



# Builder Funnel Culture Code

2020 Edition

## **Builder Funnel Culture Code - 2020 Edition**

### Table of Contents:

1. Who We Are:
  - a. Best Workplaces in Colorado Springs
  - b. Core Values
  - c. Our Mission
  - d. Who Works at Builder Funnel?
2. Who Our Clients Are:
  - a. Construction Industry
  - b. People -> Families -> Communities
3. Who Our Partners Are:
  - a. Mission-Driven Partners
  - b. The Best of the Best
  - c. Where Our Partners Live
    - i. Spreading Impact
4. Who Our Community Is:
  - a. Where We Live
    - i. About Colorado Springs
    - ii. Our Local Impact
  - b. Where Our Remote Team Lives
    - i. Retaining Top Talent
    - ii. Spreading Impact
  - c. Where Our Clients Live
    - i. Non-Competing Locations
    - ii. Spreading Impact
5. Where We Started
  - a. Hungry
  - b. Humble
  - c. Annual Goals
  - d. What's Next...?
6. Where We Are Going
  - a. Our Impact
  - b. Community Outreach
  - c. Vision
  - d. Best Workplaces in Colorado Springs
7. Lessons We've Learned
8. Why Join Us

# Who We Are

## Chapter 1

Welcome to Builder Funnel! We are a boutique marketing agency committed to serving the construction industry. We value the customer experience, delivering results, giving back to our community, and growing intentionally and strategically.

But the most important aspect of Builder Funnel is our team.

### **We are one of the best workplaces in Colorado Springs.**

To us, this is more than bragging rights or a recruiting tool. It's what we truly believe - ask any of us! And whether you're a candidate, prospect, client, partner, or a community member, we're willing to bet you'll feel the same way the longer you know us!

A few words that came up repeatedly from our team when describing Builder Funnel include:

- Autonomy
- Growth mindset
- Driven
- Thoughtful leadership
- Professional development
- Invest in the team

And that's just the beginning.

### **Our Core Values are our guiding force.**

We are a better team (and better people) because of them. They help us make difficult decisions, and they remind us of the path that we choose for ourselves every day.

Our Core Values include:

1. Always be learning
2. Deliver positive customer experiences
3. Achieve more together
4. Do the right thing
5. Always be learning

These values are more than just a mural on a wall in the office. They guide conversations, inform decisions, and help us reach all of our goals. We are proud to live by these high standards, because we know that we carry the responsibility to leave a positive impact on anyone who comes into contact with Builder Funnel.

### **Our Core Values align to create our Mission.**

Our Mission is to foster growth in individuals and companies. This includes and starts with our team. If you join our team, expect to change, improve, and grow. You should be a new person every 12 months. If you decide to work with Builder Funnel, expect the best service and results.

We are passionate about evolution, as a company and as a team of individuals. We believe in having a growth mindset so that we can continuously improve our services, our relationships, and ourselves. Most importantly, we believe in investing in our people - our team has earned the right to have the best education, the best technology, the best office, and the best leaders.

### **Who works at Builder Funnel?**

Our team is our family. If you ask the team who works at Builder Funnel, you'll get a huge variety of responses. We take pride in knowing not only one another's names, but also the names of spouses, pets, hometowns, favorite bands, passion projects, and so much more.

Our team shares their true selves. So, when asked who works at Builder Funnel, we wouldn't hesitate to respond (direct quotes from the team):

- Thoughtful leadership
- A team of marketers - not a group of marketers trying to one up each other
- People who are always positive, encouraging and there to help when you need it
- A super cool team of awesome people

But outside of Builder Funnel's four walls, we're so much more:

- Musicians
- Artists
- Fashionistas
- Photographers
- Social justice warriors
- Happy hour friends
- Dog walkers
- Volleyball stars
- Coffee fiends
- Yogis
- Harry Potter fanatics
- Readers
- Concert-goers
- Vegetarians
- Military spouses
- Amateur chefs
- Podcasters

The list goes on. Because at Builder Funnel, no matter *who* you are, you belong here. And we believe that the best version of you includes your work and home self - and we encourage that version of you to be the same here.

# Who Our Clients Are

## Chapter 2

Our clients are our focus. Afterall, one of our Core Values is to deliver positive customer experiences. We strive to do so every single day.

**Every day we come to work, we feel lucky to serve the construction industry.**

Not only do we get to have a direct impact on small and medium businesses across the country, but we also get to help stimulate our economy. Whenever our work is successful, we are helping our clients grow their businesses and support their families. We're also helping someone find their new dream home - no matter if they're buying, remodeling, or retiring into it.

