

 EstimateOne

Hytek case study



How Hytek Framing secure their pipeline of work with EstimateOne

EstimateOne delivers the jobs you're already specified on, directly to you.

For Hytek Framing, that means no messing around trying to keep track of who's building what, and where those projects are at. They can be confident that if they've been specified, they know about it. Nothing slips through the cracks and they can cover every specification with a quote, quickly and easily.

Now they have the time - and the tool - to focus on building the relationships that mean they'll keep getting specified, more often, on more projects.

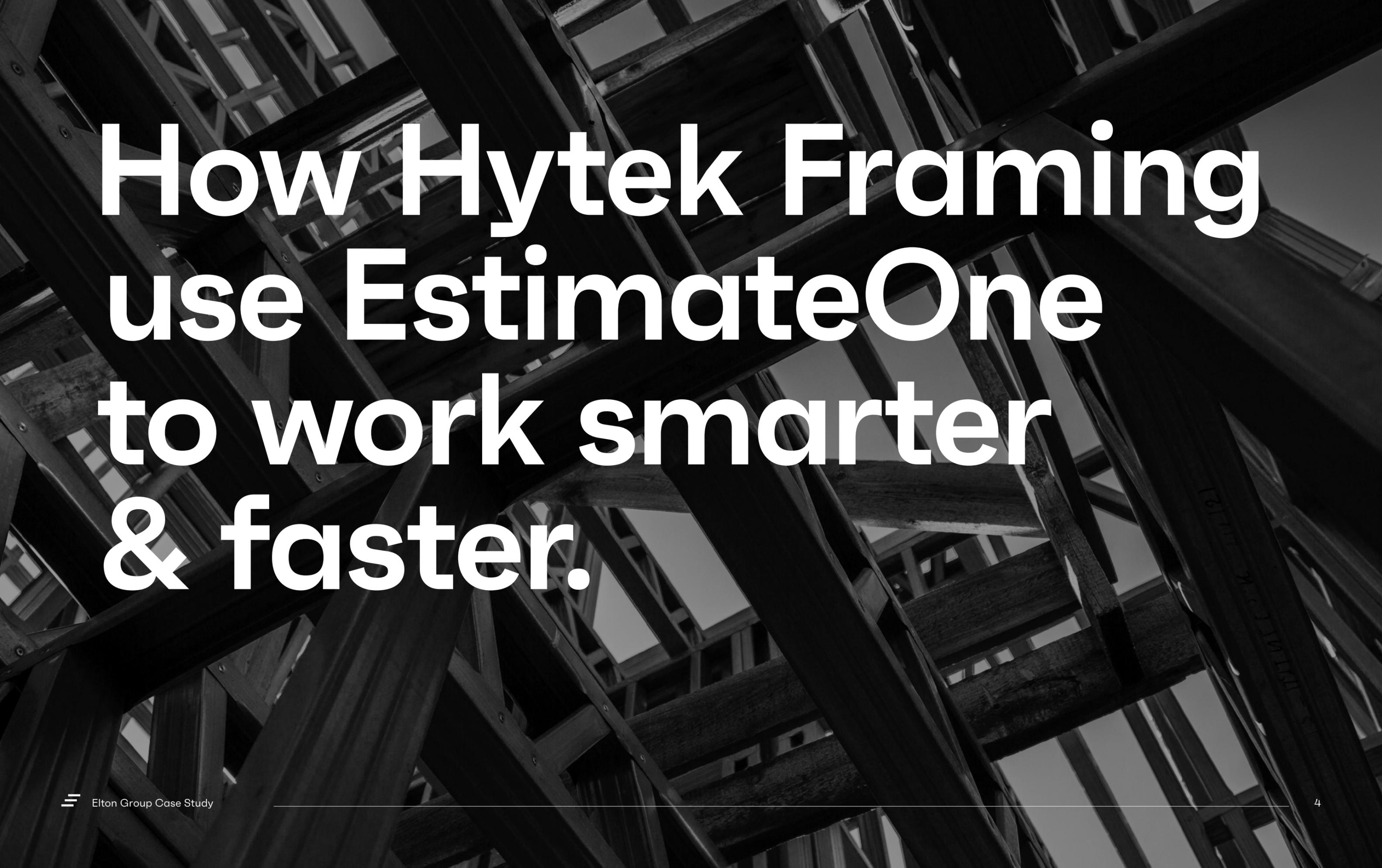


The trajectory of Hytek Framing

Starting out in modular framing, Hytek Framing has grown to become one of the top 3 suppliers of light steel framing to the commercial building sector in Queensland. These days they're doing more and more design and construct framing, supplying light gauge steel framing, trusses, floor systems and structural steel to commercial builders. Their bread and butter projects are big townhouses, schools and hospitals with \$1–3 million in product value.

