



A ServiceTitan Magazine

TOOLBOX

Fall 2024

INSIDE
Why one
company
PICKED
Fleet Pro



STATE
OF THE
TRADES



Check Out Our Champion

Craig Childress wins
ServiceTitan HVAC National Championship
– and then some

ALSO: AIRWORKS SOLUTIONS, POWER THE NATION PROVE IT'S COOL TO GIVE BACK

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Toolbox Magazine

FALL 2024 ■ Issue No. 4

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Editor's Note

Welcome to the latest issue of Toolbox, ServiceTitan's magazine for the trades. For those of you new to Toolbox, this quarterly magazine is the print counterpart to our digital home at ServiceTitan.com/Toolbox, which includes articles, webinars, podcasts, tools, licensing and much more.

Our team continues to be blown away by the response to our magazine. So many of you met with us and checked out the magazine when we were all at Pantheon in Orlando. We love highlighting the amazing work done by contractors like you — and that continues in this issue!

This issue, we feature several companies who have leveraged ServiceTitan and have achieved maximum impact — three of the highest TitanScores ever seen:

■ **Beyer Plumbing's team** set a goal at Pantheon 2023 that they would "use (ServiceTitan) to the max" and be on the TitanAdvisor leaderboard at Pantheon 2024. And they were — with a TAD score of more than 300!

■ **Above and Beyond's Jason Brady** shares about challenging his team to rise to the very top in TitanScore just before Pantheon 2024 — and how they answered that challenge. Brady writes, "Our goals aren't big enough. We can do so much more."

■ **Riley Plumbing and Air** made the move to Fleet Pro to save time, alleviate any risky driving behaviors and reducing liability. "GPS doesn't lie." This one you've got to read for yourself.

What do you want to see in future issues? Do you have a story worth sharing? Got an idea for a new digital tool? Let us know!

Email us at ToolboxMagazine@ServiceTitan.com.

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



Events

YOU DON'T WANT TO MISS



Registration is now open for these events. Scan the QR code to read more about these events and reserve your seat today.

Toolbox Live

Toolbox Live is for owners, general managers, and operations leaders looking to maximize their ServiceTitan experience. Get two days of hands-on learning and 1:1 consultations to equip you and your team with best practices that drive actual results.

CALL CENTER EDITION

JANUARY
22-23

SpringHill Suites
Downtown/Bayfront

San Diego, California

MARKETING EDITION

FEBRUARY
6-7

ServiceTitan
Headquarters

Glendale, California

Come See Us at These Upcoming Events

2025 Dates	Event	Location
1.13	MCAA/SMACNA/TAUC Safety and Health Conference	Durham, NC
1.27	MEP Innovation Conference	Los Angeles, CA
2.10	AHR	Orlando, FL
2.18	WWETT	Indianapolis, IN
2.19	International Roofing Expo	San Antonio, TX



Showing your work

ETCS puts a tradesman's artistry on display

By Brendan Meyer



300 Words On...
CRAIG CHILDRESS

On a recent workday, Craig Childress marveled at his craftsmanship as he put the finishing touches on a plumbing job on Boston University's campus, knowing full well that nobody would get to appreciate the artistry except for him.

He and his team were remodeling a brownstone with nine bathrooms and two kitchens. They had just installed two 100-gallon water heaters, piped together with copper, fed equidistant so that there was equal pull.

The copper brimmed. Everything was level, functional and beautiful. Childress wished everybody could see it.

"But unfortunately, some of our best work is hidden behind a wall, in a basement or in an attic," he said.

That's why the past year has been so surreal. Childress did his job on national TV, competing in the ServiceTitan Elite Trades Championship Series (ETCS) in 2023 and 2024. He won both the HVAC and plumbing national championships—in back-to-back years. That came with \$100,000 in prize winnings and four hulking trophies.

And, for the first time, his craft was put on full display.

Childress spoke on podcasts and signed autographs. He was flown as a featured guest to trade shows in Chicago and Las Vegas. Some of his friends, the same ones who years ago questioned his choice to attend vocational school with "Why are you plunging toilets and snaking drains?" have asked him to speak with their kids about a career in the trades.

No one has enjoyed the spotlight more than his 5-year-old son. He's watched the ETCS live-taping at least 30 times. Before bedtime, he turns on his replica plumbing championship trophy night light, which was built by Dad. He even tags along on some work trips, announcing "I'm going to bring my tools, too!"

His dad has always been his champion. Now, everybody gets to see it. ■



**ServiceTitan HVAC
National Championship Pro Winners**

- 1st Place Craig Childress, \$40,000
- 2nd Place Patrick Boldt, \$15,000
- 3rd Place Curtis Harrington, \$10,000

**ServiceTitan HVAC National
Championship Apprentice Winners**

- 1st Place Dustin Hawkins, \$20,000
- 2nd Place Cameron Raab, \$10,000
- 3rd Place William (Billy) Dahmen, \$5,000

Plumbing National Championship

- 1st Place Craig Childress, \$10,000
- 2nd Place Mike Seidel, \$7,000
- 3rd Place Tyler Edelman, \$3,000

**Autotech National
Championship Pro Winners**

- 1st Place Andy Buehler, \$40,000
- 2nd Place David Borer, \$15,000
- 3rd Place Daniel Fuller, \$10,000

