CoreBridge®

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BOOK A DEMO

More Bids Won & Better Margins

A Sign Cabinet & Channel Letter Fabrication Shop's Move to a Modern Operations Platform

When competitors are responding faster and margins are invisible, growth stalls. For this 20-person sign fabrication shop, Excel estimates, paper job folders, and disconnected tools were the culprit. CoreBridge replaced it all with one platform, and the results showed up fast.



32+ Hours/Month Saved

24% Improved Job Margins

37% Higher Win-Rate

100% Paperless Operations

CHALLENGES

1. Manual Estimating

Individual Excel takeoffs created a slow, error-prone quoting process.

2. High Volume, Low Win-Rate

40-50 active estimates made it impossible to respond fast enough to win.

3. Paper-Driven Handoffs

Missing docs, photos, and approvals created lengthy handoffs and added risks on every job.

4. No Margin Visibility

With no way to compare estimated vs. actual costs, the team was left guessing which jobs were actually profitable.

COREBRIDGE SOLUTION

- Central CRM with full customer history on each estimate + job
- Structured materials, labor, and machine costing (Excel import)
- Assemblies and Quick Products for quoting common jobs
- Tiered wholesale vs. retail pricing with per-order overrides
- Automated estimate and artwork approvals with customer links
- Production boards and install scheduling with calendar sync
- QuickBooks online live integration for invoicing and payments

RESULTS

1. Faster Quoting

Bids turned around same-day, dramatically reducing the estimating bottleneck and improving capacity to handle volume.

2. Higher Win-Rates

Faster, more consistent responses helped the shop win back jobs previously lost to quicker competitors.

3. Better Documentation

All files, photos, and approvals stored on the job record, instantly accessible and ready for dispute or review.

4. Margin Clarity + Improvement

Estimated vs. actual costs (materials + labor) now tracked per job, giving the team real data on what's profitable.



"I didn't realize how bad it was. The paper job folders were killing us. So much miscommunication on the floor. That's all gone now."

Jason Thompson, General Manager

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