



A ServiceTitan Magazine

TOOLBOX

Fall 2023

The Salaries Report

Here's how much it costs to
hire plumbers, electricians
and HVAC techs in 2023



**PETERMAN BROTHERS GIVES BACK
WITH IN-DEPTH SHOP TOUR SERIES**

Mack Shwert to defend ServiceTitan HVAC title

Ismael Valdez
details the day
he almost quit



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Toolbox Magazine

Fall 2023 ■ Issue No. 1

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Editor's Note

Welcome to the first issue of Toolbox, ServiceTitan's magazine for the trades. This is the natural companion to our digital home at ServiceTitan.com/Toolbox, which highlights all our online content — articles, webinars, podcasts, tools and more.

But in the daily, all-out sprints of work that you do for your customers and communities, we know it's easy to miss great information or stories online. Because there's so much competition for your attention, both at work and online, we created this magazine to let you dig into some great stories about the trades, at your leisure.

In this inaugural issue, our cover story digs into salaries for the trades — an overview of how much technicians are paid in 2023, with a QR code that links to even more online. In addition, you'll hear from Ismael Valdez on learning tough lessons, and how Chad Peterman of Peterman Brothers gives back to the trades via shop tours and sharing his expertise.

Last but certainly not least, on the facing page you'll see an interview with our first-ever ServiceTitan HVAC National Champion, Mack Shwert. We're so proud to have launched this competition last year and we're thrilled to support it again in 2023 — watch for it in October!

We truly hope you enjoy this issue of Toolbox. And from all of us at ServiceTitan, thank you for all you do, each and every day.

Scott Goldman, Toolbox Editor



Photo by Intersport

Mack Shwert

'Simple Man' to defend inaugural ServiceTitan HVAC National Championship title

By Pat McManamon

Mack Shwert doesn't mind channeling Ronnie Van Zant as he reflects on his life and career in the trades. He mentions Lynyrd Skynyrd's "Simple Man" as a song he might call his personal soundtrack.

It fits.

Shwert is not a man of frills or show. He's unassuming, humble, and more than comfortable with who he is. He simply wants to do his job as a technician for HomeServe USA in New England.

"I just want to fix," he said in a recent interview on ServiceTitan's Toolbox for the Trades with Jackie Aubel.

Shwert showed those skills when he won the 2022 ServiceTitan HVAC National Championship, a part of the Elite Trades Championship Series. Held in Tampa, the competition was sponsored by ServiceTitan and Trane, and was broadcast on the CBS Sports Network.

On Oct. 28, again in Tampa, Shwert hopes to defend his title. He has already advanced to the second round, and is seeking a second victory in a competition he entered almost by happenstance.

"One morning I just came across an email about the championship. And since it was the first one ever, I knew absolutely nothing about it," he said.

An online test, a task on video and an expenses-paid competition in Tampa later, he was named the HVAC National Champion. Winning the \$40,000 first prize there required surviving an unnerving TV experience.

"I was just totally out of my comfort zone," he said. "I spent my life in a basement or in an attic with no camera on me whatsoever. So that whole experience was pretty new and wild."

Shwert said being in Tampa to defend his title in the second edition of ServiceTitan's HVAC National Championship is a must.

"I feel like I have to," he said. "They have these 40-foot banners (featuring former champions) down there, and I think they said I would be on one. So I have to go down and see."

There is also the matter of the cash prize, which has already prompted a shift in Shwert's personal soundtrack.

"Before I won, it would be 'Can't Cash My Checks' from Jamey Johnson," Shwert said. "But now I guess you can cash my checks." ■



PAYING IT FOR- WARD

How Peterman Brothers' shop tours are giving back to the trades

By Brendan Meyer

Photos Courtesy Peterman Brothers

For years, Chad Peterman wondered if his family's Indianapolis HVAC, plumbing and electric shop would ever be successful enough that others in the trades would want to come visit.

So at the start of 2023, he finally decided to find out.

Peterman Brothers had just opened a new building, and was shooting for \$175 million in revenue for the year. These accomplishments, paired with Peterman's desire to give back to the trades, led to his Facebook post on Service Avengers, a popular trades Facebook page, inviting anyone who was interested to a tour.

"Lunch will be provided and you will have access to our team with presentations from recruiting, call center, operations, etc.," he wrote. "We will also demo our suite of software solutions that lay on top of ServiceTitan."

Immediately, Peterman had more than 50 RSVP's and



counting. He knew he couldn't simultaneously host that many people. So he added two additional dates in March and April, and asked his IT team to create a Peterman Brothers 2023 Tour booking page.

"We filled all three tours in three hours," Peterman said. "Now, we're booking out through August."

The response was overwhelming. But for his first tour on a Wednesday in February, as he faced a packed conference room of 35 business owners and office personnel from HVAC and plumbing shops who'd traveled from Idaho, Michigan, Ohio, even Ontario, Peterman felt something else. Humbled.