**Autotech National Championship
Apprentice Winners**

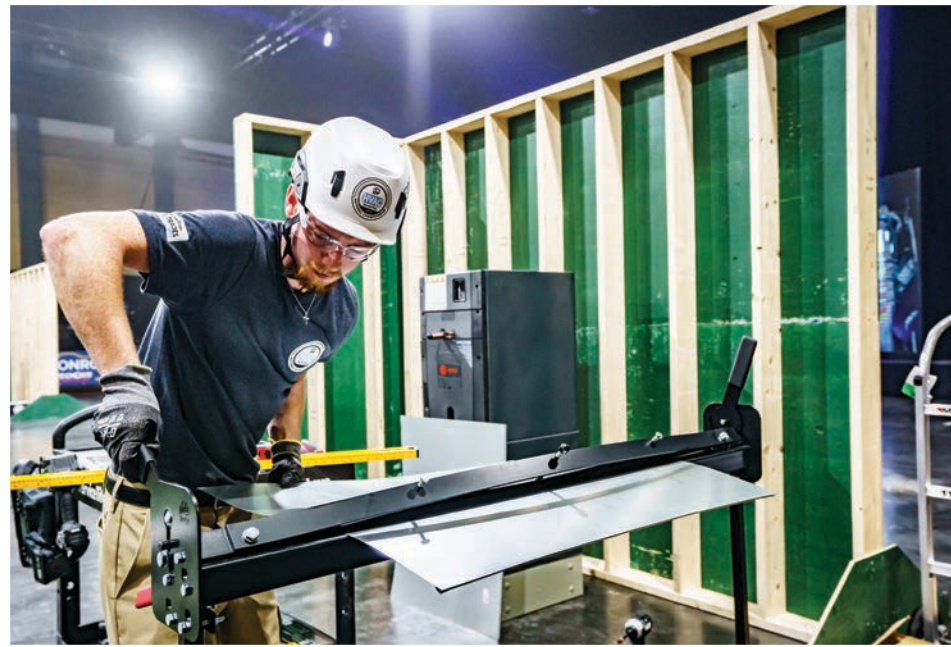
- 1st Place Randy Giroux, \$20,000
- 2nd Place Andrew Gonyou, \$10,000
- 3rd Place Jake Moog, \$5,000

**IDEAL Electrical National
Championship Pro Winner**

- 1st Place Tom Kennedy, \$10,000

**IDEAL Electrical National
Championship S/A Winners**

- 1st Place Nick Chovan, \$10,000
- 2nd Place Kyle Bath, \$7,000
- 3rd Place Jeremy Myers, \$3,000



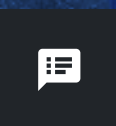
BUSINESS in BLOOM

With a little help from
ServiceTitan,
Overhead Door
Company of Chicago
is flourishing

By Adrienne Teeley

The confused customer walked through the front doors of a brick building on a Thursday morning in the suburbs of Chicago. She paused. She had seen the red awning above the entrance that read “Overhead Door Company of Chicago.” But she wasn’t there to pay an invoice or see door samples. She didn’t even need a garage door. Was she in the right spot? Sarah Kott, Overhead Door’s office manager, immediately recognized the confused customer. She waved and welcomed her in, then grabbed a five-gallon bucket full of dahlias—pinks and oranges and reds and yellows, flowers that retail up to \$9 per stem—and handed the bucket to the customer. That’s because, along with being the office manager for her father’s commercial business, Kott is also the founder of Chicago Flower Market, the city’s first and only wholesale flower market for locally grown blooms.





“Being able to access ServiceTitan from anywhere has been such a gift. It’s been such a good thing to be able to have access to all of our information, at my fingertips, in a really user-friendly platform.”

Sarah Kott

Entrepreneur and Office Manager, Overhead Door Company of Chicago

year over year—and no more mystery checks.

“It’s been very grounding to know that I can trust the numbers that I’m seeing in ServiceTitan,” Kott said.

She’s not the only person who likes this software more than the previous one.

“(Techs) really like that they can easily go back and look at past jobs and see, ‘What did I do at this last place? Did I need a scissor lift when I was there last time?’”

Having easy-to-find information is more important now than ever for the team. According to Kott, Overhead Door logged 113 jobs in the first quarter of 2023. In 2024, they hit 267 in that same period.

“There are so many door companies that are often vying for jobs,” Kott said. “(ServiceTitan) is a good edge for us as we continue growing, because we’ve got a good foundation now.”

That’s important. After all, Kott has her own set of numbers she needs to keep track of.

“I am loading up flowers in people’s cars, I’m adding things to people’s orders, and my brain really has to be engaged with the numbers,” Kott said. “I can’t be overcharging or undercharging people—it’s all of those logistical things.”

Laying a foundation

On a recent Wednesday in downtown Chicago, Kott led an Instagram influencer past raised flower beds on a rooftop garden. She hosts order pickups and same day shopping every Wednesday during the growing season.

And she credits ServiceTitan for giving her more flexibility to balance both of her jobs.

“If I didn’t have ServiceTitan to really solidify our plans before I’m out at the end of the day (on Tuesday), I would probably have to be on-call during Wednesdays,” Kott said. “I’m really confident that (our admin) can take care of all of the dispatches that come in, because I’ve already documented all of those things in ServiceTitan for her.”

But sometimes, a need will still arise on her day off.

Near a patch of purple, orange and red zinnias, Kott’s phone buzzed with a message from Overhead Door’s administrator: Could she call a customer and reschedule their appointment?

While the influencer filmed clips for a reel, Kott pulled up ServiceTitan’s mobile app and located the customer’s information. Within a few minutes, she rescheduled the appointment and was back to explaining the details of installing rooftop flower beds.

“Being able to access ServiceTitan from anywhere has been such a gift,” Kott said. “It’s been such a good thing to be able to have access to all of our information, at my fingertips, in a really user-friendly platform.”

Having helped lay a solid foundation at Overhead Door, Kott is eager to do the same for Chicago Flower Market—and plant some roots of her own.

“My business is educational, it’s experiential,” Kott said. “I’m trying to get the average person in Chicago to appreciate local flowers.” ■

“On Thursdays, I schedule pickups from my dad’s shop,” Kott said. “And first-time flower customers are normally confused at first.”

In early 2023, Kott left her corporate career to start Chicago Flower Market. While she was getting her business off the ground, her dad suggested she come work for him at Overhead Door. Plus, he needed some administrative help.

“He was trying to manage the software we were using, which was super glitchy and very inhibiting for doing work,” Kott said. “The system was the worst.”

Quickly, she realized the software wasn’t just annoying—it was harming the business.

“Sometimes, we would receive a check and we were like, ‘I do not even see that this invoice was due, I don’t know where this came from,’” Kott said. “But most of the time, we would not even know that the invoice needed to be sent.”

Kott set out to find a new software solution. And it wound up helping her manage her flower business, too.

Cultivating trust

Overhead Door joined ServiceTitan in January 2024. Within a few months, Kott saw a 28% increase in collected dollars



8 Things You Missed at Pantheon

By Brendan Meyer

Have you ever tried to retell a story about a wild event or a moment in time, then realize at the end of your story that it was impossible to convey what it was really like with words alone and say, “You just had to be there.” • Well, for anyone who attended Pantheon 2024 who’s trying to retell the experience to someone who missed it, I’ll save you some time: You just had to be there. • With more than 4,000 of the best contractors in the country in attendance, six keynote speakers and 75 breakout sessions, this year’s Pantheon was bigger and better than ever. Here are eight reasons why.