**We view our clients as being threefold - including those who work at their company, all of their families, and their larger community.**

When we are able to help a small or medium construction business succeed, that success permeates. Our client is able to give back to their whole company. Everyone at the company is then able to better support their families. As families rise up, they tend to give back more and directly impact their local community.

When we help our clients succeed, we help their whole community improve.

# Who Our Partners Are

## Chapter 3

At Builder Funnel, we know that we are only as powerful as our partner relationships! We value our partners because we know that they contribute daily to our success - and to our clients' successes!

**We are proud to work with partners who have missions larger than just their bottom line.**

In fact, here's a current list (always growing!) of who our partners are and what drives them:

- *HubSpot*: HubSpot helps millions of organizations grow better, and we'd love to grow better with you. Our business builds the software and systems that power the world's small to medium-sized businesses. Our company culture builds connections, careers, and employee growth.
- *Remodelers Advantage*: Sure, we pay attention to the standard key performance metrics (KPIs) that companies like ours should be watching: average length of membership, member retention

rates, and so on. But our top KPI — *the one that proves we are executing our vision* — is the gratitude we receive from our members.

**We may be biased, but we think our partners are the best of the best.**

They're not just great to us, but they're also the best at what they do. When they're the best, that means we're able to deliver the best quality solutions to our clients. We pick up the phone and we know they will answer any call we make.

We believe in treating our partners like they're part of the team. In fact, we rely on them to live our same core values so that together we can be the best version of ourselves.

**Our partners live all over the globe.**

What matters to us isn't WHERE they're located but HOW they impact where they live. As a team driven by serving others (whether that be one another, our clients, or our greater community), we value partnering with others who feel the same way.

Many of our partners share similar passions, and this makes working together even more meaningful and enjoyable.

# Who Our Community Is

## Chapter 4

Our community is large. We view everyone we touch as part of our community, whether that be in our headquarters office in Colorado Springs, at any of our remote locations, our clients, our partners, and even those we reach online. We take great pride in being able to use our voices to improve this massive community.

**Our headquarters office is located in Colorado Springs near Old Colorado City.**

Our doors are always open if you'd like to pop in for a visit! You'll find us jamming out to music, meeting over some Chipotle for a creative brainstorm session over lunch, or sharing our thoughts on a new book we're reading as a team.

Within these four walls, we also are given focus time to share and give back to our teammates' passion projects. After all, we believe that everyone should be able to show up at work as their fullest selves, not just the "work" side of their life. Our dedicated Community Outreach Leader develops monthly giving plans on how we can incorporate each teammate's passions into our giving calendar.

**Our local community includes all those in Colorado Springs - and we try to find creative ways to give back whenever possible.**

It's important to us to incorporate giving in our daily actions. Sometimes we give in big ways, such as donating the investment for a holiday party towards adopting local families in need during the holiday season or raising thousands of dollars for men's mental health awareness by competing in Movember step challenges. Other times it's a bit smaller, like teaching the team about personal finance, military spouse empowerment, or donating used blankets to local Humane Society shelters.

But local impact is just the beginning.

**We also boast 4 remote employees, all of whom have helped shape Builder Funnel into who we are today.**

We believe in remote teammates because our team has proven their critical value at Builder Funnel. We also know that in an ever-evolving landscape, retaining top talent means being flexible. The brightest minds don't always stay in one place, and we'd rather have the brightest teammates than the most immovable work location.

Whether that means employing military spouses knowing that their soldier's career will take them away from us (physically) or if it means allowing trusted employees to follow their spouses across the country to pursue degrees and passions, we believe that talent is the bottom line (not state borders).

**With each new remote office, we aim to spread global impact rather than reduce our local impact.**

To us, that means several things:

- Empowering our teammates with the work life balance to enjoy their local communities
- Financially supporting our teammates to give back to their communities
- Creating space for our teammates to teach us more about their passion projects outside of the four walls in the Colorado Springs headquarters

Spreading impact means we are able to positively impact more lives.

**We try to positively impact lives where our clients live as well.**

Our clients span every corner of the country, but none in competing areas. (It's just the right thing to do.) We would rather focus on delivering the best results for our clients than competing for location keywords internally.

**Being able to serve clients across the country and occasionally internationally has afforded us the opportunity to spread impact farther than we ever could have imagined.**

As we empower small and medium sized construction companies to grow, they are then able to employ more people, spend more money in their local communities, and give back more freely.

Our bottom line isn't profit - it's people.

# Where We Started

## Chapter 5

In April of 2010, Builder Funnel began as a digital marketing extension of TMR Direct. Originally primarily focused on social media, Spencer began studying HubSpot's blog and the inbound marketing methodology worked on him! After months of reading and learning, he knew the system would work for builders. All he had to do it was start - and believe in himself.