What sets their product apart from the old-fashioned structural steel, goes beyond just being a lightweight alternative. It's highly adaptable and allows complete design flexibility, making it more cost effective, and increasing efficiencies for the builders that choose it.

As a company that aspires to be number one, they understand the value of increasing efficiencies in the way they do business, in order to grow their business. Like the solution their product offers, they know finding new and better ways to get things done is how you get ahead, and stay there. For Hytek Framing, that's where EstimateOne comes in.



**How Hytek Framing
use EstimateOne
to work smarter
& faster.**



Challenge one: pull focus and track projects

“Watchlist updates and notifications about awarded projects alert me to every project we’re specified on. I can keep track of everything, and miss nothing.”

Jon Jennings, Estimation Manager

Jon doesn’t need to spend hours searching for the most valuable projects, tracking what he’s already quoted on, or where those projects are at. EstimateOne does the grunt work for him, freeing him up to nurture valuable prospects and focus on getting quotes across the line.

How EstimateOne relieves the estimator’s workload:

- A daily scan through new projects gives him visibility of what’s out there.
- Jon’s experience and gut instinct means he quickly spots projects with potential.
- Having all the docs at his fingertips allows him to confirm which jobs hold the most value, so he can get on with quoting them.

Challenge two: relationship building

“Traditionally, a problem would be finding new customers, and then getting a foot in the door with them.”

Jon is the primary estimator at Hytek Framing. With EstimateOne in his toolkit, he can now easily hunt down new work, and build industry relationships that deliver future projects straight to him.

“I get heaps of invites from builders I’ve never heard of, just wanting me to quote on stuff!”

EstimateOne solves the problem of relationship building. It’s the platform that brings everyone together, and gives builders and suppliers the power to easily connect with each other.

Built by construction people, for construction people, EstimateOne was designed to keep things simple. Easily search and filter through projects, and then have all the contact and project details right there in one place.



“The volume of highly engaged builders using EstimateOne is impressive. They don’t just put up projects and leave them, they are active and keep projects updated.”

EstimateOne is a place that suppliers can go when they don’t want to rely solely on the old school networking tactics. Passive work coming in through word of mouth is always great, but it’s something that happens ‘to’ you. For proactive estimators like Jon, there’s a lot of value to be had when you’re in control of spreading the word about your product.

“Cold calling just isn’t how our industry works. The value for Hytek Framing is the exposure it gives us.”

EstimateOne: A game changing platform for an evolving industry

An unforeseen shock to supply chains during the recent pandemic, had a huge impact on resources for the construction sector in Australia.

- Mid 2021 saw a timber shortage
- Builders had to look outside of timber framing for steel options
- Steel prices doubled in the last year

The combination of these supply chain issues meant projects needed to be redesigned away from structural steel and timber. Designers had to look for smarter solutions, which is exactly what Hytek Framing offers.