BREAKING NEWS

Who doesn’t love to be the first to know when news breaks? Attendees at Pantheon were the first to find out about two of ServiceTitan’s newest Pro products—Sales Pro and Contact Center Pro. Sales Pro is an AI-powered sales coaching tool built with automatic call recording in the field that leads to improvement opportunities for your technicians and a peer-to-peer learning environment. Contact Center Pro centralizes all of your customer communications with an omni-channel, multi-location and AI-powered contact center platform.



We’re No. 1

If you stopped by the Partner Marketplace at Pantheon, you probably saw the squad of workers wearing orange vests. That was ServiceTitan’s commercial and construction team—and they weren’t the only commercial-centric aspect of Pantheon. There was also a commercial main stage day, a commercial-focused keynote session, a Torch+ day for commercial customers, and more. Needless to say, ServiceTitan is not just a residential software.

“With the release of features like service agreements, and job costing, and projects, and customer-specific pricing, and Convex, and the service channel integration, we’ve now become the No. 1 software for commercial contractors as well,” ServiceTitan Co-Founder Ara Mahdessian said in his keynote session.



Recognizing YOU

ServiceTitan knows the vital role its customers play in their communities. At Pantheon, we wanted to show it. That's why the Power the Nation booth had a large map of the U.S. and a whole lot of pins. More than 200 customers stopped by the booth to share the incredible work they do to support their communities, such as food drives, donations to local charities and supporting animal shelters.

Then, they pinned their location on the map—which by the end of Pantheon, covered 48 states, including Hawaii. Customers who signed up at the Power the Nation booth can be entered as a Prometheus Award finalist and/or have a chance to partner with ServiceTitan on making an impact in their community.



Scan the code to find out more about Power the Nation.



Rubbing Elbows

Picture this: You attend a conference filled with thousands of the best and most talented contractors in the country. It'd be a crime for you not to rub elbows and network. That's one of the most valuable aspects of Pantheon, and this year, attendees were given a special way to connect: Peer Networking Meetups. Via the Pantheon conference app, attendees could schedule 1-on-1 meetups with people in the same industry or role. And, back by popular demand, was the Birds of a Feather networking lunch.

We want you to network just as much as you do (including at the hotel bar, late into the night).



Mom, I'm Famous!

Ever wanted to go on one of ServiceTitan's podcasts and cement your voice and stories into trades fame? Well, you had your chance at Pantheon. All you had to do was sign up. In the middle of the conference center was a can't-miss, glass recording studio featuring Jackie Aibel, host of "Toolbox for the Trades," and Josh Lu, host of "Mastering ServiceTitan." Together, they spoke with more than 20 customers and thought leaders, which culminated in nearly a dozen podcast episodes, recorded straight from Pantheon.



You Care, We Care

Pantheon gave its attendees a chance to give back. At the Titans for Change booth, customers built care bags filled with goodies: teddy bears, Rubik's cubes, coloring books with colored pencils, key-chains, friendship bracelets and more. The bags—350 of them—were then delivered to the Arnold Palmer Children's Hospital. "Our goal with the care bags was to provide sensory items that would bring joy to the kids, while also teaching them about the trades," said Ashley Baillio, program facilitator at ServiceTitan.



Most Radical Party—Period

Ever been to a party where you could pose with a shockingly accurate Marty McFly look-alike standing beside a DeLorean? Yeah, didn't think so. That was just one of many surprises at the '80s-themed Titan Appreciation Party. One room featured themed food options like Sloppy Joes, meatloaf and cake-filled Push Pops. Another had a roller rink, roller skate rentals and arcade games. And let's not forget about the surprise entertainment: Wilson Phillips, Boyz II Men and Bret Michaels from Poison. Combine all of that with everyone's Spandex, neon outfits and cool shades, the '80s party was totally tubular. You just had to be there. ■

