

INSULATION MASTERS

How Insulation Masters Grew Revenue **62%** and Cut Estimating Time by **70%** with PlanHub

COMPANY

Insulation Masters

Florida Statewide
RESIDENTIAL, COMMERCIAL & INDUSTRIAL

PRIMARY CONTACT

Laura Perez

Office Administrator



INDUSTRY

Insulation

FIELD STAFF

12-16

WEEKLY ACTIVE PROJECT

10-15

62%

REVENUE
GROWTH

70%

TIME SAVED
ON ESTIMATES

45%

EXPANDED
PROJECT
VISIBILITY

BACKGROUND

Insulation Masters is a full-service insulation contractor serving residential, commercial, and industrial clients across Florida. With a lean team of 12 to 16 workers and 10 to 15 active projects running at any given week, the company prides itself on quality work and strong relationships with general contractors.

Laura Perez, Office Administrator, manages day-to-day operations including project sourcing, estimating coordination, and contractor communications. Her role puts her at the center of every bid that goes out the door.

CHALLENGE: Too Many Miles, Not Enough Wins

Before adopting PlanHub, Insulation Masters relied on a manual, time-intensive process for finding and bidding on new projects. The company's owner — then the primary driver of business development — would personally travel to job sites across Florida to conduct measurements and assess project viability before a single estimate could be prepared.

The math was sobering: 35 to 40 hours per week were consumed by driving, site visits, and the administrative work that followed. And crucially, those hours offered no guarantee of winning the work.

"The fact that we are driving to this job site doesn't mean that we have that job. We were thinking we can definitely save some time, save some miles, in a faster and more efficient way that could still be just as effective."

The owner was being pulled in too many directions — physically present at job sites while the business needed leadership elsewhere. The team recognized this wasn't sustainable, and began exploring digital solutions.

WHY PLANHUB?

After evaluating several platforms, Insulation Masters chose PlanHub. The feature that stood out most? Competitive transparency.

"It allowed us to see how many different companies were bidding on the same project — because that lets us have an idea of how competitive this is. So then that's when you make the decision: should I bid on it or should I not bid on it? It's something that other programs we've used don't really have."

Rather than committing hours of drive time before understanding the competitive landscape, the team could now make smarter decisions from the office.

UP TO
70%
LESS TIME ON
ESTIMATING

62%
REVENUE GROWTH
IN 24 MONTHS

45%
INCREASE IN
PROJECT VISIBILITY

75%
LESS TRAVEL TIME
PER ESTIMATE

10 - 15
PROJECTS
MANAGED WEEKLY

WHY PLANHUB? CONT.

PlanHub's filters also allowed Insulation Masters to define exactly the types of projects they wanted — by trade, size, and geographic radius — so relevant opportunities landed directly in their inbox.

The onboarding experience was equally impressive. Laura recalls no significant learning curve, and found it straightforward to bring other team members up to speed.

"It was very easy to explore. And that makes it easy to teach other people from your team how to use it. Very straightforward."

RESULTS

The impact of PlanHub on Insulation Masters' business has been significant and measurable across three dimensions:

62%

REVENUE GROWTH
(24 MONTHS)

NUMBER ONE

Over the past 24 months, Insulation Masters has seen a 62% increase in revenue. Laura attributes this directly to the time freed up by PlanHub — time that the team reinvested into pursuing more projects and delivering more work.

70%

IMPROVEMENT
IN ESTIMATING
EFFICIENCY

NUMBER TWO

What once required 35 to 40 hours of road time per week now takes approximately 10 hours of focused estimation work. That's a 70% improvement in time efficiency — and the process is now faster, too. From receiving an invitation on PlanHub to sending a polished estimate to a contractor can take as little as 45 seconds to two hours, depending on project complexity.

"We start going over the plans. We could have a project ready for this client in an hour and a half, two hours, and then we'll just attach it to PlanHub, send, and that's it."

45%

EXPANDED
PROJECT
VISIBILITY

NUMBER THREE

Perhaps the most unexpected benefit has been geographic reach. Insulation Masters now actively monitors and bids on projects in Naples, Fort Lauderdale, the Florida Keys, and other regions they previously had no visibility into. Laura estimates a 40 to 45% increase in project awareness and market reach.

Beyond project discovery, PlanHub has helped Insulation Masters cultivate lasting relationships with general contractors — both local and national. Even on bids they didn't win, the team's practice of calling new contractors to introduce themselves has created ongoing pipelines of work.

How Insulation Masters Uses PlanHub Day-to-Day

The team's workflow is streamlined and proactive. Custom filters ensure that only the most relevant project invitations reach their inbox — filtered by trade, location radius, and project size. When an invitation arrives, the in-house estimator reviews the plans, prepares a bid, and the team uploads it directly through PlanHub with a brief message to the contractor.

For new contractor relationships, Laura always picks up the phone. "I always like to give them a call, introduce ourselves — just wanted to reach out, we sent you this project, it's the first time we're working together." This personal touch, combined with the speed PlanHub enables, has set Insulation Masters apart from competitors still relying on slower, manual approaches.

COMPETITIVE EDGE

In a market where every bid is contested, speed and awareness are everything. PlanHub gives Insulation Masters both. Competitors relying on referrals and word-of-mouth simply don't know about projects that are actively being bid — especially when they're out in the field.

"If you are on a job site, you have no clue that another project is going on elsewhere."

With a win rate Laura estimates around 50 to 60%, and revenue up 62% over two years, the numbers speak for themselves.



In this industry, making connections and building relationships is everything. PlanHub makes it a **thousand times easier to find new partners and new relationships all over the state. I'm really grateful for that.**

LAURA PEREZ
INSULATION MASTERS

Ready to find your next project and win more work like Insulation Masters?

[FIND YOUR NEXT PROJECT NOW](#)