**Builder Funnel started as just Spencer but grew to include a handful of employees within its first few years.**

Coming out of a real estate market collapse, Spencer knew Builder Funnel would grow. He had a vision, and he was hungry. (Fast forward 10 years and Spencer is still just as hungry.) His hunger for helping the construction industry while simultaneously helping his team was palpable.

And we've all carried this same trait. Spencer's passion and hunger for *next*, *better*, and *growth* has always trickled down to the team.

**But even through spurts of explosive growth and dynamic change, Spencer has always focused and remained humble.**

His incredible work ethic and extreme ownership have also passed on to the team. We've always valued how hard our team works together, and how much we can accomplish with all hands on deck. The whole team has had the opportunity to watch each other grow - as a team and as individuals.

His voracious passion for reading, learning, and sharing has also woven itself into the team's fabric. We are proud to be committed to feedback, continuous improvement, and purpose through our hard work.

**The Builder Funnel Team sets goals and then commits. The path to accomplishing the goals may change, but the goal does not.**

For 2020, the team is committed to growing from 25 to 45 client retainers. This means incredible growth - as a company and as a team. We are thrilled at the thought of not only growing our team and client list but how that will directly and indirectly impact our communities.

Growth is not the end all be all goal - growing better is. We know that the team is the focus. With a top notch team, we can accomplish top notch results for our clients. With top notch results, we can positively impact our communities even more.

**But growth isn't the end. In fact, nothing is.**



Look around the room today. Each and every one of us is a contributing factor to Builder Funnel - and Builder Funnel is committed to contributing back to our lives. The future is limitless, and everyone in this room right now is critical to helping us reach for more.

So I ask you... What is next?

# Where We Are Going

## Chapter 6

"If you don't know where you are going, you might end up someplace else." - Yogi Berra

We know where we are going, and ending up someplace else isn't an option. We know what success means for this team - and it's not always just about more clients or more profit. There's so much more to how we define success, and that's what drives us.

**Our impact will only continue to grow as we continue to achieve our goals.**

New clients means new communities we can contribute to and new ways we can give back. New teammates means we can continue to spread our infectious view of work and what a team can accomplish when committed to growth for the right reasons. Growing at Builder Funnel means direct impact to our communities:

- Giving back
- More flexibility
- More benefits
- Growth in salary
- Expansion of roles

And that's just the beginning.

**In 2020 alone, we plan to give back and learn more about 12 different causes.**

These causes range from teammate passion projects to worldwide causes. We know that the people we want to work with are passionate about more than just their careers. And we want to add more opportunities for our teammates to be passionate and to find purpose.

This year alone, our Community Outreach Plan includes:

- Military spouse empowerment
- Personal finance classes
- Minimalist challenges
- Mental health awareness
- Habitat for Humanity

- Plastic reduction challenge
- Childhood cancer awareness
- Holiday giving
- And more!

**Our vision for Builder Funnel has never been more clear. We can see the path, and we can see the team we need to get there.**

#### **Builder Funnel Future Vision:**

We are a flat organization. Ideas and improvements in what we do come from anyone and everyone. Every person on our team is an important part of our story and our success.

We are extremely transparent. This means we give each other open and honest feedback when we see areas for improvement. We also give our clients open and honest feedback. We aren't afraid to tell the truth because we are growth oriented. And the only way to grow is to push through discomfort.

We share financial numbers as a team and practice open book management. This gives everyone ownership in watching over our financials. We also have a profit sharing program which enables everyone to share in our financial success.

Our office is an incredible place to work. It's filled with standup desks, high powered computers and other fun and productive technology. It also has several creative workspaces so that people can move about the office to get inspired in their work. In addition to that, we have a gym and workout area so that people can get their workouts in and maintain a healthy lifestyle. We keep the break area stocked with healthy drinks and snacks. We also have a big open warehouse type area with excellent natural lighting that is perfect for shooting video. We have a couple other video stations set up that make it easy for anyone to walk up and start shooting video right away.

As a company, we have one million people that follow our Builder Funnel brand. We have an industry leading podcast and YouTube channel. We lead the industry research with our State of Home Builder Marketing Report as well as a State of Remodeler Marketing Report.

Our revenue streams are diverse. We sell full service marketing, sales and service services, we do consulting in these three areas, and we sell online paid courses, webinars and in-person workshops to deliver educational content as well. Everything we do for our audiences is in the spirit of helping them grow, both personally as business owners, marketers and salespeople as well as their companies. In addition, we reinvest some of our profits into real estate which allows us to build more passive income streams. We also utilize this as a part of our profit sharing program for employees.

