

MADEWELL CONSTRUCTION

Madewell Construction Was Losing Ground in Every New Market.

Then They Doubled Revenue.

How a Lubbock, TX general contractor replaced a broken outreach process with a national bidding engine and **scaled** from a regional general contractor to coast-to-coast in just **four years**.

PLANHUB USER

Jordan Madewell

Owner & President



INDUSTRY

**Commercial
General Contractor****2X**REVENUE
GROWTH**12**PROJECT BIDS
MONTHLY**400+**SUB QUOTES
MONTHLY

BACKGROUND

Madewell Construction is a commercial general contractor based in Lubbock, Texas. Founded twelve years ago, the company specializes in ground-up development, commercial remodeling, and tenant build-outs across the retail, automotive, restaurant, light medical, and multifamily sectors. With a team of 30 to 40 people, they build all over the country and have been using PlanHub for nearly four years.

Jordan Madewell, Owner and President, oversees the company's growth strategy, estimating operations, and subcontractor network. His challenge wasn't winning work in Texas. It was figuring out how to win it everywhere else.

CHALLENGE: Fast Growth Exposed a Gap They Couldn't Google Their Way Out Of

Madewell had built a strong reputation in Texas. Then the opportunities started coming from outside their home market: Arizona, Florida, the Southeast. Everything they had relied on stopped working.

The problem wasn't effort. It was infrastructure. Their sub network was Texas-deep and nowhere else. When they moved into a new state, they had no relationships, no vendors, no coverage. So they did what anyone would do first: they searched.

"We were trying to hit the yellow pages and trying to Google anybody and everybody in that market. It was not sustainable and it was not scalable."

Without enough qualified subs bidding, the estimates they turned in weren't competitive. They started losing. Not by a little.

"We were coming in not just second place, but third place, fifth place, last place."

Work slowed. Pipeline shrank. The company that had been growing steadily in Texas was watching its momentum stall the moment it tried to expand. Something had to change. Not just a new tool, but a new foundation for how they operated outside their home market.

THE SEARCH FOR A SOLUTION

Madewell evaluated multiple platforms before landing on PlanHub. The decision came down to fit: which tool matched how they actually worked.

"We noticed PlanHub was a better fit for our firm."

They started with one focused goal: get at least three qualified sub bids per division on every project, in markets where they had zero existing relationships. PlanHub delivered on that immediately. ***But what happened next is what changed the business.***

2X

REVENUE
GROWTH IN 4
YEARS

12

COMMERCIAL
PROJECTS BID
MONTHLY

400+

SUB QUOTES
PROCESSED
MONTHLY

~150

DIVISIONS
MANAGED PER
JOB

THE SEARCH FOR A SOLUTION CONT.

What started as a subcontractor discovery tool quickly evolved into Madewell's full preconstruction operating system. The team began using PlanHub to qualify subs, send addenda, issue deadline reminders, level bids, and manage the entire estimating process end-to-end.

"Initially PlanHub solved the finding-subs problem. And then it quickly became a real asset to our estimating department."

The scope of work they can now take on is in a different category than before. 8-12 commercial projects per month, each with 100 to 150 divisions requiring coverage, means Madewell processes up to 400 subcontractor quotes every month.

Jordan is direct about what that number means: *it's volume they "would have never been able to do" without PlanHub.*

The platform also raised the quality of what came back. Subs started submitting more complete, more accurate estimates, which meant Madewell could price more precisely, bid more competitively, and win more work.

INSIDE THEIR PLANHUB WORKFLOW

Madewell's team uses PlanHub to run a high-volume, nationally distributed bidding process:

- Identify projects across multiple states and markets
- Solicit a minimum of three qualified subs per division per project
- Communicate addenda and deadline reminders through the platform
- Receive, qualify, and level bids in one place
- Track subcontractor relationships across every market they operate in

The reminder tool gets a specific callout from Jordan. In a business where everyone is busy and deadlines are tight, automated follow-up isn't a nice-to-have. It's what keeps the machine running.

His advice to other GCs considering the platform: it's not just about reach. It's about replacing hours of manual work with a system that scales.

"If you're trying to add some efficiency to your company without having to add a ton of payroll, PlanHub's it."

“ PlanHub gives me the national reach to do work all over the country in one place, without leaving my office.

JORDAN MADEWELL
MADEWELL CONSTRUCTION

RESULTS: Doubled Revenue. National Reach. A Business That Can Scale.

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

2X

REVENUE GROWTH

NUMBER ONE: MASSIVE BUSINESS GROWTH

In roughly four years of using PlanHub, Madewell's revenue has doubled. Jordan is careful about attribution. No single tool deserves sole credit for a result that size. But he's unambiguous about PlanHub's role:

"Can I, without a doubt, say that it's played an integral piece for us getting our subcontractor base, an increased amount of bidding out the door, and to our clients, which results in that increased sales? It's absolutely true."

AZ → FL

NATIONAL
EXPANSION

NUMBER TWO: FROM REGIONAL TO NATIONWIDE

Madewell now operates across dozens of states, from the Southwest to the Southeast. These were markets where they had zero sub relationships when they started. PlanHub is what made that expansion executable. They couldn't have doubled the states they work in, or doubled the bids they were chasing, without a platform to support it.

400+

SUB QUOTES
MONTHLY

NUMBER THREE: VOLUME THAT WASN'T POSSIBLE BEFORE

Processing 400 subcontractor quotes a month across 8-12 projects and 100-150 divisions per job is a different business than the one that was Googling vendors in new markets. The infrastructure is now there to compete and win anywhere.

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If you're a general contractor wanting to build regionally or nationally and you want a service that can help you do that, **PlanHub is the way to go. It helps you increase your sub database, receive more bids, qualify and bid level, and communicate in one place. And if you're trying to add efficiency without adding payroll, PlanHub's it.**

JORDAN MADEWELL
MADEWELL CONSTRUCTION

Ready to take your general contracting business from
regional to nationwide, one qualified sub at a time?

[EXPAND YOUR SUBCONTRACTOR NETWORK](#)