"How's everyone doing?" he began, and as he looked at the crowd, he couldn't help but think of the many shops he visited and the mentors who helped Peterman Brothers get to where they are today.

Now, it was time to pay it forward.

'That's what we want to be'

After college, Peterman had no interest in joining the business his father started in 1986, which was then called Peterman Heating, Cooling, and Plumbing. He knew nothing about the trades and had never been out in the field.

But two years later in 2011, Peterman changed his mind. He joined the company, which at that time did about \$4 million a year.

"My dad gave me a job and said, 'Hey, I think you'll figure it out,'" he said.

Peterman dabbled in marketing and sales, and in 2013, his brother, Tyler, joined the company, too. Their business serviced new construction and multi-family projects, with light residential work. By 2015, they were doing \$7 million in sales in the former and \$3 million in the latter.

But that would soon change in a big way.

In 2015, Peterman and his father went on a shop tour

at Apollo Home in Cincinnati. The fully residential HVAC and plumbing business was making around \$12 million in revenue, and owner Jamie Gersden was happy to answer all of their questions.

"On the two-hour drive back to Indianapolis, I kept saying, 'That's what we want to be. That's what we want to look like,'" Peterman said.

Peterman Heating, Cooling, and Plumbing slimmed down on new construction and focused on residential. By 2018, they were doing \$15 million in revenue and had opened another location in Lafayette, Indiana.

But there was still room for growth. Later that year, Peterman went on another pivotal shop tour.

This one was in Charlotte at Morris-Jenkins. The HVAC and plumbing shop was nearing \$75 million in revenue, up from \$50 million the previous year. Peterman was entranced. He needed to know how a company could make a jump like that, and Jonathan Bancroft, Morris-Jenkins' president and CEO, showed him.

"I remember it like it was yesterday," Peterman said. "I could walk you through their entire building and tell you where everything was, what it looked like, what was on the walls. Everything. That was the fuel for us to say, 'We can do this. We have a lot of stuff to figure out. But we can do this.'"

Fast-forward four years, after acquisitions, expansions, a new building and a rebranding to Peterman Brothers, which stamped Chad's and Tyler's faces on trucks, cardboard cut-outs and commercials all over Indianapolis, they did it.

"We went from \$50 million in 2021 to \$90 million in 2022," Peterman said, as eyes widened in the crowd. "Our goal this year is around \$175 million."

The trades help each other

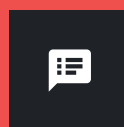
The all-day tour included sessions about recruiting, mergers and acquisitions, multiple Q&A sessions, and an explanation of Top Tech—Peterman Brothers' in-house trades school. There was also a dedicated hour on how they utilized software, including ServiceTitan.

Peterman took the crowd on a guided tour of their two offices, a 23,000-square-foot facility, and a brand new one, which is 54,000 square feet—roughly half of which is warehouse space. Both offices were intentionally designed with the classic blue and red colors synonymous with the Peterman Brothers brand, from handrails to wall decor.

During the catered lunch break, Ty Wickstrom and Cooper Thomas chatted after eating Qdoba. The co-workers had flown in from Boise, Idaho, the night before, hoping this tour would produce tangible tips that they could take back to their residential plumbing and HVAC shop—Wickstrom Plumbing Heating & Cooling.

"Isn't this cool?" Thomas said.

Their shop had a similar backstory to Peterman's. Wickstrom and his brother took over the family business at the end of 2019, with Thomas as their office manager. Since then, they've grown the company from 10 to 30 people and are on



"We went from \$50 million in 2021 to \$90 million in 2022. Our goal this year is around \$175 million."

Chad Peterman

to a crowd touring his facilities

track for \$7 million in revenue this year.

"We're not huge," Wickstrom said. But someday, that's the goal.

Wickstrom was excited to check out Peterman's because he wanted to learn the layout of the building and understand the processes of a big operation. He and Thomas also wanted to learn how a company of this size—more than 600 people—preserves culture. That's why Thomas took a picture of a sign that was posted in a room that read, "Please take responsibility for the energy you bring into this space."

"The common thing that we've seen with great, growing companies is culture," Thomas said. "It's little stuff like this sign that we can take back and implement."



Photos Courtesy Peterman Brothers



This isn't the pair's first shop tour, but it's the farthest they've ever traveled for one.

"That's what's awesome about this industry," Wickstrom said. "People are so open to this stuff. It's freakin' sweet. I love it."

'I might have to come back'

At the end of one of the Q&A sessions, the topic turned to marketing. Peterman Brothers has two graphic designers, an events coordinator and a videographer who produces the commercials that have made Chad and Tyler local celebrities.

This prompted a question from Steve VanHorn, the chief operating officer of Simpson Salute Heating and Air out of New Philadelphia, Ohio, who drove to Indianapolis with three co-workers. VanHorn had long considered hiring a videographer. But he was concerned about cash flow.

