Customer Success Story

Stars & Stripes Doors and Specialty
Creating Competitive Advantage

BACKGROUND

STARS & STRIPES Doors and Specialty
Your Door to Freedom

Mark Dement entered the construction industry at an early age, third generation, and leveraged his knowledge of construction science with his natural sales and marketing abilities. In 2012, Mark jumped into commercial distribution of Division 08 with doors, frames, windows, accessories, hardware, and specialty scenarios at one of the largest distributors in Texas. Mark held roles including Estimator, Project Manager, Sales Manager and quickly recognized an opportunity existed to approach the distributor business differently. In February 2018, Mark and partners started Stars and Stripes Door and Specialty, LLC.

WHY PURCHASE SOFTWARE?

Mark was crystal clear about the value of software in this business, "I am a very detail-oriented person and software is the only way to produce the level of detail and specificity needed to respond to customers completely, accurately and professionally." Mark recounts observing many "old school" distributors that operated completely unautomated and produced client packages that lacked detail, contained errors, and created client confusion. "Absolutely, I would not have launched Stars and Stripes without the software."

WHY SOFTWARE FOR HARDWARE®?

Three reasons drove Stars and Stripes to select Software for Hardware. Mark states, "I already knew the product. I knew it was well designed and I knew it would support our startup and growing operation." But Mark's familiarity with the program was far from the most important reason. "I chose Software for Hardware also because of the company and the people. Starting a new business is not easy, many vendors don't want to spend the time with small companies or startups. Lisa and Cheryl were terrific getting us quickly up and running. The third reason comes down to the dollars and sense. Lisa Oxman, President, recalls the early days working with Stars and Stripes, "Mark knew his stuff, had great energy and I wanted to help him become successful. To that point, we created a payment plan that worked for everyone. I cannot be happier about Stars and Stripes growth and success."

ARE YOU HAPPY WITH YOUR DECISION?

Mark is certainly happy as well. Mostly because of a year-over-year revenue growth rate approaching 300%. "I honestly did not expect this rapid sales success. We hit our year 1 milestone and now year 2 we're growing explosively. Next year I expect to more than double staff." Mark continued, "Without a doubt, Software for Hardware has been a huge factor in our success." Business success relies on great execution, but explosive growth often relates to possessing a competitive advantage. "Software for Hardware has been our competitive advantage," Mark confidently states. Many smaller distributors either believe that software technology is either too expensive or too hard to learn. Neither of those beliefs are true but as long as our competitors think so we'll possess an advantage."

ABOUT STARS & STRIPES DOORS AND SPECIALTY

Founded in 2018, based in Houston Texas, Mark Dement and partners launched Stars and Stripes with a unique approach to the door, frame and hardware distributor business. Stars and Stripes leverages technology, remote based employees, and uncommonly tight relationships with manufacturers to cost effectively and quickly supply customers the products they need to support their construction projects success.

ABOUT SOFTWARE FOR HARDWARE®

Founded in 1996 by DHI honoree John Petersen, door, frame and hardware distributors across the US, Canada and Caribbean use Software for Hardware to power their businesses and better serve their customers. From take-off to accounting, Software for Hardware gets the job done faster and better.