CASE STUDY

YC Partners
YOUR CFO PARTNERS

$36M Revenue Surge and $7.7M EBITDA Growth:
Scalable Growth Through Strategic Focus

Client Location: East Coast, USA
Client Size: 250 Employees, $20–$60M/3 years

Client Overview:

Middle Market firm offering multiple products in the residential remodeling industry, primarily.

Executive Summary:

Revenue growth isn't just about boosting sales. It often hinges on strategic product selection that enhances scalability while improving efficiency. YC Partners collaborated with a middle-market construction firm to implement a comprehensive product strategy, resulting in a remarkable 271% revenue growth over three years.

Sales Growth	Revenue Growth	EBITDA % Growth	Labor Efficiency
$30M	**271%**	**2,732%**	**9%**
increase over 3 years, reaching $55M in 2022	from $21M (2019) to $57M (2022)	from $115K (2019) to $7.7M (2022)	Installation staff growth despite surge in revenue.

Alongside these impressive financial outcomes, the firm's operations became more scalable, employee morale improved, and customer satisfaction soared.

The Challenge:

For years, the construction firm faced stagnant growth due to a non-scalable business model. Challenges included:

- Revenue plateauing despite efforts to grow sales.
- Production capacity limitations creating bottlenecks for marketing and sales.
- Long job durations and complex product offerings leading to inefficiency.
- High employee turnover, particularly in sales management, due to friction and frustration.

The Approach:

YC Partners developed a five-step strategic solution to address these obstacles and unlock scalability:

1. **Product Streamlining:** Shifted focus from longer-duration jobs (8–10 days) to shorter, high-turnover jobs (2–5 days) for 90% of business.
2. **Strategic Inventory Management:** Introduced minimum inventory thresholds to enable 80% of jobs to be fulfilled entirely from stocked products.
3. **Enhanced Logistics Planning:** Ensured product deliveries arrived at job sites days before crew availability, minimizing downtime between tasks.
4. **Labor Rate Adjustments:** Reduced crew labor rates by tapping into the ease of installing streamlined products, improving gross margins.
5. **Reinvested in Growth:** Allocated additional margin gains to sales and marketing to scale revenue while maintaining profitability.

The Solution:

Success hinged on identifying a new product and forming an exclusive local partnership with its manufacturer. Significantly, no expensive software investments were required. Internally, efficient processes in sales, production, and logistics created synergy, enabling seamless implementation of the strategy.

YC Partners' ability to align their strategic insights with the organization's strengths and culture ensured not only measurable outcomes but also intangible benefits that elevated employee engagement and customer satisfaction.

Key Outcomes:

- **Strategic Product Focus Creates Scalability.** Streamlined offerings reduced inefficiencies and unlocked operational capacity.
- **Synergy in Processes Matters.** Success relied on seamless coordination across sales, logistics, and production teams.
- **Employee Engagement Drives Customer Satisfaction.** Simplified processes empowered staff, boosting morale and delivering better customer experiences.
- **Growth Requires Investment.** Reallocating margins to marketing and sales drove exponential revenue increases while maintaining profitability.

Partnering with YC Partners doesn't just improve balance sheets; it redefines how businesses operate. By aligning strategy with practical execution, we not only help achieve growth but also nurture thriving, engaged teams.

Conclusion:

YC Partners delivered a measurable and transformative impact for this growing construction firm. By redefining the product strategy and optimizing internal operations, the business was able to scale efficiently, significantly increase profitability, and enhance both employee and customer satisfaction.

This case study reflects YC Partners' commitment to helping companies achieve meaningful growth through practical, tailored financial and operational strategies. If you're ready to unlock scalable growth and long-term value, we'd love to partner with you on your journey.

Contact YC Partners Today:

Learn more about how we can optimize your business operations.
Connect with us for a consultation.