

**Brett Wightman**  
**Vice President, Operations**  
**Story Book Homes**

**FOR MORE INFORMATION VISIT:**

**Corecon Technologies, Inc.**  
[www.corecon.com](http://www.corecon.com)

**Quick Books**  
[www.quickbooks.com](http://www.quickbooks.com)

**Story Book Homes**  
<http://www.DreamsWorthBuilding.com>

Our product and QuickBooks Financial Software work together to help simplify your business management. QuickBooks 2006 Financial Software helps you get more done faster, with a new home page, simplified customer and vendor centers, and sophisticated business-planning tools.

QuickBooks and the QuickBooks logo are trademarks of Intuit Inc., displayed with permission.