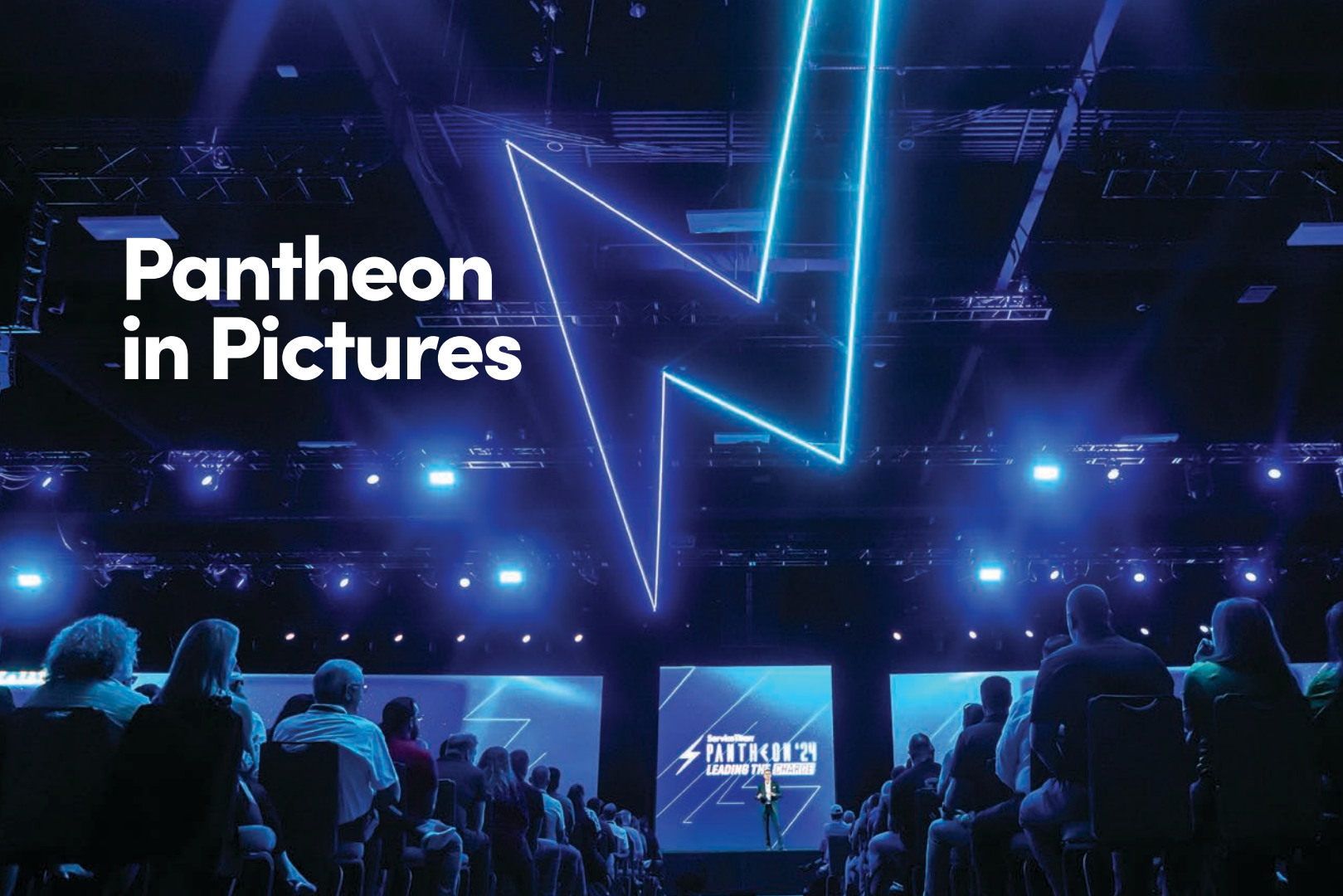


Homework from a TV Star

Marcus Lemonis didn't spend a single minute on stage at his keynote session at Pantheon. Instead, he roamed the crowd. The entrepreneur, advocate and philanthropist who is best known for his role as the star of the CNBC TV show "The Profit," spent his hour taking real-life examples from the audience and finding solutions for them. He even gave them a homework assignment: Calculate your effective labor rate. "Understand every part of the numbers of where you're actually at," Lemonis said. "Your job and your obligation is to make your technicians more money. The only way they make more money is you give them more jobs."



Pantheon in Pictures





STATE

ServiceTitan data shows

OF THE

a brighter outlook in 2024

TRADES

By Brendan Meyer

When it comes to industry trends, there appears to be a light at the end of the tunnel. And, unlike in 2023, that light isn't a pair of headlights barreling your way.

- Welcome to our first-ever State

of the Trades story, a comprehensive overview of trends and conditions affecting residential and commercial contracting in the U.S.



Residential shops
saw an increase of
6.84% to 15.82%
in revenue

The latest piece of ServiceTitan data? Revenue numbers are up across the board this year from April to June:

Residential shops saw an increase of 6.84% to 15.82% in revenue, which is a complete flip from last year, when numbers went in the opposite direction in the same time period—from 10.52% to 2.55%.

Commercial shops saw an increase from 9.52% to 12.58%. This time last year? It dropped from 8.66% to 7.44%.

So what does all of this mean? Chris Hunter, a principal industry advisor at ServiceTitan, thinks that we might be inching toward “business as usual” territory, he said.

In other words, the light at the end of the tunnel could actually be daylight.

“I think (this data) is telling the story that you've almost outlasted the worst of it,” Hunter said. “And now, the contractors who have battled through, who have leaned up their ships, who have focused on efficiency, who have optimized their software to make things run extremely smoothly—they're going to be in for a real rebound.”

“They're not just going to get through it anymore. They're going to be the ones who are going to be winning.”

No more Covid skew

The last big ripple effect from Covid-19 was felt heavily throughout the trades in 2023.

As we now know, a lot of work was pulled forward from 2020 to 2022, which led to a steep drop-off in installs in 2023 as customers opted for repairs instead. Rising interest and mortgage rates certainly didn't help either, as homeowners and property owners limited their spending.

Shops were challenged with “tightening their

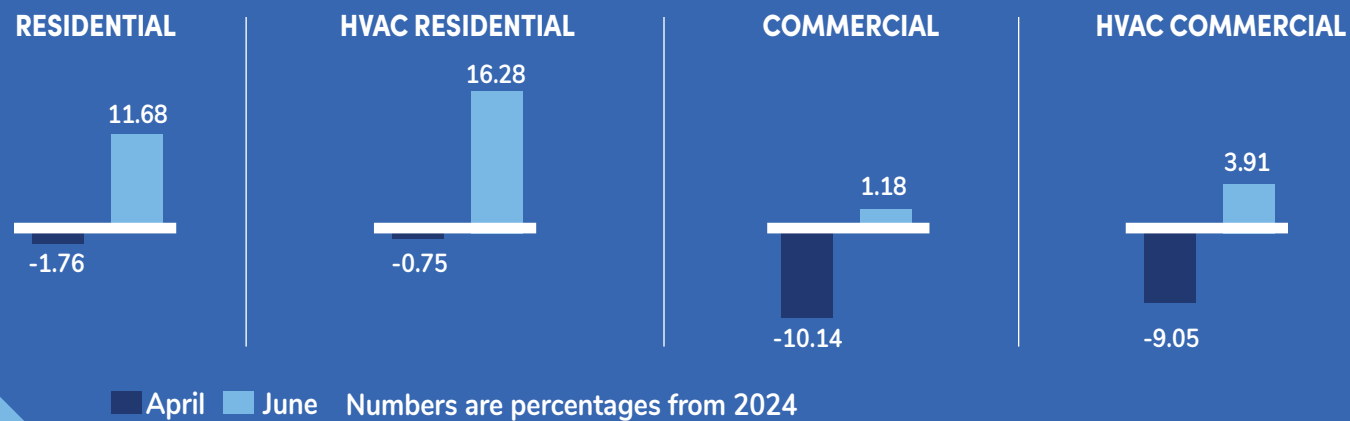


“I think it’s contracting as normal.

It's back to focusing on the key elements of your company, making sure you're priced right, making sure you're serving well, and that you're converting the calls that you get.”

Chris Hunter, a principal industry advisor at ServiceTitan

LEAD CALL GROWTH



STATE OF THE TRADES

belts and being more efficient,” Hunter explained.