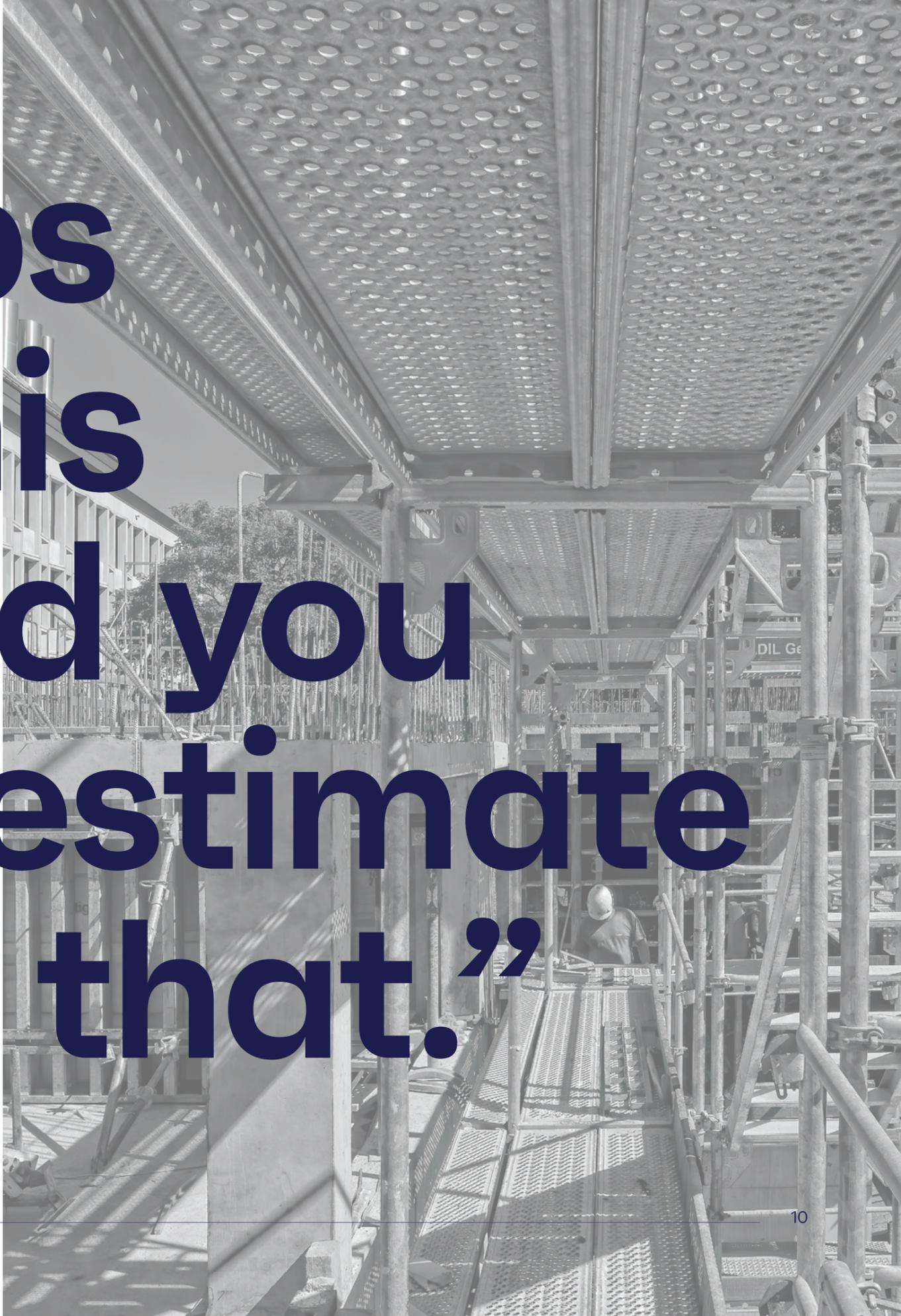
As unpredictable and unprecedented as this sudden demand was, Hytek Framing was perfectly placed to capitalise on it at the right moment. Being active and visible on EstimateOne meant they were flooded with invites and enquiries from builders suddenly needing an alternative framing material. It happened automatically without needing any extra marketing activity.





Hytek Framing success story

Using EstimateOne, Hytek Framing won and completed the supply and installation of light gauge steel walls, trusses and structural steel for FKG for a \$30–50 million D&C State School project. It was their first project with them, but they've maintained the relationship and now they're starting on their second school with FKG.



“Relationships matter in this industry, and you can’t underestimate the value of that.”

Jon Jennings, Estimation Manager, Hytek Framing

Key takeaways

- EstimateOne makes relationship building simple and accessible to you
- The search function and ability to filter down through projects is immensely valuable for efficiency
- You can easily keep track of projects with the watchlist updates and awarded projects emails
- EstimateOne can filter out the noise for jobs that you're not interested in, freeing you up to focus on what's relevant and valuable for you

Create an account if you want to set yourself up for a success story like Hytek Framing, or watch [what other suppliers say about us.](#)

Thank you

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