"How do you and your executive team evaluate the right time to hire and take on investments?" VanHorn asked. "How do you decide when you're hiring a videographer?"

"The key is knowing where you're going," Peterman said. "We want to be a billion-dollar company. So I'll add a video-

ographer. It makes the decision a hell of a lot easier. Where we're going is way over there, and we know that we're going to need one eventually."

Inspired, VanHorn stepped out of the conference room at the end of the Q&A session and texted the videographer he'd considered hiring.

"I'd love to meet up, discuss, explore options for videography," he texted.

VanHorn and his cohorts traveled to Indianapolis to figure out how a \$100 million-a-year company operates—from how they utilize ServiceTitan to their KPIs. He and Chad Simpson own and operate two HVAC companies, Simpson Salute and Bonsky Heating and Cooling, which together are on pace for \$15 million this year.

It's the same revenue Peterman Brothers was making when Peterman went on his pivotal shop tour at Morris-Jenkins.

"We're scaling and we're trying to scale quickly," Simpson said. "Every detail here at Peterman Brothers is very well-thought-out. Did you notice how every room had red trash cans with a blue top?"

At the end of the full-day tour, Peterman was greeted with a round of applause and many thank-you's.

"If you need any help, let us know," he told the crowd. "I'm more than happy to lend a helping hand."

As everyone filed out, VanHorn chatted with Peterman in the hallway. He thanked him for hosting the event, told him about his company, that he'd already texted the videographer, and that he'd love to pick his brain further—from how CSRs conduct their calls to what his day-to-day looks like.

"Today wasn't enough," VanHorn said with a laugh. "I might have to come back." ■

Interested in going on a Peterman Brothers shop tour? Check out <https://www.petermanhcp.com/tour> for more information.

Marketing Pro

Home service companies spend a significant portion of marketing dollars on Google Ads, but the actual revenue impact of those campaigns can be difficult to track. • Wanting to connect the dots between spend and revenue, Johnny Wenzel, now Senior Manager of Marketing Operations for Marketing Pro - Ads, left his agency job to join ServiceTitan and develop a tool to unlock marketing ROI for the trades.

Wenzel explains that Google Ads tracks cost per lead, but doesn't account for revenue per lead.

He likens it to a century-old quote attributed to marketing pioneer John Wanamaker: Half the money I spend on advertising is wasted; the trouble is I don't know which half.

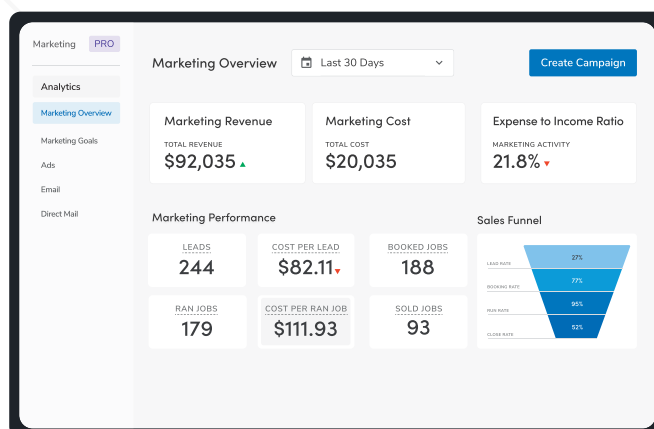
"That was over 100 years ago, and the sad reality is a lot of you probably still relate to this quote, because you're spending a lot of money on Google, and a lot of people are clicking on your ads, then leaving the website," he says. "Or, people are calling, but not turning into customers."

Google tracks those website clicks or phone calls as conversions, whether they correlate to revenue or not.

"Google will see this as a winning campaign and reallocate more of its resources to that campaign, because it has a better cost per conversion," Wenzel says. "The problem is, Google doesn't know your business."

With ServiceTitan Marketing Pro - Ads, a new component of the Marketing Pro Full Suite, a residential or commercial home service company owner can connect Google ads data and real revenue," Wenzel says.

The software tracks leads as ServiceTitan defines them. For phone calls, that means they must last a minute or longer, and not be excused or marked as "not a lead" by the CSR.



With this visibility, ads managers can pause campaigns or reallocate budgets in real time.

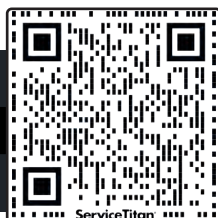
"It's these granular decisions we can make that uncover wasted spend and give you the tools you need to reduce that wasted spend," Wenzel says.

But that's not all. With a feature called Optimizer, Marketing Pro - Ads imports the revenue back to Google Ads, and allows Google to optimize off of those revenue signals.

"What we've seen with our beta users is they're able to turn wasted spend into very profitable spend, and generate a lot more leads and a lot more revenue from their marketing," Wenzel says.

