

How Alfa y Omega Built a \$6M Roofing Company with Six People

"For us, JobNimbus has never been just software. It's the backbone of our business."

—SAM JULIUS
DIR. OF OPERATIONS, ALFA Y OMEGA

Key Impact

- 40% increase in retail close rate
- 90% close rate for storm jobs
- 98% reduction in estimate creation time

ABOUT ALFA Y OMEGA CONSTRUCTION

Alfa y Omega Construction is a roofing and construction company in Omaha, Nebraska, with an unusually big appetite for efficiency. Rather than adding people every time the workload grew, the team looked for ways to eliminate repetitive work that slowed them down.

Challenge

Before JobNimbus, an estimate at Alfa y Omega started with a spreadsheet built from scratch. Job measurements were taken by hand, pricing lived in a separate file from the job itself, and photos and notes were scattered across folders.

"Estimating used to be a nightmare," said Aaron Miller, project manager at Alfa y Omega. "Constantly sourcing materials, calling suppliers for quotes, and hoping our pricing was still current."

Putting together one estimate took two to three hours. That time came directly out of the hours that the team could have spent with a homeowner, following up on a lead, or getting the next job into production.

And the problem extended beyond estimating. Every manual step created another place where a small team had to spend its limited time: screening incoming calls, collecting checks, ordering materials, handing jobs off to production, and keeping track of what needed to happen next. If Alfa y Omega wanted to grow without continually adding headcount, those processes had to get faster.

Solution

JobNimbus gave Alfa y Omega a single estimating system tied to connected pricing, so quotes reflected real-time costs without the team tracking down numbers for every job. "Now it's fast, connected, and up-to-the-second," Aaron said. "It's impossible to lose your place in a job or lose track of communication." The team then built out detailed templates covering every line item that goes into a job.

Instead of rebuilding each estimate from scratch, project managers could start with a repeatable framework.



"You don't have to spend two to three hours per file," Sam Julius, director of operations, said. "Now you spend two to three minutes per file."

Speeding up the estimate also gave Alfa y Omega something bigger to build on. Once a homeowner was ready to move forward, the information already in JobNimbus could keep the rest of the job moving. "We sign a contract on-site, collect a deposit, and within 30 seconds have a full material order sent to our suppliers," Aaron noted. "The estimate converts to a material order, then to a work order, and everyone gets notified in sequence. That lets us push jobs to as fast as 12 hours, generally a full 24-hour turnaround."

Payments became part of that same flow. Instead of waiting for paper checks before a job could move forward, the team could collect deposits directly and immediately trigger the next steps. Faster estimating helped them win the job faster; faster payment collection helped them start it faster.

Alfa y Omega also tightened up the very beginning of that process. Automated inbound-call filtering eliminated roughly 98% of spam and unqualified calls, giving the small team more time to focus on the homeowners most likely to become customers.

Together, those changes reduced wasted time at both ends of the sales process: fewer distractions coming in and fewer manual steps standing between a signed contract and production.

Results

The biggest result wasn't simply that Alfa y Omega could produce an estimate faster. The team changed how much work six people could realistically handle. With pricing and margins visible in real time, homeowners could see exactly what they were paying for, and the team could adjust on the spot instead of having to recalculate.



Retail close rates climbed from 20–30% to 65–70%, an improvement of 116%. For storm-response jobs, close rates now hit the 90s.

Those efficiencies compound. Hours saved on estimates create more time to sell. Faster deposits and automated handoffs get sold jobs moving sooner. Fewer low-quality calls mean more attention for real opportunities. And because the system carries more of the administrative workload, growth doesn't automatically require another hire. "Because everything is in order, it's really easy to scale," Sam said.

Six people now run a business approaching \$6 million in revenue, a scale most companies would assume needs a much larger staff. For Alfa y Omega, reaching that scale was built by a process that lets every person, estimate, and hour go further.

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