

JAMES BLINDS

290% Client Growth. 25% More Revenue. One Window Treatment Company's Playbook.

COMPANY

James Blinds

Window Treatment Contractor
RESIDENTIAL, COMMERCIAL & INDUSTRIAL

PRIMARY CONTACT

Dustin Warnock

Director of Business Development



INDUSTRY

Window Treatments

COMPANY SIZE

~30 Employees

25%

SALES
GROWTH

290%

TOTAL CLIENT
GROWTH

3X

GC OUTREACH
INCREASE

BACKGROUND

James Blinds specializes in commercial blinds, roller shades, and motorized systems, serving clients across North Carolina, Ohio, Indiana, Florida, and Virginia, with expansion into Georgia underway. With a team of approximately 30 employees, the company supports projects across multiple states and continues to scale its footprint in the commercial construction market.

Dustin Warnock, Director of Business Development, leads the company's expansion efforts and oversees project sourcing, general contractor outreach, and bid strategy. His role puts him at the center of building new relationships, identifying opportunities, and driving revenue growth across every territory the company operates in.

THE CHALLENGE: Too Many GCs, Not Enough Reach

Before PlanHub, finding new commercial projects was a grind. The team relied on Dodge, iSqFt, and heavy cold outreach, manually emailing contractors, making cold calls, and stopping in on GCs with no guarantee of converting.

The core problem wasn't effort. *It was coverage.*

With dozens of GCs bidding on any given project, winning meant getting in front of every one, not just existing contacts. Their tools made that nearly impossible:

- **Limited visibility:** Most platforms only showed projects from GCs actively paying to post.
- **Inefficient outreach:** With iSqFt, every GC required a separate email outreach — most landed in spam.
- **Outdated contacts:** Lists frequently included GCs no longer involved in a project.

"There are just so many general contractors in every state, it's almost impossible to find everyone. If there are fifteen GCs bidding on one project and we're not hitting every single one, our chances of winning are greatly reduced."

When they analyzed their iSqFt results, the return no longer justified the time. Something had to change.

THE SEARCH FOR A SOLUTION

About four and a half years ago, Dustin came across PlanHub while researching lead generation options. His first reaction was skepticism. He assumed it would be another platform full of low-quality projects outside his scope of work.

He decided to test it in Florida, his first new territory expansion.

The project volume surprised him.

"I'm like, wow, there's actually a lot of good work here."

25%

SALES
GROWTH

1,450+

NEW CLIENT
RELATIONSHIPS

3-5%

WIN-RATE
INCREASE

3X

GC OUTREACH
INCREASE

10 - 15

PROJECTS
MANAGED WEEKLY

THE SEARCH FOR A SOLUTION CONT.

His company committed to a one-year trial with plans to reassess at renewal.

They never looked back.

Today, every new territory they open gets its own PlanHub account.

James Blinds also uses BuildingConnected alongside PlanHub, but the two serve different roles:

- **BuildingConnected:** Broad, national reach
- **PlanHub:** Targeted, territory-specific opportunities and relationship-building

In Dustin's view, neither tool does the job alone. But PlanHub is the engine that drives relationships and results.

The deciding factor wasn't a feature. *It was the math.*

"If PlanHub costs me [X] thousand dollars a year, can I generate a million dollars in revenue? You tell me."

(SPOILER: It does.)

INSIDE THEIR PLANHUB WORKFLOW

The team uses PlanHub to execute a high-volume, relationship-driven bidding strategy:

- Identify relevant projects across multiple states
- Submit bids to every GC involved in a project
- Use consistent outreach to build familiarity and trust
- Follow up to convert initial bids into long-term relationships

This approach allows them to scale outreach while maintaining a personal touch with contractors. His company operates on a "see-all, bid-all" philosophy — if they send a number on every project for a GC, that GC learns to rely on them. PlanHub made it possible to execute that strategy at scale.

"It's really cool to send what we consider a cold bid to a client who then uses that number right to their contract — and now you are their preferred subcontractor," Dustin said. "You get to speak to new people all the time about a bid they didn't know existed two weeks ago."

His advice to other subcontractors considering PlanHub: invest the resources to work it seriously.



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THE RESULTS : 25% Sales Growth & 1,800 New Client Relationships

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

290%

TOTAL CLIENT
GROWTH

NUMBER ONE: MASSIVE CLIENT GROWTH

When Dustin joined the company, they had roughly 150 clients, almost exclusively in Ohio. By the time he started using PlanHub across three states, they had grown to about 500. Within a year and a half of using PlanHub, that number jumped to 1,950 clients.

25%

TOTAL REVENUE
GROWTH

NUMBER TWO: SIGNIFICANT SALES GROWTH

Dustin attributes approximately 25% of total revenue growth directly to PlanHub and notes that's likely conservative. When GCs first receive a bid through PlanHub, many begin sending direct invitations through their own platforms. The original lead source is PlanHub, even if the subsequent work doesn't look like it on the surface.

3-5%

ESTIMATED
CAPTURE RATE
INCREASE

NUMBER THREE: HIGHER WIN RATES & MORE OPPORTUNITIES

His team's hit rate and capture rate increased by an estimated 3-5% after switching to PlanHub, a meaningful improvement in an industry where margins are tight and competition is stiff. General contractor outreach also more than tripled.

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There's so much opportunity on there that if you're not investing the resources and the personnel to maintain it, it won't benefit you. You really have to take it with all of your heart.

DUSTIN WARNOCK
JAMES BLINDS

Ready to find your next project and win more work like James Blinds?

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