

## Customer Success Story

### Steve Broders Co.

### Immediate Return on Software Investment

#### BACKGROUND



Steve Broders Company established in 1984 and quickly became a leading supplier of commercial door, frame and hardware serving southwest Washington and the greater Portland area. Broders Co. specializes in small to medium size projects and purchased Software for Hardware® in late 2018 to help accelerate the growth of their business and better serve their customers.

#### WHY PURCHASE SOFTWARE?

Joe Broders, Sales Manager, and son of founder Steve Broders, recounts two major reasons Broders decided to invest in software. First, to increase staff productivity. Broders needed to handle more jobs and more complex jobs with the existing staff. "We were managing too much work in a manual mode with hand drawings and Excel spreadsheets. This really limited our ability to grow without hiring more and more staff."

Hiring staff led to the second reason driving Broders to invest in software. Steve and Joe discovered a real challenge when trying to attract top talent to join a company with little software automation. "We were told straight out that they would not join our company without the tools to help them be productive and successful. That was a wake-up call for us," recounted Joe.

#### WHY SOFTWARE FOR HARDWARE®?

"We looked at several options and determined that Software for Hardware® was the best fit for Broders," Joe remembers. Broders evaluation came down largely to three factors. First, Broders needed a program that was intuitive and easy to use. Second, Broders wanted to work with a technology company with a mixed staff of industry veterans and young technologists. Joe remembers, "Other companies touted their grey-haired staff but I also wanted a software vendor with young energy, motivation and new technology to support my business."

Third, no surprise, was price. Joe continues, "Software for Hardware® understands the small to midsize distributor and their price fit our budget."



## ARE YOU HAPPY WITH YOUR DECISION?

"Oh my gosh, yes," Joe quickly responded, "Broders would not be in the growth mode we are in today without the support of Software for Hardware® and their staff." Implementing Software for Hardware® has enabled Broders to land two talented new hires and power the company to pursue bigger and more complex projects. Some staff jumped in eagerly and learned the software the first week, other members elected for a slower pace. Regardless, Joe states, "All staff agree that Software for Hardware® has been the right move for our business, and they don't want to go back."

## ABOUT STEVE BRODERS CO.

Architects and contractors rely on Broders Co. attention to detail in specifying and ordering doors, frames and hardware. Just as important, Broders Co. understands the importance of frequent communication with clients to insure no last minute surprises arise. Broders Co. works everyday to streamline the complex world of doors, frames and hardware. Through our close relationships with manufacturers and wholesalers we are able to keep projects on track, on budget, and on time.



## 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.

