Heartland LLC has an annual revenue of $65 million providing commercial maintenance to locations like Kansas City's Two Pershing Square. CFO Peter Welch says Aspire software has been essential to the company's growth.

MAKING THE GAME

Winning is the reason people play the game, at least that is what Vince Lombardi believed. Every business needs a vision, a strategy, a system, and the courage and commitment to execute.

"A good software is a good solution. The less it takes to do what we do, the better off we are and the better we can get ahead," says Rorie. "People don't realize 'simple' usually wins. Complexity eliminates a lot of victories, which keeps people from being able to get to the goal line."

Software can run the business, lessening the workload and inefficiencies – things that are important to Peter Welch, chief financial officer of Heartland, and his team.

The company offers commercial maintenance and snow removal services and have an annual revenue of $65 million. They're located in Mission Woods, Kansas, and they have four platform companies, which all use Aspire.

"We have seen efficiency and consistency across the platform in bidding work, estimating work, production scheduling and profitability reporting because they are all speaking the same language," Welch says.

Welch says it's essential to have a software system if a company wants to grow. "If you want scalability, multiple branches or multiple account managers, now is the time to make that investment. It makes the ability to grow in an organized fashion much easier than waiting until it's out of control." •

PETER WELCH

WINNING THE GAME WITH SOFTWARE

When Mike Rorie, CEO of GIS Dynamics, gave the keynote at the 2019 Aspire Client Conference in Tempe, Ariz., his message was simple: The smartest investment you can make today is software.

Rorie knows. He spent 18 years working long hours to grow his business to $3 million in revenue. In 1993, he invested in software and grew to $28 million in eight years.

"I could not have continued to play the game I was playing — working like a maniac 12 hours a day, seven days a week for so little return," he says. "Something had to change, and we made the change. We invested and managed the business with a system."

"I could not have continued to play the game I was playing — working like a maniac 12 hours a day, seven days a week for so little financial return, Something had to change."
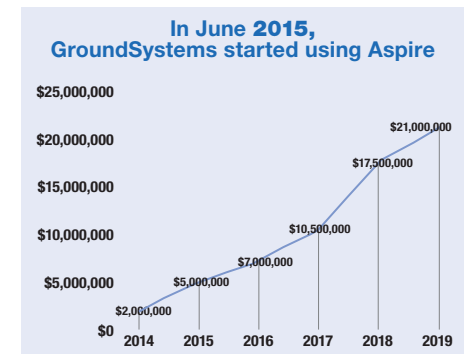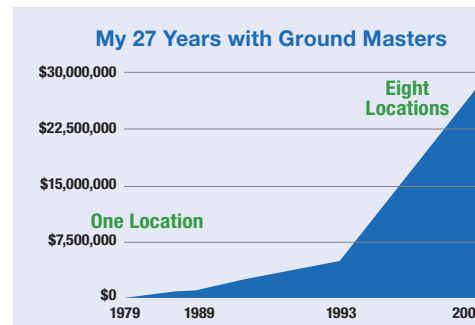
— Mike Rorie

MIKE RORIE

Rorie outlined three parts of the system that help businesses make money: hard systems (equipment), soft systems (standard operating procedures) and information systems (management software). Twenty years ago, hard systems were important; today information systems are where it's at.

"Software, to me, allows you to standardize work so people can move on to more valuable tasks and activities," Rorie says.

Instead of building your own, Rorie encourages owners to work with a software partner that already has everything in place.

"Don't think you have to have a custom program that does things just the way you do them," Rorie says. "If you want to grow your business and remain competitive, you're going to have to adopt systems and processes. You have to do that to be effective."

My 27 Years with Ground Masters

Eight Locations

One Location

$30,000,000
$22,500,000
$15,000,000
$7,500,000
$0
1979   1989   1993   2006

In June 2015, GroundSystems started using Aspire

$25,000,000
$20,000,000 — $21,000,000
$17,500,000
$15,000,000
$10,500,000
$10,000,000
$7,000,000
$5,000,000 — $5,000,000
$2,000,000
$0
2014   2015   2016   2017   2018   2019

PHOTO: PETER WELCH

The **Aspire** *Software Company*

The **Aspire** *Software Company*

If you want to talk to someone about your business or see a demonstration, visit *www.youraspire.com*.

FIVE REASONS WHY SYSTEMS MATTER TO AN OWNER

1. Great systems put owners in control of the company. You become proactive instead of reactive, guessing what decisions to make.

2. Great systems turn dimes into dollars. You reduce waste and can focus on growth, playing offense instead of defense.

3. Great systems turn average people into high performers. Your people can become THE experts instead of relying on you increasing productivity and reducing turnover.

4. Great systems protect the company. You no longer have to rely on a few key people, and should they leave, other team members can fill in quickly.

5. Great systems create equity interest in your company. Your company is more valuable because of the predictability a system provides. Rorie knows having sold his company at the price he wanted.

"Today's software systems allow you to standardize repeatable, routine, transactions into a system people don't have to think about. When we adopted systems, managers were able to spend time more productively running the business."

— Mike Rorie

James Martin Associates in Vernon Hills, Ill., has been able to tackle large a mix of commercial and residential projects using Aspire software.

Service and Productivity. The Aspire Software allows you to conduct site reviews and write proposals onsite for electronic signature by the customer.

INSTANT REPLAY

JIM MARTIN

For Jim Martin, president of James Martin Associates in Vernon Hills, Ill., software allows them to track how they're doing compared to how they thought they'd perform, which has played a large role in their success.

"The most important thing for business owners is to be able to predict where you're going to be and look forward. It's difficult to do that without having an aggregator for the information," Martin says. "Aspire does the best job of that from what we've seen."

His company offers maintenance, design/build, irrigation and snow services, and their customers are about half commercial, half residential. The company has an annual revenue of $15 to $20 million and has been using Aspire for four years.

"It gives us a really good look at how we're doing at how we thought we were going to do," Martin says.

"The most important thing for business owners is to be able to predict where you're going to be and look forward. It's difficult to do that without having an aggregator for the information. Aspire does the best job of that from what we've seen."

— Jim Martin

Before, they had a dozen different spreadsheets to track all of their information, but now, they've drastically cut down on those and can rely on the software, says Martin's general manager, Tom Bolas.

"It's streamlined the process," Bolas says. "If people don't have software that allows them to consistently estimate and review how they're performing at their jobs, it's very hard to improve their performance."

TOM BOLAS

PHOTOS: JAMES MARTIN ASSOCIATES; STOCK.ADOBE.COM/TOMASZ ZAJDA

PHOTOS: ISTOCK.COM/OLEH SVETIUKHA; ARTVEA

THE ASPIRE BUSINESS MANAGEMENT SOFTWARE SYSTEM

Reporting — Manage sales, job costs, forecasts, and financials

CRM — Manage marketing and prospects

Estimating — Manage proposal and contracts

Scheduling — Manage crews and jobs

Purchasing — Manage job materials and subs

Crew Mobile — Manage job hours and payroll

Fleet / GPS — Manage vehicles, equipment and the shop

Invoicing — Manage billing, collections and payments

Labor Efficiency (01/18 - 07/18)

To see suggested KPIs for your business, visit landscapemanagement.net/aspire2019