“When it was easy, it was really easy to let things get out of control a little bit,” Hunter said. “2023 was the wake-up year.”

But based on the numbers, things are on the upswing.

For example, lead call growth rose from April to June 2024:

- For residential customers, it’s gone from -1.76% to 11.68%. Last year at this time, it went from 4.05% to -8.86%.
- More specifically, HVAC residential customers have seen an increase from -0.75% to 16.28%, compared to last year’s drop of 8.23% to -10.30%.
- For commercial customers, it’s gone from -10.14% to 1.18%. Last year? It went from 0.45% to -12.47%.
 - More specifically, HVAC commercial customers have seen an increase from -9.05% to 3.91%, a much different tune from last year’s drop of 3.67% to -11.65%.

There’s also been a sizable increase in revenue per tech rate from April to June:

- For residential, it’s increased from 3.92% to 12.26%. Last year, it went from -1.46% to -8.77%.
- For commercial, it’s gone from 7.88% to 11.29%, as opposed to last year, which was -0.41% to -0.17%.

Even annualized technician churn rate has cooled down:

- For residential, it’s sitting around the 10% mark, whereas last year it was almost double around this time.

“The tech rate churn being close to single digits is a great sign to me,” Hunter said. “That means (the techs) who are at shops are staying there, and they’re not turn-

ing over like they were. Because it was crazy there for a while.”

‘Contracting as normal’

2023 was the wake-up year. So with revenue, lead calls and revenue per tech all trending upward, what does that make 2024?

“I think it’s contracting as normal,” Hunter said. “It’s back to focusing on the key elements of your company, making sure you’re priced right, making sure you’re serving well, and that you’re converting the calls that you get.”

But for those who’ve leaned into technology and made it through 2023 relatively unscathed, Hunter thinks there’s an even brighter light ahead.

“(The last couple of years have) prepared us for a new age of contracting. You’re optimized, you’re efficient, you’re leveraging the technology, you’re leveraging the marketing that’s available. Those who do that are going to be the ones who are winning far more than others.”

“I think we may even see the gap between those who do that and those who don’t start to get even wider. The way that homeowners are booking calls, the way they’re communicating, the way that they’re marketed to, my goodness. (With technology), it is so different than it was just a few years ago.”

There may even be a “slingshot” effect in 2025, Hunter explained.

“When everything breaks loose again in 2025, and customers have to replace again, and the interest rates cool off a little bit, I think it’s going to be a slingshot, especially at the end of the year next year.”

But for now, Hunter sees this data and what’s happening around him as a sign that the last of the Covid ripple effects are behind the trades.

“We boomed. We crashed. And now I think we’re back to just normalization,” he said. ■



SCAN THE CODE TO SUBSCRIBE

A dynamic quarterly report with in-depth data and analysis on market trends that impact residential and commercial contractors. Subscribe to get notified when updates are made to this interactive view of the trades.

The Power of Healing

For kids healing trauma, AirWorks Solutions and Power The Nation made hard work easier

By Mike Persinger

When AirWorks Solutions agreed to partner with ServiceTitan on a community betterment project as part of the Power The Nation campaign, even CEO Stephanie Allen was surprised by the result. • In the Southern California area AirWorks serves, the response was overwhelming. • “We put out the call like, ‘Hey, we want to help somebody,’ and the stories that we had pouring in were incredible,” Allen said. “There are so many different projects out there available to you to do really good things in the world.” • The project AirWorks chose is just one of them. The company would install a complete HVAC system at 4Kids2Kids, where the children have all known hardship. • The young residents at the Southern California home have been victims of sex trafficking and human trafficking, and 4Kids2Kids’ No. 1 goal is to provide a therapeutic, comfortable home to those children.



The AirWorks team has provided 4Kids2Kids' residents 'the comfort to get to the core of what they need to deal with in their past trauma,' says facility manager Julianna Zepeda.

Until recently, 4Kids2Kids' Los Angeles chapter was doing that without central air in the house. AirWorks Solutions, with support from ServiceTitan, changed that.

"A lot of these girls have emphasized how they've never had comfort before in their lives," facility manager Julianna Zepeda said. "With the air conditioning, we're going to be giving them the comfort to get to the core of what they need to deal with in their past trauma."

In the process, AirWorks demonstrated how those who lead, serve.

'We do it every day'

AirWorks, at 4Kids2Kids, did what it always does: It fit the work to the task.

A new system serviced all the bedrooms, the kitchen and the living room. A unique setup with an upstairs office and no way to get duct work to the space required a wall-mounted mini-split and an outdoor condenser. And a slimline furnace condenser and coil left the girls room to get their bikes in and out of the gates.

"I think for tradespeople, it's like, 'That's no big deal. You have a need there. I can do that. I can help you with those things. Let me help now,'" Allen said. "And we're not afraid to roll up our sleeves and dig in and get involved."

Problem-solving, just like every day.

"Getting a chance to show off the work they do and really realize that it made such a big impact helped them stand a little taller, and really see that what they do matters," Allen said.

"We take for granted the skills we have. The work we do, we do it every day so it's no big deal. But the trades are essential, and this was really easy for us to do, to give back and make a major impact."

That kind of impact, Allen said, can be—and is—made by contractors across the nation, every day. Because it's part of the DNA of the trades. The idea of Power The Nation, launched at ServiceTitan's user conference in October, is to serve as a catalyst.

"The whole message (of Power The Nation) is 'People who lead, serve,'" Allen said. "And we don't feel like we're necessarily just in an HVAC or plumbing business. We're in a leadership development business, and as we develop people, we serve them, and then that service gets contagious."

That's what happened at AirWorks Solutions.

Another level of giving

To be sure, Power The Nation is not close to the first charitable work for the AirWorks Solutions team.

Allen said the company's Cool Acts, Warm Hearts initiative has helped in their community before, although the 4Kids2Kids project was the largest so far. And it ramped up employees' desire to continue to do good for their community, every day.

Cool Acts, Warm Hearts, among other things, makes monetary donations to community organizations when certain AirWorks Solutions services are sold, which builds awareness



Residents at the therapeutic 4Kids2Kids home have been victims of sex trafficking and human trafficking.



and business for the company and funds worthy causes.

But Power The Nation took everything to another level.