Jolly Plumbing, Drains, Heating & Air, located in Wilder, Kentucky, served as one of ServiceTitan's beta testers. And Bryan Rambow, who manages Jolly's PPC, SEO, and Google Ads, is sold.

"You can see ROI quickly, and if a campaign isn't doing well, we can quickly adapt and turn it off, or change some element of it," Rambow says. "I definitely wish I could use this for all the different clients that I have who are in other industries, because it's just so much easier to work with." ■



MORE ONLINE

Rethink how you do marketing with ServiceTitan Marketing Pro - scan the QR code to find out more.

BONUS CONTENT:

Marketing Pro - Ads: servicetitan.com/wastedspend
Reputation Management: servicetitan.com/novareputation

Scheduling Pro

No job left behind. • A digital CSR who answers every call 24/7. • A revolutionary customer experience. • That, in a nutshell, is what contractors can achieve by deploying the powerful functionality of ServiceTitan field management software combined with Scheduling Pro's online scheduling software. No more missed calls during busy seasons, after hours, on weekends, or even during the holidays, and an unsurpassed level of true customer convenience.

"Most people, myself included, don't really think about their home to-dos until late in the evening," says Michelle Micheletti, Marketing Director of Apex Midwest.

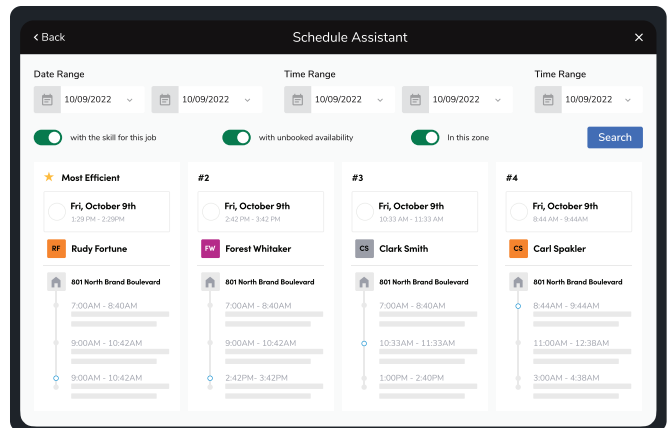
That means after hours for most service businesses.

"And although automation can be scary," she says, "it's not really losing the personal touch because it's an extension of your business that allows homeowners to schedule based on what they need."

"Customer experience is the core of our business," says Micheletti, who creates marketing for 12 Apex brands. "Their experience is going to keep them coming back and create a loyal customer for us."

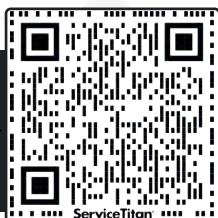
That has led to some amazing results for brands under Apex, an HVAC, plumbing and electrical services group in Missouri that's been using Scheduling Pro + ServiceTitan for about three years. Among them:

- **Whipple Service Champions** — Over 2,200 Scheduling Pro bookings since August, averaging more than 750 per month
- **J&A Service Experts** — 71% of all Scheduling Pro jobs booked in October came in after hours
- **Integrity Home Solutions** — 60% of all October bookings are net new customers through Scheduling Pro
- **Academy Air** — Live Voice, 5,475 calls handled, with 1,090 booked appointments in the first two months



Utilizing Scheduling Pro + ServiceTitan is about meeting customers where they are, when they need your home services, and with multiple options that best serve their needs.

"When they schedule and know it's taken care of, it provides instant gratification and an instant peace of mind," she says. "It really adds to the customer experience, as opposed to them not feeling satisfied and continuing down the road to call someone else." ■



MORE ONLINE

Win more business with a streamlined job-scheduling experience with ServiceTitan Scheduling Pro - scan the QR code to find out more.



