JobNimbus Enterprise

BRADY ROOFING
Quality you deserve, people you trust

Brady Roofing and the Partnerships that Drive 20% Annual Growth

"In order to lead in a market, you have to partner with those that are also like-minded, that are leading in their space."

—BOB HOWELL
OWNER, BRADY ROOFING

Key Impact

- 20%+ revenue growth projected for 2026
- 40% increase in record-month revenue
- 50% faster residential estimates

ABOUT BRADY ROOFING

Brady Roofing has protected Utah homes and buildings for 30 years. Its team serves the entire state, specializing in custom homes, metal, and commercial. Bob Howell took over as owner and operator in 2026, bringing decades of industry experience and manufacturer relationships. Brady is an Owens Corning Preferred Contractor working toward Platinum.

Challenge

Brady Roofing picks its partners as carefully as its materials, but its software wasn't holding up its end. Some estimators still worked from a price sheet and a calculator. Their previous CRM had supplier pricing, but updates lagged and items got misplaced or renamed. Inspection photos lived in a separate app, so building a proposal meant jumping between tools.

When prices felt unreliable, estimators took shortcuts. "This is generally what it's going to cost because I've done 10 of these this year," said Chase Labrum, Executive Vice President of Strategy and Operations, describing the old mindset. Every one of those shortcuts raised the risk of underbidding a job. The finished estimate was one page that "didn't look too much better than just typing it up on a Word document," Chase said. This process also left no room to show the products behind the price.

Large bids took even longer, since changing negotiated prices on an HOA project meant updating every line by hand. In Utah, that time adds up. Crews get about eight months to roof, and every hour behind a computer is an hour not selling.

Solution

Brady switched to JobNimbus in March 2026. "If we're going to switch, we need to switch today," Chase said.



Bob saw more than just software as well. He and his team have embraced JobNimbus as "a partner who is forward-thinking, who's continuing to develop and grow," he said.

At the same time, Brady was moving its shingle work to Owens Corning, so the team built OC into estimating from day one. Owens Corning assemblies are preloaded into templates, and daily supplier pricing keeps every line current.

Instead of checking prices and typing up a scope for every job, estimators start from a ready-made framework.

Each proposal tells the full product story, with inspection photos, OC materials, the roof anatomy diagram, and shingle colors beside the price. Orders go to ABC Supply straight from JobNimbus, while the team still calls its supplier and OC reps for bulk pricing, so those relationships stayed intact.



Results

A standard residential estimate used to take 30 to 40 minutes. Now an estimator with a measurement report builds one in half that time. With daily pricing and every material listed, estimates are more accurate, and the risk of underbidding drops.

Customers notice. Builders and homeowners call out how professional Brady's proposals look next to the competition, and seeing OC colors "right alongside the estimate" earns some of the best feedback, Chase said.

The business results followed. June 2026 was Brady's highest revenue month ever, beating its previous best by 40%. The company is on track to grow revenue 20% or more this year, even after walking away from low-margin, blind-bid commercial work.

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Chase credits faster estimates and stronger presentation as part of that growth.

Those partnerships show up in the sales pitch, too. Chase tells homeowners that Owens Corning's Utah shingles are "tested, manufactured, shipped, and installed all within the same market." Bob, who has worked with the Owens Corning team for most of his career, is just as direct: "The quality of their product is unmatched."

Bob holds JobNimbus to the same standard. "I view JobNimbus as a market leader in the CRM for roofing space," he said. "There's no secret to growth. It's just connecting with the right people."

Quote with Today's Prices, Not Last Month's

Connect your suppliers to JobNimbus so every estimate uses current pricing and every material order goes out without double entry.

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