We give to our local community as well as the industry. We are involved in the startup scene and often advise companies on their growth strategies. Our team is full of many large personal brands and we are in demand as speakers at many conferences around the country. As a part of this process, we are extremely well networked and often brought opportunities to invest in early stage growth companies. We sit on the boards of many companies and offer our wisdom.

Education is extremely important and is one of our core values. We look for opportunities to educate kids about growth in addition to educating business owners and companies about growth. We have a Growth Library that is designed around improving real knowledge and skills that help you become the best version of yourself.

Growing is at the core of what we do and what we are. And it's not just about financial growth.

- Financial
- Fitness
- Diet
- Knowledge
- Experience
- Personal

We track everything that is important to us. We have extremely large goals - goals that seem outrageous and unrealistic to most people. We don't care. It gives us inspiration and something to work towards. It allows us to grow to our full potential because we're not limited by little goals.

Builder Funnel is a place where everyone works hard and is focused on growing in various areas of their lives. People work long hours when they want to but we don't overwork anyone because family time is important, creating new life experiences is important, and we want our team to be extremely happy in their personal lives and spend time in multiple areas of their lives.

At Builder Funnel, our culture is greater than just our office footprint. We believe our culture includes our teammates, their families, our clients, their clients, our community, and every person we touch. We believe in ourselves, each other, and our community. Our teammates feel fulfilled, happy, and taken care of every day. Our clients feel honored to work with us, and our community feels uplifted by our efforts. We are proud that our offices cultivate, inspire, and grow.

**Winning Best Workplaces in Colorado Springs is just the beginning.**

We know we will have dozens more awards on our shelves soon. (And yes, that's being humble.) At the end of the day, our team believes in one another. That's a recipe for success.

# Lessons We've Learned

## Chapter 7

We're not perfect. And we don't strive to be. If we're not making mistakes, we're not learning or growing. The best way to grow as a team is to learn from our mistakes and to build a plan to make sure that we are stronger and more successful moving forward.

What we do strive to be is *better*. We want to always earn the right to be THE choice for builders, remodelers, and contractors.

**Growth means making mistakes and learning - and we welcome the lessons we've learned along the way.**

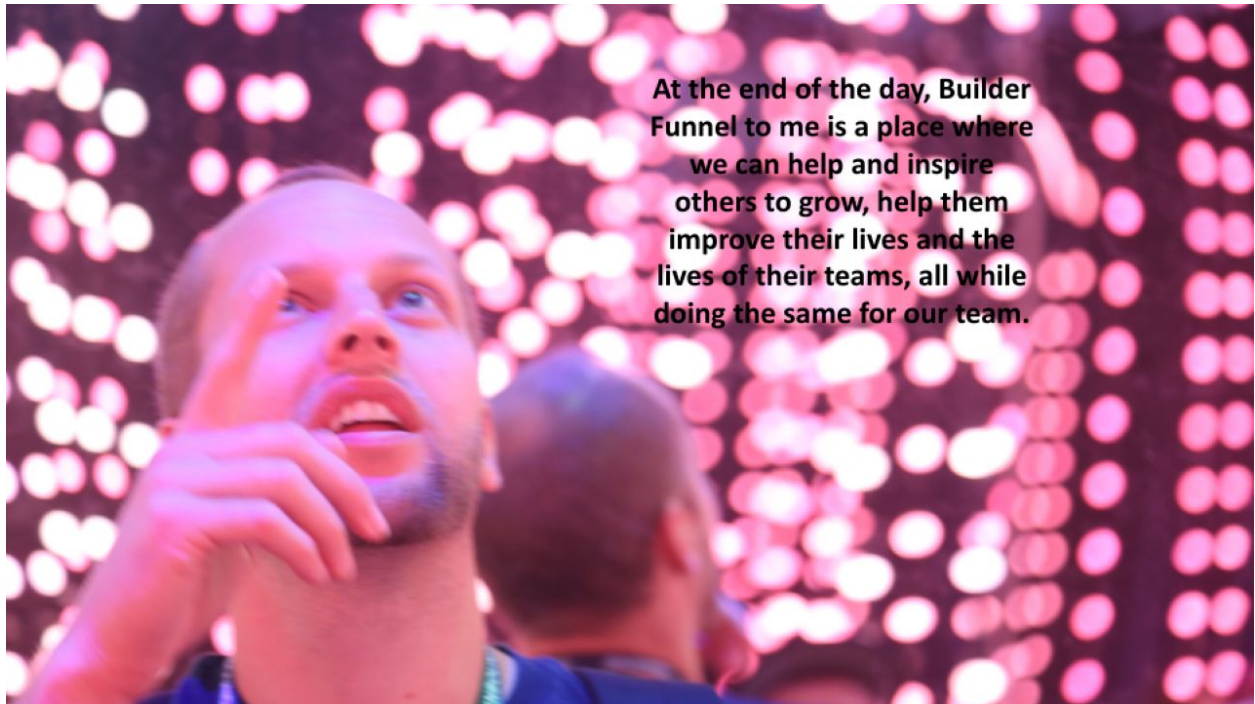
Some of our favorite lessons over the years have included:

- Team is always #1
- Focusing on a single goal keeps us all moving forward together
- Always invest in people development
- Believe in ourselves
- Live our Core Values
- Leaders will rise
- Teammate success is never a zero sum game
- Good ideas come from anywhere
- Get out of the way of others as they grow
- Everyone is a leader
- Grow intentionally
- Be hungry, stay humble
- Do it now - no matter how scary it is
- Challenge what is
- Hire for seats on the bus

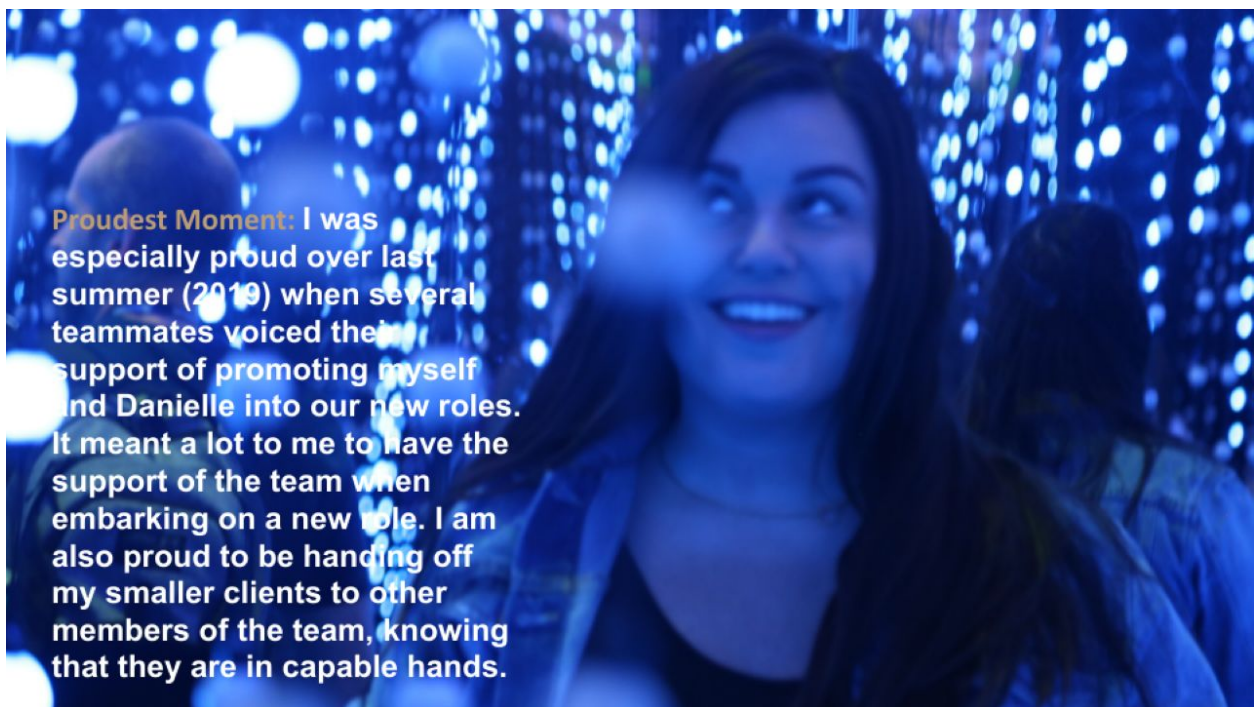
# Why Join Us

## Chapter 8

There's no better person to tell why you should join our mission than our own teammates. Check them out for yourself...



At the end of the day, Builder Funnel to me is a place where we can help and inspire others to grow, help them improve their lives and the lives of their teams, all while doing the same for our team.



**Proudest Moment:** I was especially proud over last summer (2019) when several teammates voiced their support of promoting myself and Danielle into our new roles. It meant a lot to me to have the support of the team when embarking on a new role. I am also proud to be handing off my smaller clients to other members of the team, knowing that they are in capable hands.