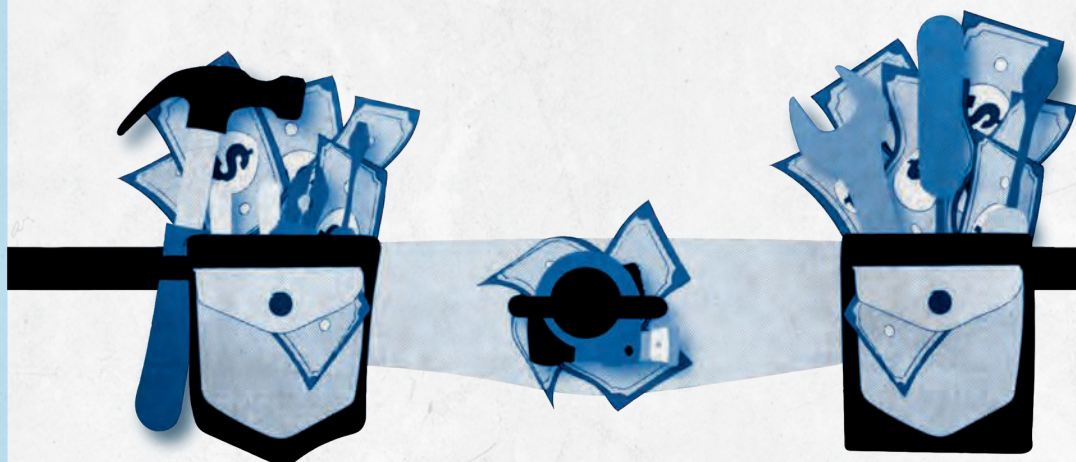
The Quote

"Within the last two years, it's gone from, hey, the guy down the road's going to pay me a dollar more to, hey, the guy down the road's going to pay me \$7 more an hour."

Pete Bradham,
Bradham Brothers Inc., Charlotte

State of salaries in the trades

How much more will it cost you to hire talented people in the skilled trades in 2023? More, across the board, according to data from Payscale.com, which works with human resources and compensation specialists in an effort to modernize compensation and salary benchmarking through technology. The short answer is that it will cost more, with low unemployment rates and high inflation as two big drivers. Here's the big picture in the HVAC, plumbing and electrical industries, and your ticket to state-by-state data for 2023:



HVAC

7.44% The rise, nationally, in the median salary for entry-level HVAC technicians, from January 2022 to January 2023.

\$59,600 The median salary for intermediate HVAC technicians (2-4 years of experience) nationally, \$28.65 per hour.

\$32.74 Median hourly rate for senior-level technicians (4-6 years of experience), which is \$68,100 annually.

10.26% The rise in the median salary for entry-level techs in Ohio and Idaho, where they rose fastest. Utah and Alabama salaries were also up more than 10%.

1.61% Rise in median salary for HVAC supervisors (7+ years of experience) nationally, much slower than at the entry level. The median is \$88,600, or \$42.60 per hour.

\$23,200 The difference between the salary at the 10th percentile and the 90th for entry-level technicians in North Carolina. In every state, at every level, there is a wide range.

Plumbing

6.44% The rise in the median salary for entry-level techs in Oklahoma, fastest in the nation. Georgia and Virginia were at 6.42%.

0.39% The increase in median salary for entry-level techs in Alaska, which still has the sixth-highest salary at that level, \$51,600.

\$59,500 The median salary for intermediate plumbers (2-4 years of experience) nationally, up 6.63% year over year.

\$30.76 Median hourly rate for senior-level technicians (4-6 years of experience), which is \$64,000 annually, up 2.9% year-over-year.

3.7% Increase in median salary for entry-level plumbers (0-2 years of experience), nationally, year-over-year. For intermediate experience (2-4 years), the rise is 6.63%; for senior plumbers, it's 2.9%.

6.32% Rise in median salary for senior-level plumbers in Oklahoma, far above the national average of 2.89% at that experience level.

\$25,500 The difference between the salary at the 10th percentile and the 90th for intermediate-level technicians in Texas. The median intermediate-level salary in Houston is 60,900, well above the statewide median of \$55,800.



The Quote

"A lot of people hear about these plumbers who make \$100,000 a year, and they think when they first get their truck, they're going to make that. And that's not the case."

Richard Flournoy, A-Total Plumbing, Atlanta

Electrical

9.16% Increase in median salary for entry-level electricians (0-2 years of experience), nationally, year-over-year, the highest of the three trades in the data. For intermediate experience (2-4 years), the rise is 3.09%; for senior electricians (4-6 years) it's 6.16%.

11.73% The rise in the median salary for entry-level electricians in South Dakota, fastest in the nation. Idaho (11.70%), Utah (11.69%) and Arizona (11.69%) weren't far behind.

6.04% The increase in median salary for entry-level electricians in Alaska, the slowest rise in the nation. In every state, it's getting much more expensive to hire entry-level electricians.

\$63,400 The median salary for intermediate electricians (2-4 years of experience) nationally, up 3.09% year over year.

\$39.99 Median hourly rate for senior-level technicians (4-6 years of experience), which is \$70,700 annually, up 2.9% year-over-year.

\$100,500 The median salary for supervisory electricians (7+ years of experience), which is \$48.32 per hour. That's up 3.82% YoY.

\$29,900

The difference between the salary at the 10th percentile and the 90th for intermediate-level electricians in California, the largest entry-level gap in the data. In San Francisco, the intermediate median is \$74,600, above the state median of \$67,800. ■

MORE ONLINE

Including state-by-state median salaries, for 2023.



The Quote

"Before, it was really just connecting wires and putting capacitors and things like that. But now you have things like smart thermostats and all this other stuff that does have a tech aspect. The market really demands that stuff now."

Patrick MacIsaac,
Roby Family
of Companies,
Charlotte



Ismael Valdez almost quit the trades. Now, he's built NexGen into an empire.