"I'm really proud of how willing and generous my team was," Allen said. "I'm not surprised by any means, but I'm so grateful to have them by my side and fully bought in to my mission—and it's theirs, too. They're just so willing to give back and develop each other and develop other people."

The project even created some FOMO at AirWorks Solutions, owned and run by Allen and her husband, Kevin, setting the stage for the next charitable gift.

"The team that got selected to do this install, the other guys are like, 'Hey, how come not me?'" Allen said. "Now it's, 'We want to know the next one, we're going to do the next one.'"

And Allen absolutely expects there to be a next one.

Goosebumps everywhere

The project at 4Kids2Kids was much more than a normal HVAC installation, Allen said. And she said she's grateful to ServiceTitan for the opportunity.



"Our partnership with ServiceTitan is incredible," she said. "ServiceTitan instigated the project and funded the project, but thanked us the entire way as if we were serving them as much as we were serving this home. Working together, there's so much mutual respect."

Through it all, Allen saw the importance of the project for ServiceTitan.

"The thought and care that went into every step of the way, and the consideration, was incredible," she said. "I know that this isn't a marketing ploy or a fly-by-night type of initiative. This is something that's really important to the ServiceTitan company at their core. I can't wait to do more projects because ServiceTitan ignited that flame for us."

Of course, that was not nearly the best outcome. That was for the children at 4Kids2Kids.

"Their home's their solitude, their refuge," she said. "The people at 4Kids2Kids have said it has made such an impact in the girls' well-being, and in their ability to get through some of their counseling and other sessions that they're working through. And the comfort of the home has changed dramatically. It's a place they want to be."

That is only beginning to pay dividends, for the children at 4Kids2Kids now and in the future.

"We didn't really understand the ripple effect we were going to have," Allen said. "The impact, especially in this situation, lasts a lifetime. The work those kids are doing right now is healing any of the past traumas that they've had, so they can become who they're going to be."

Allen paused, contemplating the outcomes AirWorks Solutions and others in the trades can have in their communities.

"This has lifetime, generational impact, really," she said. "So that part's pretty incredible."

"I just got goosebumps saying that." ■

'GPS Doesn't Lie'

Why Riley Plumbing and Heating picked Fleet Pro

By Brendan Meyer

Last year, a technician at Riley Plumbing and Heating got into a rollover accident in one of the company's trucks. • The technician said he'd hit a deer. But when shop owner Lawrence Riley reviewed the front- and back-facing dashcam video of the accident via ServiceTitan's Fleet Pro, there was no deer in sight. Something else had caused the accident. • Nose picking. • "You could watch the guy picking his nose and wiping it on his shirt as the truck rolled over," Riley said. "There was no deer on the video. The GPS and the video don't freakin' lie." • The technician was fine and has since left the residential and commercial service shop in Gardnerville, Nevada. But the \$200,000 truck he was driving—which was part of Riley's portable restroom business—took a nosedive.





Fleet Pro's video event capture aids in timely insurance claims and reduces liability, while real-time alerts notify you of route deviation and risky driving behaviors via email, text, or in-app notifications.

But the dashcam Fleet Pro feature is far from Riley's favorite.

"(Fleet Pro) makes our job costing perfect," Riley explained. Here's why.

Fleet Pro's proprietary automated GPS timesheets integration intelligently updates technician timesheets according to GPS data, saving you time and protecting you from excess wages or wage theft claims.

"We can see exactly how long (our techs) were on the job, working. And it's not a 'Keep the employees honest,' thing. It's a job costing thing," Riley said. "(With that data), we know how to price ourselves. We know what stuff really (costs). And it just eliminates the human error of clocking in and out."

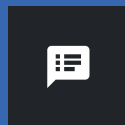
Riley also likes how the GPS features allows him to refute a classic customer complaint: "The tech was only here for 15 minutes!"

"We can print off the data and send it to the customer and say, 'Well, I saw him at your house for an hour now. You told me he was there for 15 minutes. Was he sleeping in his truck?'"

"(The customer) can't argue with the GPS. The GPS doesn't lie. I mean, it takes 15 minutes (for the tech) to take their toolbag out."

For job costing alone, Riley said that Fleet Pro is "worth every penny." But he loves that he can utilize the dash cam footage—and be a little nosy—whenever there's an incident.

"We had a deer accident a few years prior," Riley said. "And now we're kind of wondering if that was a deer." ■



"We can see exactly how long (our techs) were on the job, working. And it's not a 'Keep the employees honest,' thing. It's a job costing thing."

Lawrence Riley
Owner, Riley Plumbing and Heating



UP^{to} the Challenge

Beyer Plumbing was determined to have the Top TitanAdvisor score by Pantheon. They boosted revenue and profit along the way.

By Brendan Meyer

Every morning, the team at Beyer Plumbing can hear James and Liz Beyer before they even see them. • That's because the brother and sister start every day by checking their TitanAdvisor (TAD) score via the rocket ship icon, and then yell their reactions through the hallway from their side-by-side offices. • On a good day, when the score increases, it's a happy yell like a "Yes!" or a "Let's go!" But other days, it's more like "Ahhhhh!! How did we lose six points?!" • Mornings haven't always been like this.

Beyer Plumbing went live with ServiceTitan in 2020 after James and Liz convinced their father and shop owner, Perry Beyer Jr., that the software would take their San Antonio, Texas, plumbing shop to new heights. Their dad was skeptical—but he ultimately agreed under one condition.

“If we’re going to pay for it, we better use it,” he’d say.

James and Liz promised him they would. But months after going live, their father died.

James is now the owner of Beyer Plumbing, and Liz is the vice president. The shop has seen year-over-year growth ever since they took over, and their TAD score, which measures how well they use the software, had routinely been in the low 200s, good for the 99th percentile of all users.

But at Pantheon 2023, the Beyer siblings saw a large banner recognizing the shop with the highest TAD score increase. And it triggered their competitive edge.

“We looked at each other and we were like, ‘Our goal for Pantheon 2024 is for our name to be big on that wall,’” James said.

In the next year, they promised themselves that they weren’t just going to use ServiceTitan.

“We were going to use it to the max,” Liz said.

‘No. 1 in the world’

The following week after Pantheon, Liz threw herself into marketing features. She started every morning by responding to reviews and assigning them to jobs, and keeping track of technician shoutouts.

