

Jake Adams **Jake's Heating, Air & Plumbing**

Knightstown, Indiana • 25 Employees • 15 Years in Business • \$3M Annual Revenue • Brand Sold: Trane

Why did you decide to select Contractor University and the Business Accelerator Program as one of your growth benefit selections?

I had looked into Contractor University before and I actually have a friend who at the time had done a lot with Contractor University. So, when we signed up to be Trane dealers and it was one of the benefits for it, we opted to do the extra step to get some more of the content and one free ticket to EPIC2021.

How has your overall experience been with Contractor University since you've joined?

It's been good. I've been to a couple of the live trainings, those were more than excellent. The video library is great. I'd say overall, we're very satisfied with it.

What elements of the Contractor University platform have you found most helpful and what portions have you utilized the most?

I go over a lot of the number modules featuring Gary Elekes. But the really cool thing is I find my service manager, office manager, my finance manager, but especially my service manager watching the modules. I'll actually hear Gary Elekes coming from the other room where he's learning about the service manager and the role of the service manager and stuff like that. I would say that for me it's the financial part of it, but for my group it's the individual components.

What type of financial impact would you say the Contractor University platform has made on your business?

We're up 20-30% on our profit right now, that's actually a really good thing. Back in January when I started this thing we were in the negative, so I'd say we're doing good.

What have you been able to improve in your business as a result of the Contractor University platform?

One of the biggest takeaways: I went to one of the live Gary Elekes workshops, I think it was a marketing meeting where he did the profit per day pricing. Going back to work and being able to watch that video was very helpful because when you're in the class you understand it, and then you get home and you don't remember all of it or understand it anymore; it's nice to go back and go through the steps. I was able to take what I learned from that meeting and implemented that into our install department, I still have to do it in my service department a little bit, got to refine it, but our install department has killed it. I had one sales guy in July sell \$200,000 to \$208,000 worth of installs and that was just one guy. And the cool part about that is that because we focused on the profit per day, some of those two-day jobs and stuff like that turned into opportunities that we made money instead of losing money.

How would you compare the Contractor University platform to other business training programs you have used/experienced in the past?

Well the video part of it, being able to go back and rehash it. And when you go to a live event, like one I've been to, when I go back to rehash it, it's pretty much the same content so you get it more and more, it's not one-time, turn and burn and done. That is the one thing that I think is different from anything else.