By Brendan Meyer

Ismael Valdez told himself to smile whenever he emerged from his office. • It was 2019, and the then-32-year-old had scaled his Southern California HVAC and plumbing business, NexGen, to \$30 million in just three and a half years. He'd cruise around the cubicles and greet his team with a grin, adding a rowdy "How are you?" or "Let's go kick a** today!" • But inside his office, behind a closed door, Valdez was unraveling.

His finances were a mess. He wasn't sure how the business was performing or if he was hitting his goals. Every month, he worried about having enough money in the bank for payroll. He started using ServiceTitan, hoping the all-in-one trades software would streamline his business—but he only used the dispatch function.

To make matters worse, Valdez was drinking too much—

both on and off the job.

Nobody knew Valdez was overstressed. That he was spending hours on the phone asking the bank for more money. That he was an alcoholic. Or that, despite pouring himself into NexGen, he was about to leave the trades.

Sure, Valdez might've been smiling.

"But I was about to call it quits," he said.



Illustration by Mary Ann Lawrence/Photo from NexGen

'We're not financial advisors'

Before that happened, Valdez received a phone call that challenged one of his blindspots.

Because, like many in the trades, Valdez was far from a financial expert.

"I wasn't running the business properly. I wasn't priced properly. I was just selling, selling, selling, installing, and collecting, which 99 percent of contractors, that's all we're good at," Valdez said. "We're not educated. We're not financial advisors. We're not tech-savvy. All we know how to do is sell this box, install this box, and collect the money for that box."

That's where ServiceTitan was supposed to help. Among its many capabilities, the accounting, invoicing and job costing features would've provided the financial visibility Valdez desperately needed.

"But I thought it was a dispatching software," Valdez

said. "I was kind of gaming the system on how to use it."

That's why, despite having a \$30 million business, NexGen only had 5-10 ServiceTitan users—a perplexing number for a company of that size. Valdez voiced his frustrations with the software on Facebook. Soon, someone noticed both the odd account numbers and the complaints.

One day, Valdez's phone rang. It was Ara Mahdessian, the CEO and co-founder of ServiceTitan.

"Hey Ismael," Mahdessian said. "I need you to use ServiceTitan properly."

But Valdez wasn't convinced. He insisted ServiceTitan was just a dispatching software that hadn't helped his business.

"Show me why this software is worth every penny that it's worth," Valdez replied.

Mahdessian took him up on the offer.



Knowing the numbers

Tom Howard arrived at NexGen prepared to show Valdez how to best use ServiceTitan—and it couldn't have come at a better time. Valdez was one month away from a dried-up cash flow.

Today, Howard is the VP of Customer Experience at ServiceTitan. But back in 2019, he was a successful contractor who'd used ServiceTitan to scale his trade companies in Sacramento, Fresno, Beverly Hills, and Las Vegas. Mahdessian knew Howard would be the perfect mentor for Valdez.

Valdez explained to Howard that he could not understand why, with more than \$30 million in yearly revenue, he had so little money in the bank.

"Show me your P&Ls," Howard said.

"What's that?"

Howard was stunned.

"Ismael, you're running a \$30 million business employing like 200 people, and you don't know your profit and loss numbers?"

"No, man," Valdez said. "Nobody's ever taken the time to say, 'This is what a business looks like.'"

So over the next month, Howard did just that. He showed Valdez that he had too much overhead. Too many customer sales representatives. That he wasn't properly tracking his marketing. That he could digitally automate his paper invoices and checks on a tablet or smartphone.

"You can track all of this on ServiceTitan," Howard said.

Valdez followed Howard's advice. He also quit drinking. And after one month, he saw a complete turnaround with his company and stress levels.

"We went from not making a profit to, 'Holy sh**, this is a badass business,'" Valdez said.

Paying it forward

Today, Valdez is four years sober and the happiest he's ever been. He's also the CEO of a \$100 million company in Nex-



Gen—a company he sold in 2022.

As Valdez puts it, he now doesn't have to work "for another 150 million years." But when you arrive at NexGen's headquarters on a Saturday, or go to a trades convention in Las Vegas or Texas or Arizona, or ask a question on Service Avengers—the popular trades Facebook page he created—you'll still see plenty of Valdez. Why?

"I still do it because of what Tom did and how he impacted my life," Valdez said. "I feel that I have to give back."

Recently, four companies toured NexGen, and Valdez happily provided his pay plans and bonus plans, HR processes—and access to managers, executives and directors. Later that week, he had a 30-minute phone call with a business owner



Photos Jazmin Infante/ServiceTitan



“In the trades, we all need to stay together to help each other.”

Ismael Valdez

who needed advice to turn around their \$2 million company.

In exchange for his insight, Valdez asks for one thing.