“Before, we weren’t really answering reviews. That’s been a big (TAD) point-getter, but it’s also something that’s been really good for us,” Liz said.

James obsessed over the pricebook. He made sure that his general ledgers were correct, that they had designated vendors, that the right products were in inventory and bundled together, that they were emailing statements to the customer.

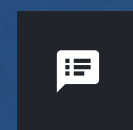
All of this and more resulted in additional data and insights to hold their team accountable.

“As a company, we started doing more with less,” James said.

Simultaneously, their TAD score shot up to the high 200s. By February, Beyer Plumbing was already atop the leaderboard among all ServiceTitan users, and James was so excited that he printed a bunch of copies of the leaderboard and pinned them all over the office.

“I circled our name, and wanted the guys to see that they were No. 1 in the world,” James said. “We said we’re world champions, because there are (ServiceTitan users) in Canada.

“And we told our team, ‘We’re No. 1 because of you.’”



“We looked at each other and we were like, ‘Our goal for Pantheon 2024 is for our name to be big on that wall.’”

James Beyer

owner of Beyer Plumbing





The 300 club

Pantheon was still a ways away. Beyer Plumbing needed to hold onto the top spot for seven more months. To stay hungry, the Beyer siblings came up with a new goal: Arrive at Pantheon with a TAD score of 300 or more.

"Look, we're competitive," Liz said. "That's what I always tell people when they ask me about this. We want to win. But while we're using our competitive juices, we're making our business more efficient, more effective, and we're getting so many insights that we never had before."

On the morning of Aug. 12, the team at Beyer Plumbing could definitely hear James and Liz before they saw them. Because that was the day they hit 300.

The Beyers celebrated by cracking open a bottle of champagne and orange juice and toasting mimosas with the whole

team. James even sent a rare text to Vahe Kuzoyan, co-founder of ServiceTitan.

"Hey Vahe, it's James Beyer from Beyer Plumbing in San Antonio. We noticed our Titan Score is now 302. Have y'all ever had anyone hit over 300? Just curious."

Moments later, Kuzoyan responded.

"James! Your ears must be burning because we were just talking about you guys. That's amazing. Very VERY impressed."

Beyer Plumbing was indeed the first.

More than a number

After spending nearly the entire year atop the leaderboard, Beyer Plumbing arrived at Pantheon 2024 with a 312 TAD score. But they weren't at the top.

That honor went to Above and Beyond Service Co. out of Edmond, Okla., which squeaked by at the last second with a 323.

The ultra-competitive Beyer siblings were upset to come in second. But they still got to celebrate. They were one of two shops to receive a glass rocket ship trophy that read "TitanAdvisor Master 2024," their shop's name made it onto a large banner at Pantheon, and they walked around the conference with a pin that read "My TitanAdvisor score is 312."

"People would see that pin and say, 'How? How do you get that high?'" James said. "And I'm like, 'I have no idea. Just follow the guidelines.'"

Those guidelines, James said, have put his shop in position to hit \$18 million in revenue this year—the highest revenue in company history.

"(TAD) has 100% helped us grow," he said. "It's helped our

revenue grow, and it's helped us be more profitable."

The Beyers' next goal is to return to the top of the leaderboard: "We'll be back to No. 1 and everything will be right in the world," James said with a laugh. He and Liz also hope to get more of their staff members to complete the ServiceTitan Certified Administrator program.

As for the rocket ship trophy? It sits on display, front and center, on a sparse award shelf in their front lobby. Not only does it represent the promise they made to their father years ago and the success that's followed, but it's one of the first trophies the siblings have earned for the shop.

One day, that shelf will be full, just like it was when their dad accrued many trophies in his 30 years running the company.

"James and I are trying to build up our own awards," Liz said. "Now, we have a rocket ship." ■



Jason Brady

Talks about his team's commitment to getting a top TitanAdvisor score

In early September, I hopped on a call with my customer success manager. I didn't know it then, but that call wound up costing me \$10,000 — and an ROI that went beyond money. Here's why. • My CSM explained that ServiceTitan would be honoring shops with the highest TitanAdvisor (TAD) score at Pantheon. She told me that my shop, Above and Beyond Service Co. in Edmond, Oklahoma, was in ninth place with a score of 241. • With only two weeks left in the competition, my CSM gave me a challenge: Try to finish in the top 5.



I'm a competitive guy—especially when it comes to my business. I want to be the best at what I do, and my team feels the same way. Plus, my shop would only profit from having a higher TAD score. So I passed the challenge on to my four core team members: our controller, our director of service operations, our service resource manager and our customer service manager.

I told them, if we finish in the top 3, I'll pay y'all \$500. And if we're No. 1? I'll give each of you \$1,000.

The four of them immediately created a group chat and kept each other in check at all hours of the day. In the first week, our TAD score jumped from 241 to 271—good for a fifth-place tie on the leaderboard. Winning the whole thing still felt like a long shot, though. The top shop we were chasing had a score in the 300s.

My team never let up. In the next week, they kept track of where we lost points, where we gained points, and what we were missing. On their own accord, they started every day at 5 a.m. I'm not exaggerating. That Saturday morning, I logged onto ServiceTitan and saw them all active.

The competition ended the following Wednesday. And somehow, we did it. Or more specifically, they did it. Our score jumped up 52 points—in one week. Our 323 TAD score was No. 1. I couldn't believe it. We were named a 2024 TitanAdvisor Master.

ABOUT JASON BRADY

Owner and CEO at Above and Beyond Service Company, a family-owned business located in Edmond & Oklahoma City, Oklahoma.

The second we found out, I received a text from one of my team members: "So, are you doing check, cash or card?"

I wrote those checks right away, but I added a little surprise: I paid them each \$1,000—after tax. I also wrote \$100-\$500 checks to a handful of team members who helped out. In total, I spent around \$10,000. They more than earned that money.

Seeing them take ownership, work tirelessly as a team and achieve a lofty goal spoke volumes. That was the real ROI. I learned that their capacity isn't even close to being stretched. Our goals aren't big enough. We can do so much more.

But don't ask me—ask them. Now, they want to be the first shop to hit 350. ■



Prometheus Awards 2024 recognize charitable contractors

Gulfshore Air, Sila Services win inaugural awards at Pantheon

For Gulfshore Air, giving back to the community includes the Cozy For Christmas program, which provides free HVAC installations for a single mother, a women's housing project and an animal shelter.