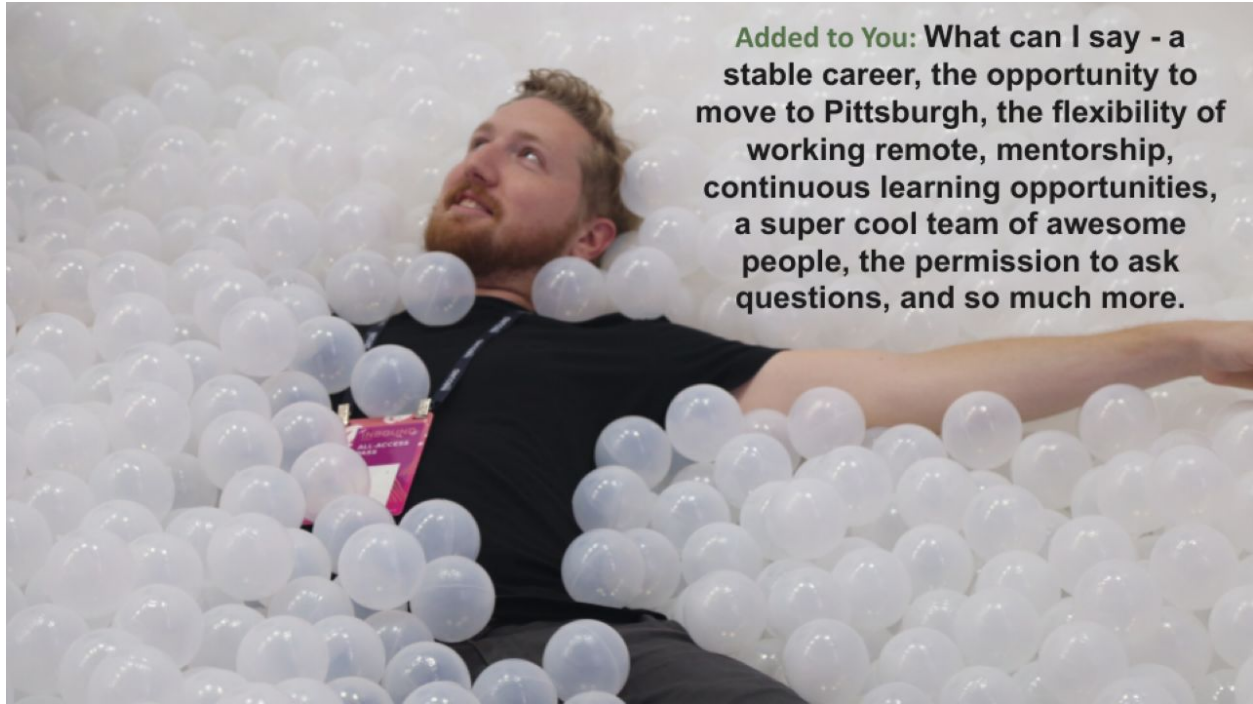


**Added to You:** Builder Funnel has added more of a purpose to my life. I am excited to get up every morning and head into work, I'm thrilled to see my co-workers everyday and honored to be able to work in such a great enviroment.