“If I’m going to help you, you better go and help somebody else, too,” he said. “In the trades, we all need to stay together to help each other.”

Valdez has been in your shoes. He’s felt the stress and panic of a struggling business. He’s battled alcoholism. He almost quit the trades.

So reach out. Write a post on Service Avengers. Stop him at a convention. Don’t be afraid to ask for help.

“Because I promise you, God as my witness, somebody in the trades will help you,” Valdez said. “That’s how dope the trades are.” ■

Revenue

18 Month Trend

Month Trend

Week Trend

REVENUE
23,9K

TOTAL

3,8K

COMPANY METRICS

TOTAL SALES

\$3,500

TOTAL

\$3,500

TOTAL RE

23,9

TOTAL JOB AVG.

\$4,200

CALL BOOKING RATE

FIRST IN A SERIES

VERSION RATE

30%

How to get more out of ServiceTitan, FAST

Build in-house experts with Certified Administrator Program

Certifications for technicians abound, and become part of their resume. But there wasn't anything like that for employees on the back end. ServiceTitan's Tim McGuire, Senior Program Manager for Training and Enablement, filled that need with the Certified Administrator program.

The certification recognizes your company's in-house experts on ServiceTitan, and enables them to address challenges before they become problems.

The short-term benefit? Someone in-house can shorten the time between software problems and answers. If further support is needed from ServiceTitan, the person calling support has already done some troubleshooting, which should make it

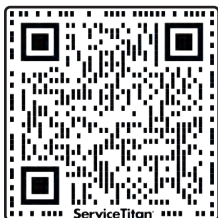
easier to solve any issue.

Eighteen exams make up the certification, though the program is self-paced. Madison Robertson, a Certified Administrator at Fluesbrothers, a chimney sweep and cleaning company in Kansas City, did much of her work at home, but others can set aside part of the day to complete one test.

The tests specifically gave her greater understanding of memberships and purchase orders.

An example of something Robertson wasn't aware of before she took the test: using emojis on tags.

"I was like, 'No way,'" she said. "I went and told everybody. And guess what? We added emojis." ■



MORE ONLINE:

To learn more about the Certified Administrator Program, scan the QR code.

Pete Bradham

Talks about his journey and how ServiceTitan fits in

Recently, a long-time customer sent me a relic from the past -- their Bradham Brothers customer invoice from the 1980s. And they made me realize how lucky I am. Let me explain.

My father, Rodney Bradham, started Bradham Brothers with my Uncle Larry in Charlotte, North Carolina, back in 1975. They built the company on simple principles: fair prices, a family atmosphere, and slow growth driven by word of mouth. And I was obsessed with it.

From as early as age 5, I rode in the van with my dad on calls. I cried every day on the way to kindergarten. I didn't want to go to school; I wanted to be in the truck with my dad. He often worked seven days a week while my mom worked in the office part-time as a bookkeeper. There was something special about being in the office and on the job with my parents during those days.

Fast-forward many years, and it's no surprise that I wound up working in the family business. Today, as president of our HVAC and electrical company, part of my job is to have an eye toward the future and find ways for Bradham Brothers to continue building and growing. That's ultimately why we joined ServiceTitan in the spring of 2021.

Our company has roughly 50 employees and 20 trucks on the road. We use the software for everything, from the dispatch board to tech report cards to customer communications. ServiceTitan has really streamlined our work lives and made running our business much more efficient.

That's why I paused when I saw the customer tickets, dated 1983.

Back then, a technician would go out and basically call in and say, "Hey, I did this. I did that. I did this. I'm ready for my next call."



ABOUT PETE BRADHAM

President

Bradham Brothers
HVAC & Electrical

Charlotte, North Carolina

Managing and building a family-owned business with almost 50 years of history in the Charlotte area.

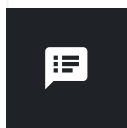
Photo by Bob Leverone

And then my mom would type up that information on a typewriter and then mail the bill out to the customer.

It's quite different now. With ServiceTitan, when a customer calls, it pops up on the computer and we already know who it is. We don't even have to search for that person. The software literally carries that interaction all the way through, from the call to the invoice and beyond.

Our transition to ServiceTitan couldn't have gone better. But that customer ticket was a blast from the past. It reminded me of my childhood, of riding alongside my dad in the van on a warm summer day or running around the office while my mom answered the phones.

I'm just so proud. My family worked very hard to build this company, and I'm really lucky that they did. ■



Contractors IN THE CROWD



Kitty Dunn, Interstate AC, Nashville:

Dunn came to Interstate AC, which is 90% commercial, from a residential plumbing company that used ServiceTitan, and she persuaded her new bosses to demo the software. Many were equally applicable to commercial, and the software wasn't standing still. "(ServiceTitan doesn't) stand for status quo," she said. "We were really excited to find something that pushed us into the 21st century."

