

Ogburn Construction

GROWS CONCRETE REPAIR TO \$812K IN FIRST SEASON

“WE FEEL VERY STRONGLY THAT WE WOULD NOT HAVE HAD THE SUCCESS WE HAVE HAD THIS YEAR WITHOUT EVERY PART OF THE SUPPORTWORKS TEAM BEING INVOLVED. YOU ALL DELIVERED ON YOUR PROMISE AND WE LOOK FORWARD TO A LONG RELATIONSHIP. IT’S HARD TO BE DETAILED BECAUSE THERE ARE SO MANY EXAMPLES. YOU SHOULD BE VERY PROUD.”

- David Ogburn

THE JOURNEY



Ogburn Construction, serving Richmond and central Virginia, joined the Supportworks network in 2018 as a concrete repair dealer.

This was a new service line for the company and they didn't know how to sell or install the product. They began offering the service to homeowners in April of 2019.

KEY ACHIEVEMENTS

- Started with **\$0** in concrete repair revenue and grew to **\$812K** in their first season.
- The company boasts **50%** gross margins.
- The average dollar per sale is **\$3K**.
- Even during a pandemic, concrete repair demand and revenue continued to **increase**.

THE RESULTS

- Ogburn Construction has grown from 5 employees to 10.
- The Ogburns have grown from running the business as owner operators, to a CEO-mindset with team members they trust working under them.
- The company has expanded into other Supportworks product lines, opening up new revenue opportunities.

THE WORK

Supportworks paired the Ogburns with Business Coach Lowell Miller to help onboard and build their new service line.

Lowell connected the Ogburns to Supportworks' sales and production coaches. First, the company learned the SolutionView® sales software exclusively offered to the Supportworks dealer network. Then, Supportworks sent its production team to Ogburn Construction to show their crew how to work their new foam pumping equipment and install the PolyLevel® product.

Lowell also put the Ogburns in touch with marketing and customer care coaches at Supportworks, to have a solid pipeline of new customers and appointments for their trained sales team. Supportworks' Human Resources coaches worked with Ogburn Construction to hire more production crew members and the Ogburns worked with the Supportworks accounting coaches to establish good profitability habits that set them up for long-term financial success.

The Ogburns continue to communicate with Lowell on a weekly basis, and have daily access to the Supportworks coaches who helped them get off the ground.