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How Handoff Helped Keeler Construction Group Streamline Estimating and Boost Productivity



CASE STUDIES

Keeler Construction cut estimate times by 75% using Handoff AI, boosting efficiency, client engagement, and win rates across South Side Chicago and beyond.



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Marketing

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Background

[Keeler Construction Group](#), based in South Side Chicago, is a full-service general contracting company specializing in residential and light commercial construction. With an in-house, growing team of 10+, the company handles everything from new builds to service carpentry and painting. Keeler now has a long history of stunning kitchen and bathroom remodels to full additions, commercial renovations, and custom carpentry.



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Challenges

Before using Handoff AI, Tim relied on manual estimation methods that were time-consuming and inefficient. He previously attempted to use another software, HighLevel, but found it difficult to implement due to poor customer support and training. As a result, he reverted to his traditional estimating software, JobFlex, which lacked the speed and automation capabilities he desired.

Key pain points included:

- **Time-consuming proposals:** The manual estimation process took several hours per proposal, slowing down operations.
- **Lack of automation:** Following up with potential clients and tracking outstanding estimates required manual effort.
- **Difficulty in managing data:** There was no easy way to track total estimates sent, approved proposals, and outstanding invoices.

The Handoff Solution

Handoff, an AI-powered estimation tool, was a game-changer for Keeler Construction. Designed to automate and streamline the cost estimation process, Handoff uses advanced algorithms and localized construction cost data to generate precise estimates quickly.

After initially discovering Handoff through a peer on social media and signing up for the free 7-day trial, Tim was immediately impressed by its ease of use and speed.

"I think that was the thing that initially caught my attention how quick I could get a proposal out now. While sitting on the couch watching TV, I sent my wife a test client proposal. We were both impressed with how quick I did it and how great it looked with very little effort on my end."

Handoff's key benefits aligned perfectly with Keeler Construction's needs:

- **Save time:** "Produce detailed, accurate estimates in minutes rather than hours."
- **Win more jobs:** "Win more projects and beat the competition by sending a professional estimate without leaving your customer's home."
- **Increase profit:** "Nail your numbers and increase your profitability on every estimate. Save costs by not hiring a full-time estimator, let AI do the work for you."
- **Accuracy of data:** "Utilize real-time data from millions of construction industry data points. Estimates tailored to specific project locations, ensuring relevance and

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• Tim went from spending two to four hours per estimate to just 20 minutes using Handoff.

- He was able to send **over 40 proposals in one month**, something that was previously unmanageable.
- "I was able to send a proposal before even pulling away from the job site," Tim noted, highlighting the real-time efficiency gains.

Tim summarized it perfectly, "rather than doing 4 proposals in 8 hours, you could bring out 12 proposals in 8 hours or whatever. It triples your productivity."

2. Increased Conversion Rates and Client Engagement

- The ability to quickly generate and send polished, professional proposals significantly improved response times from potential clients.
- Built-in follow-up features ensured no leads were forgotten, increasing overall conversion rates.

As Tim put it, "I love the fact that you can automatically resend proposals. One of the biggest losses of business revenue was because we had gotten so busy that we often forgot to follow-up with our bids. With Handoff, it's super easy to stay on top of each and every estimate."

Results

- **50%+ faster** estimating process, freeing up time for more projects and client interactions.
- **Enhanced professionalism** in proposals, leading to better client trust and quicker approvals.
- **Increased business efficiency**, with automated follow-ups ensuring no potential deal slips through the cracks.
- **Valuable partnership with Handoff**, where Keeler Construction now has the opportunity to request features, earn affiliate revenue, and participate in other Handoff programs.

Future Plans

Tim sees Handoff as an essential tool in the modern residential construction industry, stating:

"Technology is needed in the construction world right now, or you're gonna get left behind. So whether it's with Handoff or something else, you're gonna need some sort of program to stay competitive and take you to the next level"

Looking ahead, he is interested in deeper integration of and collaboration with Handoff, including:

Providing ongoing product feedback to help shape future software updates

Tim and his team appreciate Handoff's commitment to continuous improvement. Regular updates and new features keep the tool effective and aligned with industry trends and client expectations.

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Exploring partnership marketing opportunities to promote both Keeler Construction and Handoff

Handoff views each new customer as a partner. Handoff offers several opportunities for customers to grow their businesses, participate in community groups, earn affiliate revenue, and much more. On top of that, Handoff uses its network and resources to promote the successes of its customers.

Conclusion

Handoff has proven to be a game-changer for Keeler Construction, significantly reducing time spent on estimates, improving accuracy, and increasing efficiency. As Tim continues to expand his business, Handoff will remain a crucial part of his workflow, helping him stay ahead in an increasingly competitive residential construction space in the Chicago area.

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Boost your business with Handoff

Start earning more revenue right away with Handoff, without spending a single penny upfront



Handoff provides a complete toolkit to grow your residential construction business with AI.

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