Tasha Roberts, ASAP Door Repair & Service, Phoenix, AZ/North Carolina:

After switching to ServiceTitan, ASAP Door Repair & Service is up 128% in revenue from 2022 to 2023. Even better? The software has allowed Roberts, owner and president of the Phoenix, Arizona, shop, to recently move and expand to North Carolina. "Last month we had the best month ever in company history and I'm like, 'OK, see, they can do that without me there. They're fine.'"



James Terry, Green Team Plumbing, Pompano Beach, Fla:

Green Team Plumbing switched to ServiceTitan in 2020, but if Terry, the CEO of the commercial shop, had it his way, he would've joined in 2018. ServiceTitan's commercial features weren't ready for him then, but now it's a different story. Terry manages 50 people and does \$10 million in yearly revenue. His goal is to double his headcount and grow to \$50 million per year, using software to achieve it. "ServiceTitan was not a short-term play for me, it was a long-term play."



Randi Thompson, Bill Joplin's Air Conditioning and Heating, McKinney, Texas:

Days after starting Marketing Pro, Bill Joplin's Air Conditioning and Heating saw return on investment. Thompson, a service operations manager, was ecstatic. By far the most successful campaign so far has been the aging equipment one. "We've had almost \$51,000 in ROI on that campaign," she said.

TOP FIVE REASONS TO ATTEND PANTHEON

This year Pantheon took place September 11-13 at the Orlando World Center Marriott in Orlando, Florida.

Odds are good that if you're reading this magazine, you're already familiar with Pantheon, the annual user conference created by ServiceTitan to bring together and empower contractors from across North America. If you've never been to Pantheon, you could be—correction—you are missing out on one of the most valuable training and networking opportunities in the trades. Here are the top five reasons you and your team should attend the next Pantheon conference.

1. Education and training

Pantheon is first and foremost an education and training opportunity for ServiceTitan customers. With more than 70 expert-led breakout and training sessions on the agenda, you can optimize your ROI with ServiceTitan by selecting the sessions best suited to your business needs, from customer experience to employee hiring and retention to business best practices and more.

2. Networking opportunities

Past Pantheon attendees can tell you that one of the biggest benefits of the conference is the chance to meet, learn from, and share ideas with thousands of like-minded contractors. Take it from Kitty Dunn of Interstate AC in Nashville:

"We were blown away by Pantheon. To see how many people use ServiceTitan, you're like, 'Holy cow. There are a lot of people out there who can be resources.' You can connect with someone in a different trade, a non-competitor, and they're going to be more open to sharing ideas and success—this is what I did or this didn't work."

3. Inspiration and motivation

Whether it's a fresh take on business from a fellow contractor, a new software feature, or a keynote speech by a luminary

from outside the trades, inspiration is everywhere at Pantheon. In 2022, Kat Cole, Simon Sinek, and Magic Johnson graced the main stage. Expect to be no less impressed—and inspired—in 2023.

4. To get a glimpse of the future

Pantheon is where many of ServiceTitan's most exciting new products and features are introduced. Last year it was Titan Intelligence. This year? Well, you'll just have to be there in person to find out.

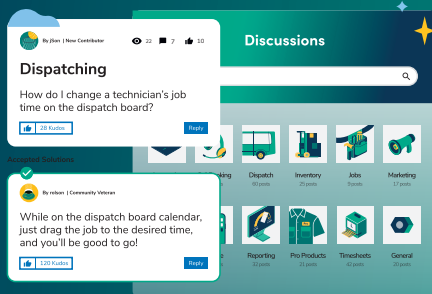
5. To celebrate the trades

Ultimately Pantheon is a chance to celebrate the trades with thousands of people who love the industry as much as you do. All that good energy lays the groundwork for a truly memorable conference, what contractor Tommy Mello of A1 Garage has called "the best event of all time."

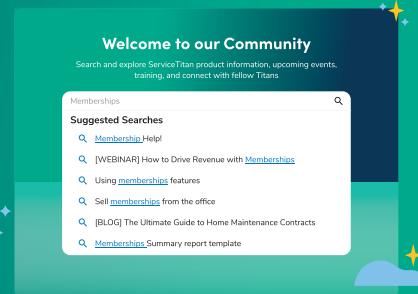
**We look forward to seeing you at
the next Pantheon conference.**

Be a part of the **Community!**

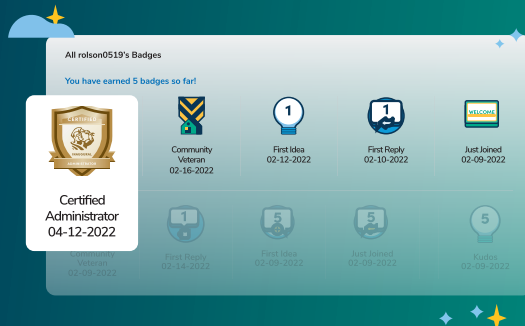
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