For Sila Services, it's the Feel the Love campaign, which provides free HVAC systems to families in need, and a partnership with Alex's Lemonade Stand Foundation to fund pediatric cancer research.

Those two ServiceTitan customers are winners of the inaugural Prometheus Award, announced at Pantheon and designed to recognize companies who drive progress and inspire positive change.

Gulfshore Air Conditioning, in Niceville, Florida, won the Prometheus Flamekeepers award for smaller-scale organizations.

Sila Services, a multi-trade organization with more than 20 brands across the U.S. and based in King of Prussia, Pennsylvania, won the Prometheus Torchbearers award, recognizing the contributions of larger-scale companies.

That charitable nature is common among contractors across the country, and for good reason. Just as contractors are essential to the health and safety of their customers, their place in the community is essential to the overall well-being of that community, and of their workforce.

Steve Reynolds, Gulfshore Air Conditioning's founder, is proud to be a part of giving back.

"We never do this for recognition," he said. "Making sure that we give to a community that's really given to us for 29 years just warms my heart."

It's the same for Sila Services, too.

"Each one of us has this deep dedication to our community, whether it's the trades community or the communities we serve," said Carney Daley, regional vice president for the Mid-Atlantic for Sila Services. "It's one of our core values. Winning this award shows that we're able to give back."

But it wasn't just the winners doing excellent work. Every finalist did great work in their community.

For David Manley, who co-owns ProLift Garage Doors in Amarillo, Texas, with his wife, support for food-insecure students at local schools was born of a mother who spent 40 years as a teacher in that very school system. The Manleys partner with their nonprofit, Filled With Hope, to hold fundraisers and food drives to help those who need it.

For Stephanie Postell, owner and chief operating officer of Anchor Heating and Air in Charleston, South Carolina, their Anchored Blessings program started with a family in need she felt moved to help, and has grown to multiple HVAC system installations each year for deserving recipients.

The common theme? Recognition with a ServiceTitan Prometheus Award is nice, but it's not the "why" for anyone in the trades.

"We get to see that most raw need, something that they might need in their home and don't have the opportunity to provide for themselves," Postell said. "And we can." ■



WINNER

- Gulfshore Air Conditioning & Heating, Inc. (Niceville, FL)

FINALISTS

- Anchor Heating and Air LLC (Charleston, SC)
- Beck Cohen (Charlottesville, VA)



WINNER

- Sila Services (King of Prussia, PA)

FINALISTS

- Air Comfort Solutions - OKC & Tulsa (Tulsa, OK)
- Express Heating and Air (Nampa, ID)
- John Henry's Plumbing, Heating, Air, & Electrical (Lincoln, NE)
- ProLift Garage Doors (Amarillo, TX)
- Vines Restoration | Plumbing | HVAC (Conway, SC)



Scan the code to nominate your company or someone else's for the 2025 Prometheus awards.

Family and trades

The two seem inextricably linked

Fall is always a whirlwind at ServiceTitan, and this year was no different. Two big events – the Elite Trades Championship Series in West Palm Beach and Pantheon in Orlando – served as a reminder of a universal truth of the trades: Families are the backbone of the service industry, and family dynamics are woven into so much of what we do.

- That aspect of our industry showed up time and again at those events and in the past 50 episodes of my “Toolbox for the Trades” podcast, which hit 200 episodes in November. I’m seeing more sibling pairings, and more children building on their parents’ legacy.



Scan the code to check out the Toolbox for the Trades podcast.



That surge started with the 150th episode, which featured Khadija and Odari Head. They lead intentionally at Head’s Plumbing in Atlanta to honor the sacrifices their parents made. It includes Spencer and Dallin Tippetts from Rainforest Plumbing & Air in Phoenix, Lydia and J.B. Brewster from Aqua Clear Water Systems in Lenoir, Tennessee, and Jennifer Rose-Caudill, who runs Emergency Plumbing Heating and Air in Ohio, along with her brothers.

In all these cases, the trades and the family dynamics intersect. Work-life balance can be harder to accomplish when you’re working with family members.

Flipping on its head the intrinsic hierarchy – parents at the top and children secondary, a system ingrained for decades – can cause tension at best, and open conflict at worst. My tips for avoiding at least some of that:

Don’t make assumptions. Have honest conversations about what each of you wants out of the business and the partnership.

Be clear about wants and needs, communicate often about progress, and honor boundaries in decision-making.

Consider enlisting a coach to moderate the most difficult

conversations.

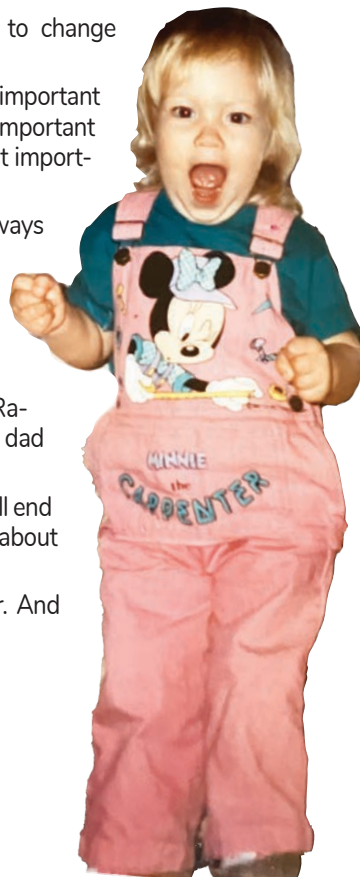
Have frequent check-ins and be willing to change course.

Why is all this so important? Because as important as your business is, it should never be more important than nurturing the relationships that are most important to you.

Those are the people, after all, who are always there for you. Case in point, the Elite Trades Championship Series. HVAC pro competitor Patrick Boldt’s children cheering him on was heartwarming. And Craig Childress, who won both the HVAC and plumbing titles for the second straight year, joined his wife, Rachel, to FaceTime their kids to tell them their dad did it again.

There’s no way to tell if any of those kids will end up in the trades, but the lesson they’ll learn about hard work paying off pulls many of them in.

Case in point? My father was a carpenter. And here I am. ■





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