

From \$8M to \$16M: How Ace Door & Window Grew Their Family Legacy

“JobNimbus just unlocks efficiency that you didn’t know was there.”

—GORDON HALE, OWNER & GM
ACE DOOR & WINDOW COMPANY, INC.

Key Impact

- Scaled annual revenue from \$8 million to a projected \$16 million in just two years.
- Increased team close rates by over 30%.
- Saved the sales team 30 to 45 minutes a day—up to three hours a week—by eliminating manual follow-up loops.

ABOUT ACE DOOR & WINDOW

Ace Door & Window Company, Inc. is a Florida-based company founded in 1985. After decades of operating as a tight-knit family business, the company transitioned to second-generation leadership under COO Gordon Hale, scaling from 15 employees to an 8-figure operation.

Challenge

Ace Door & Window was started by Gordon’s dad and uncle in 1985. While the family took immense pride in their craftsmanship, the business hit a growth ceiling, unable to exceed \$5 million in 35 years. When Gordon took the mantle, the company was running on what he calls “organized chaos.”

Leads from the web were printed out, while all others were handwritten on paper and given to sales reps. Estimates made in QuickBooks piled up on desks to become giant stacks of paper. “There was no management,” Gordon reflects. “I had no idea where statuses were, what jobs were at. It wasn’t working.”

The back office faced the same generational bottlenecks. “Invoicing was a weak point because we had no automatic triggers to let accounting know to send invoices,” Gordon notes. Instead, project packets would sit on desks “collecting dust until we’re paid.”

Accounting Manager Sonya Welsh recalls that getting customers to use their electronic payment system was a

major frustration: “I had to manually apply the payment to the invoices. There was no automation in our system.” Lost photos and disorganized Dropbox folders resulted in a client experience Gordon describes as “mediocre, which translated to less leads closed.”



Solution

To protect the family legacy and scale, Gordon knew they needed to shift from individual firefighting to systemizing processes. Their journey wasn't linear. Ace originally adopted JobNimbus but used it strictly for the Boards feature before dropping it. "We weren't sending quotes out through it, we weren't collecting payments. It was just for job status coordination," Gordon reflects. "When we were using it back then, I nixed it because I didn't think that was a feature that was needed." However, as administrative friction worsened, Gordon realized they needed a true operational hub.

They returned to JobNimbus with a new strategy: integrating their critical workflows, including payments, into a centralized system. "Automating the workflow was one of the biggest things I wanted," Gordon says.

Instead of trying to replace every tool, they used JobNimbus as the hub that brought order to their sales and billing. They deployed automatic text and email triggers to eliminate manual tracking. "You send out your quote, they don't sign it, bam. Automation resent in two days," Gordon explains. "And the best part? It's in JobNimbus, recorded for you."

They tied timestamped photos directly to customer files to eliminate liability disputes, and automated the handoff between production and accounting. Gordon notes they originally planned to keep payments completely separate, but realized they needed to route billing through the hub "if we want to really do what we say we want to do."

Results

Centralizing their core data transformed the family business's daily capacity.



"Having the ability to track the data has made my job much easier."

-CODY PARRACK, SALES MANAGER

"The biggest win has come from having one source that has 99% of the info needed from lead to close, which has made the biggest difference," Gordon shares.

Sales Manager Cody Parrack notes that JobNimbus "keeps everyone on the same page and prevents things from falling through the cracks," driving the team's close rate up by 30%. Cody adds, "Having the ability to track the data has made my job as a sales manager much easier."

In the back office, the administrative burden vanished, allowing the team to work more sustainably. "The invoicing and receiving and posting of payments is a much easier process," Sonya notes, adding that JobNimbus allows her to know all job statuses "at a glance. No need to track down who did what or where we are in any process."

This operational clarity unlocked rapid, sustainable scalability without losing the company's identity. Revenue jumped from \$8 million in 2024 to \$11 million in 2025, and the team is pacing to hit \$16 million in 2026. Ace Door & Window will have doubled their revenue in two years.

"Automations cut down on time that those employees don't have to be doing, which opens up white space on their calendar for them to do other things, which fuels growth," Gordon says. "I cringe just hearing myself say the way I used to do things."

Run a more organized, scalable business with JobNimbus



See how JobNimbus helps contractors eliminate bottlenecks, automate follow-ups, and build a business that's ready to grow.

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