



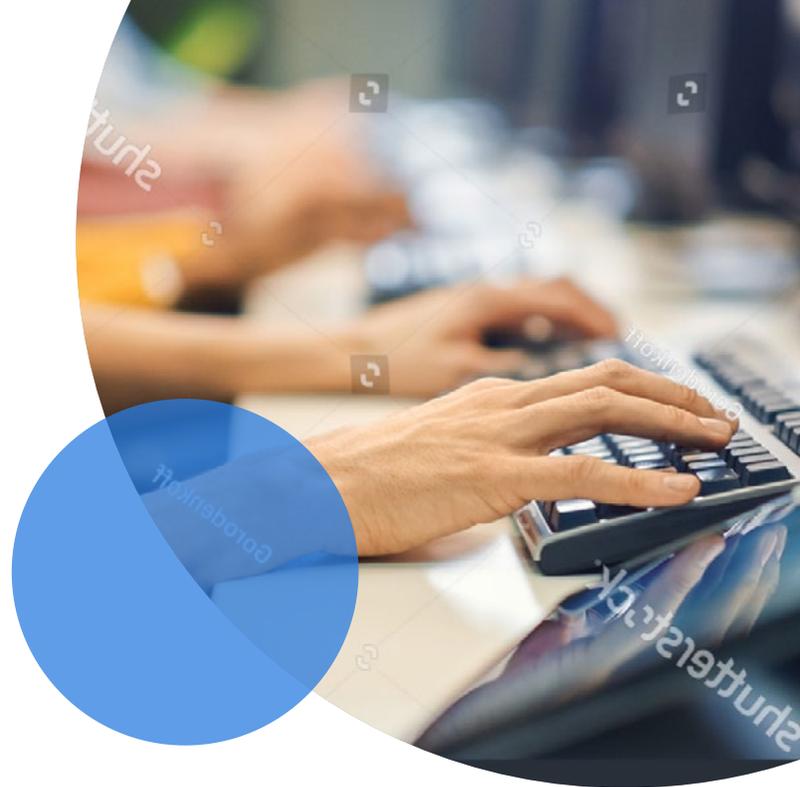
Homeland Field Services increases bid approval rating with XactPRM

Case Study: Homeland Field Services

homelandfieldservices.squarehook.com

Detailed, easy-to-read documentation streamlines property management and preservation bidding and increases company approval rating by 27 percent.

Homeland Field Services has used XactPRM® to overcome significant challenges in estimating and bidding property management and preservation jobs. With XactPRM, the company now provides thorough, easy-to-understand documentation that bolsters client confidence. The detailed bids have also increased the company's approval rates, which has resulted in greater productivity.



Industry

Property management and preservation

Solutions

XactPRM

Key Challenges

- Ensuring compliance at the local level
- Providing clients with concise, easy-to-understand bids
- Bidding jobs efficiently and precisely

Key Benefits

Through the use of XactPRM, Homeland has:

- Increased its bid approval rating 31 percent
- Developed deeper client relationships founded on trust



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Homeland Field Services

Founded in 2008, Homeland Field Services is a full-service property management and preservation company dedicated to securing and maintaining properties for lenders, mortgage services, and real estate professionals. The company has a network of about 150 specialists who maintain and preserve assets in rural and metro regions across Washington, Oregon, Idaho, Montana, Colorado, Utah, Arizona, Texas, and Wyoming.

Developing Lasting Relationships

As a full-service property management and preservation company, Homeland faces several key challenges: ensuring compliance at the local level; providing clients with concise, easy-to-understand bids; and bidding jobs efficiently.

“Turnaround times are paramount in this industry, but poor quality will kill your business faster than anything else,” said Nathan Beckstead, owner of Homeland Field Services.

Developing lasting client relationships is also crucial, and that is accomplished by providing quality service and ensuring bids appropriately match the scope of work required to get assets back on the market.

“I have a saying I like to use: ‘You can shear a sheep a thousand times but you can only skin him once,’ Nathan said. “We have absolutely no interest in skinning our clients. We’re in this for the long haul, and we value these relationships.”

The Old Approach

Prior to using XactPRM, Homeland maintained a massive spreadsheet database that contained pricing from all their past jobs. When a new work order came in, they would refer to the pricing in the spreadsheet to bid the job. Though that was the standard practice in the industry at the time, the system presented significant challenges.

Specifically, the bids from the spreadsheet were often too general to appropriately meet the needs of specific projects. In addition, the danger of overbidding or underbidding continually presented itself.

“The end result was massive confusion, and customers that don’t get the same product every time,” Nathan said. To address these issues, Homeland turned to a popular pricing database—but questions about reliability lingered.

A few years ago, Homeland submitted bids to a regional bank that had a few assets that needed maintenance and preservation work completed. During their discussions on pricing, the client asked Homeland one question: “How do we know these bids are appropriate?”

That question stuck with the Homeland team and spurred them to find a better way to ensure consistency, uniformity, and reliability. That search eventually led to Verisk and its property preservation and repair estimating solution, XactPRM.



Powerful Cost Estimation

XactPRM is an online solution that helps mortgage field services professionals efficiently bid repair and preservation costs for bank-owned and foreclosed properties. Among its features is the ability to:

- Electronically assign bids to contractors
- Efficiently estimate repair and maintenance costs for prospective jobs using Android and iOS devices
- Use voice bid technology to add line items verbally
- Compile bids with comprehensive, reliable pricing data
- Generate easy-to-read, concise job bids

After thoroughly evaluating XactPRM, Homeland decided to implement it.

“You have a cost estimation tool that is going to keep your costs down,” Nathan said. “You can add in the assorted variables that occur on each specific job. And with the breadth and depth of everything Verisk offers, it made it very easy for us to latch on to that.”

Rolling Out XactPRM

Implementing and training on XactPRM was a “breeze” for Homeland. Xactware provided onsite training that lasted about six hours, and soon the Homeland team was ready to start bidding jobs.

“Within two hours, our users just wanted to get out and start pushing this thing out to see what exactly they could do with the product,” Nathan said.

Shortly after the implementation and training, Homeland began to see the benefits of using a dedicated cost-estimation platform to bid property management and preservation work.



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Nurturing Trust-based Relationships

Through the use of XactPRM, Homeland is now able to provide clients with solid documentation in the form of photos and detailed cost estimates. This has empowered the company to foster business relationships that are grounded on confidence and trust.

“Our clients understand what we’re doing,” Nathan said. “It’s clear what they are getting for the price they are paying, and they’re comfortable overall with the price because they know it’s been vetted and there’s a third party watching over the process.”

The new, improved approach to bidding has improved Homeland’s bottom line as well. Since deploying XactPRM, Homeland’s bid approval rate has increased 27 percent.

“You don’t have as much pushback when you’re putting in appropriately priced and vetted bids with a tool that allows you to give [clients] very clear detail about what you’re doing,” Nathan said. “One of the things they really like about it is how concise our bids are—how much information came over on them. And the better the information, the more they can approve because they understand. It’s a really solid picture.”

Clients with Confidence

Homeland has shown that a dedicated field service company can successfully overcome common challenges in the property management and preservation industry and deliver premium service that will keep clients coming back again and again.

“Our clients are pleased because they have confidence,” Nathan said. “And a client with confidence in your product offering is gold.”

[Watch the case study video](#)



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