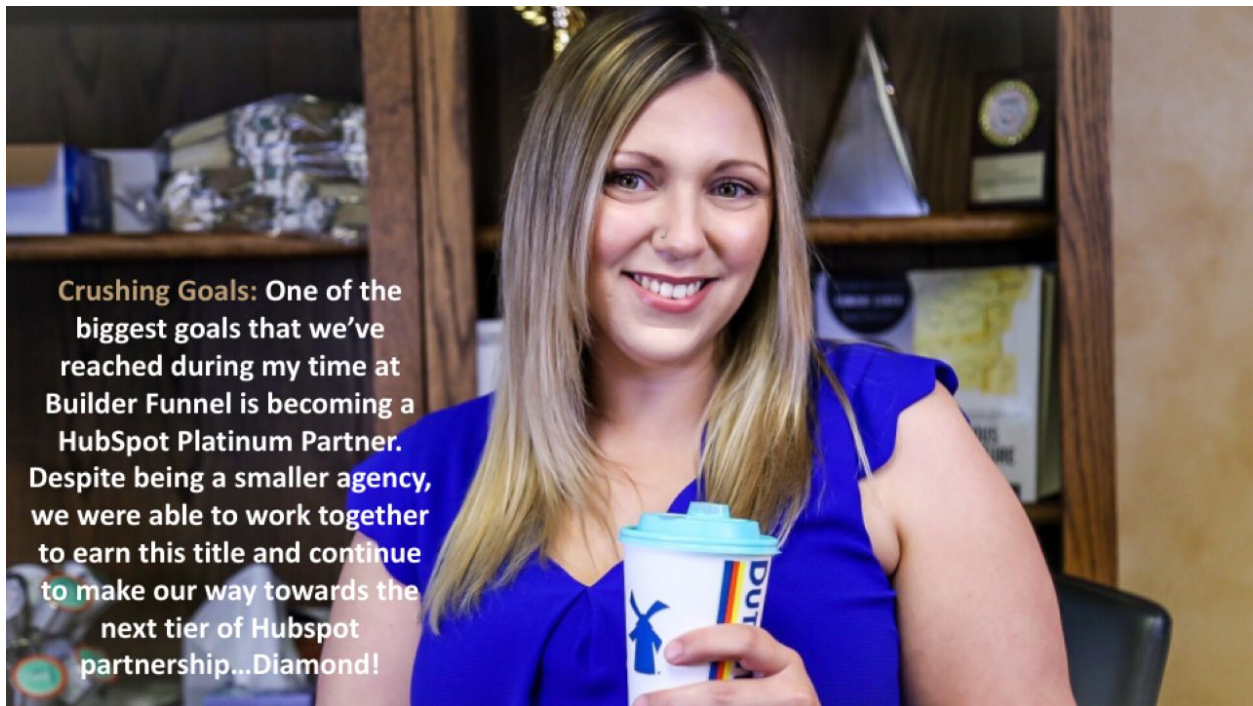


**Builder Funnel Difference:** It's all in our core values...  
Our team actually lives and works by these core values which keeps us close as a team and drives every decision we make within the company.





**Added to You:** What can I say - a stable career, the opportunity to move to Pittsburgh, the flexibility of working remote, mentorship, continuous learning opportunities, a super cool team of awesome people, the permission to ask questions, and so much more.



**Crushing Goals:** One of the biggest goals that we've reached during my time at Builder Funnel is becoming a HubSpot Platinum Partner. Despite being a smaller agency, we were able to work together to earn this title and continue to make our way towards the next tier of Hubspot partnership...Diamond!



**Why Stay?** The culture and team. This is the first workplace I've ever referred to as "home", where core values align strongly with my own. Most places feel like you're required to put on a mask, and Builder Funnel is the first place I've felt comfortable being myself.



**Builder Funnel Difference:**

- Thoughtful leadership
- Structured autonomy
- TRUST
- A vision larger than \$ (people over profit)
- A team of marketers - not a group of marketers trying to one up each other
- A true desire to see each and every client succeed - even if it comes at our own cost





**Proudest Moment:** It's not any one thing. It's a million little things: the little client wins that we celebrate together every day!



"In the last year or so, I've really begun to take notice of how supported I am, both personally and professionally. I have been provided with continuous education, room to stumble, and room to grow. I will be forever grateful for the support of the team."



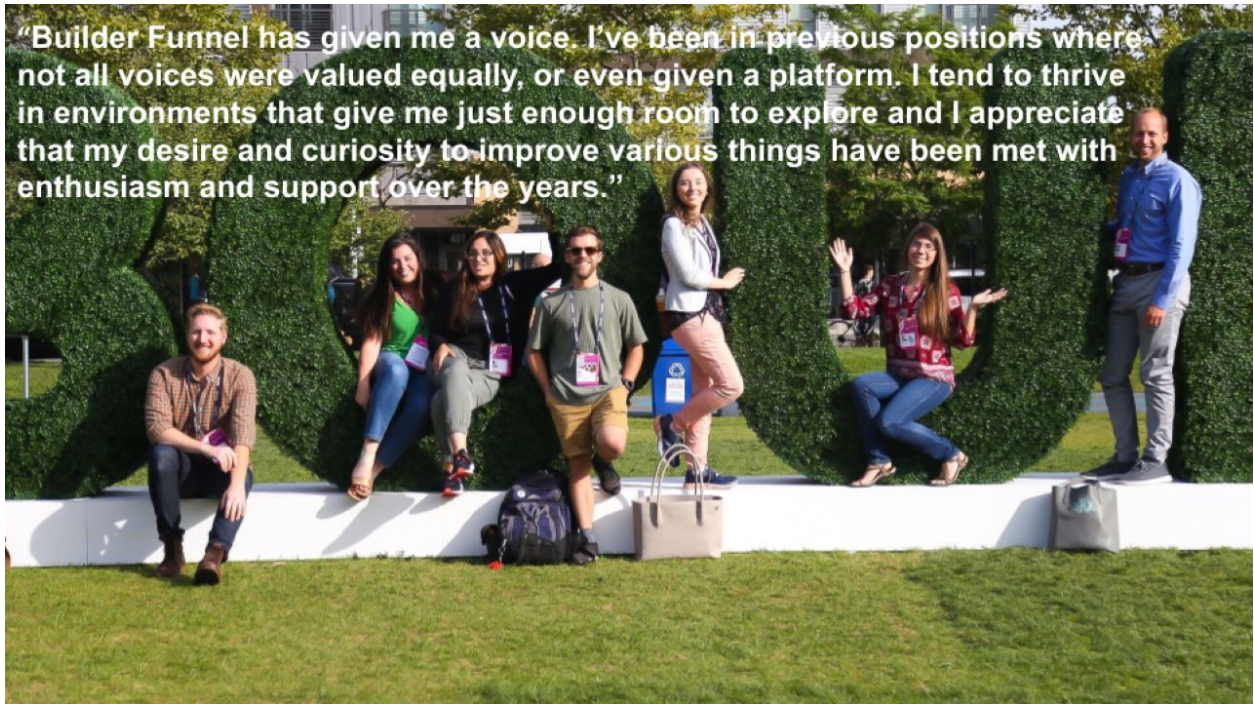


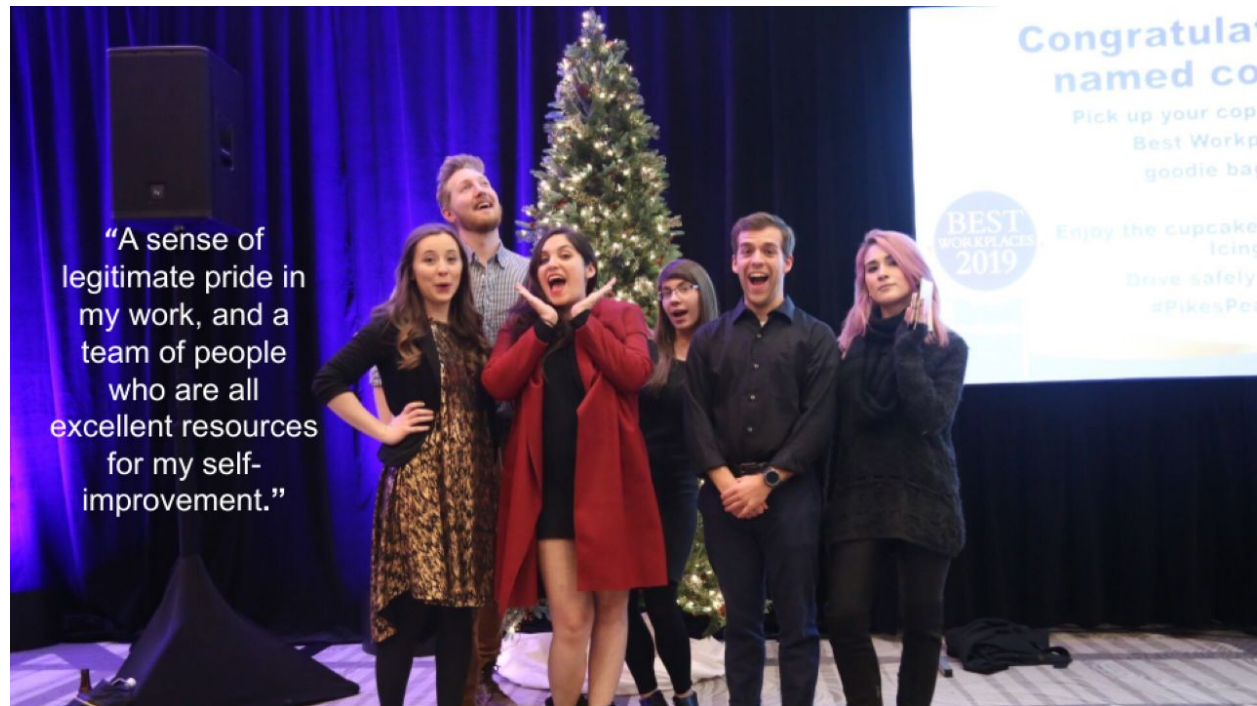


"In our core values, we have both "deliver positive customer experiences" and "do the right thing". I think doing the right thing sets us apart from most companies. It's not everyday that your project manager will tell you when they messed up or push back on something you want for your business. It's not always easy; but we'll always be honest with you. And honesty in business is something you need to hold onto once you have it."



"Builder Funnel has given me a voice. I've been in previous positions where not all voices were valued equally, or even given a platform. I tend to thrive in environments that give me just enough room to explore and I appreciate that my desire and curiosity to improve various things have been met with enthusiasm and support over the years."





"A sense of legitimate pride in my work, and a team of people who are all excellent resources for my self-improvement."



