



Buildertrend

Media Kit - International Builders' Show

Download the media kit (including logos) here. >>

This media kit serves as a comprehensive introduction to Buildertrend, offering insights about our company, including customer testimonials and a preview of our activities at the Builders' Show.

Questions? Please contact Courtney Mattern at:

Courtney.Mattern@buildertrend.com

or 402-649-2771, text preferred.

Who we are and what we do

Buildertrend is the premier construction platform for premier builders.

Our platform empowers builders and contractors to take control of projects and bring efficiency, organization and seamless communication to every aspect of their business. They can stay on top of costs, supplies, staff and more in one convenient place — and take on more projects without adding more paperwork and stress. We're the go-to platform for established builders who want to go deeper than project management and maximize profitability, too.

Trusted by top residential builders across the globe, Buildertrend makes it easy to run a more successful business and deliver a five-star experience to homeowners.

Our brand story

The narrative behind why customers choose us

Homeowners have higher-than-high expectations for their projects. They want instant results, endless options and fast answers 24/7. In fact, so does everyone builders deal with in their residential construction businesses.

Their phones are constantly buzzing with clients wanting updates, vendors emailing about selections and project managers with bad news about an expensive mistake. They're overwhelmed by the chaos.

Paper and pen are no match for the massive volume of ever-changing information construction pros must manage. Contractors and their team are stretched to the limit trying to stay on top of complex projects, and no matter what they do, important details sometimes slip through the cracks.

Builders want to be able to step away from the day-to-day grind of their business — they could have more time with their family and focus on ways to grow the business. They could maybe even take a vacation. But how can contractors calm the madness and find the time?

With the Buildertrend residential construction management platform, they'll run every job smoothly from start to finish and easily keep a close eye on everything along the way. All the details of their jobs will be efficiently organized for everyone — their team, clients, vendors and anyone else — to see exactly the information they need to get things done. With Buildertrend, today's builders can finally work simpler and run their business — without letting it run them.

VISION

Our brand’s aspirational intention for the future.

To change the way the world builds.

MISSION

How our brand works daily toward our vision.

To bring order and efficiency to the construction process for all by empowering residential contractors with a better way to run their business.



Buildertrend all-time stats

1 million+

users

2 million+

projects completed
in Buildertrend

100+

countries where Buildertrend
has been used

25+

robust features

Real customers. Real results.

\$1,000

Save thousands of dollars per project
with accurate financial tracking.

[Read case study](#)

2,000

More than double the amount of
projects you can take on at a time.

[Read case study](#)

40+

Save over 40 hours per week on manual
tasks when you let tech do the tedious.

[Read case study](#)

Find us at booths
W2842 and W3142

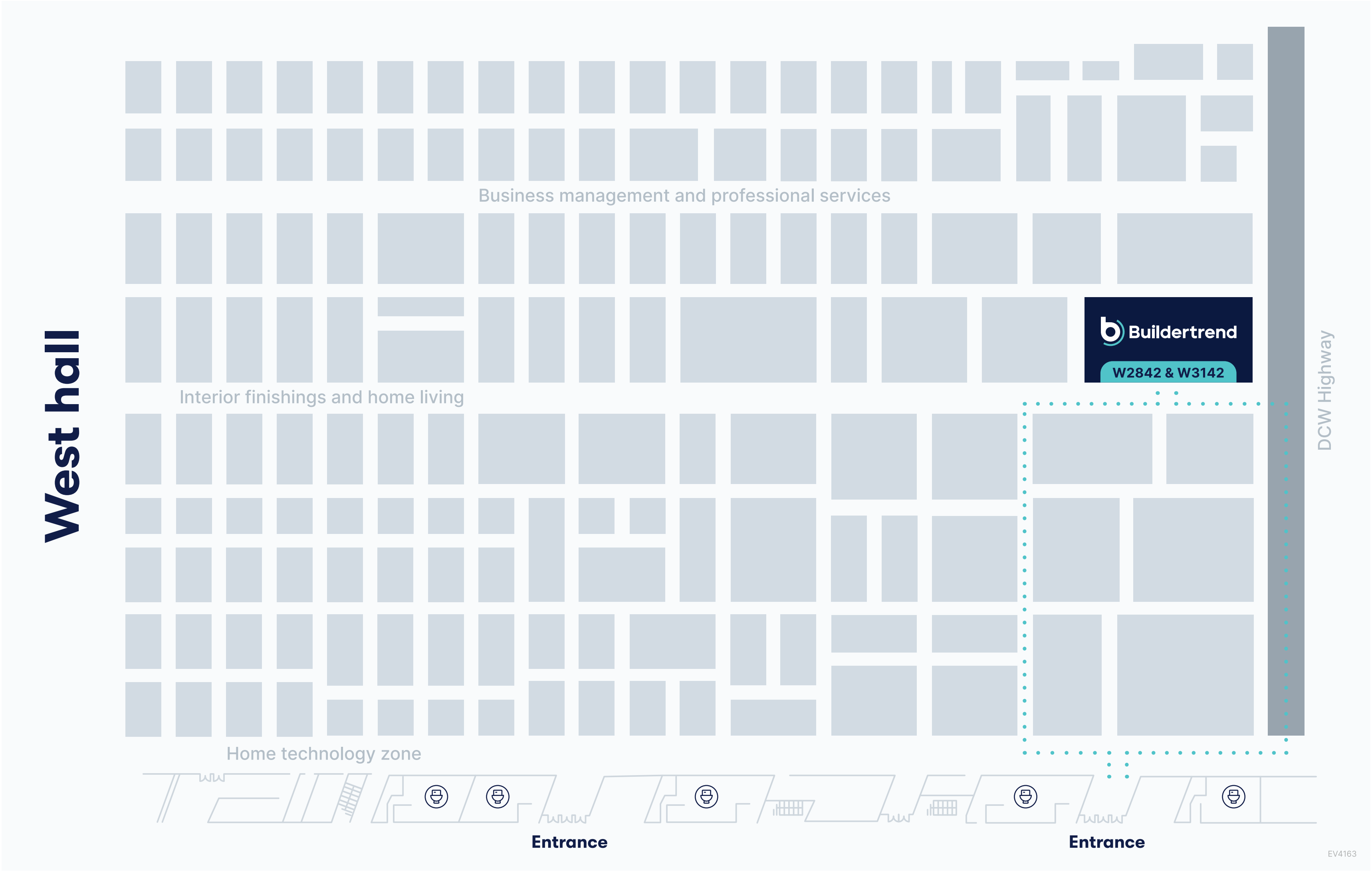
Buildertrend’s booth will be the destination for builders looking to discover a new way to work, connect with the industry’s top players and gain insights to navigate 2025 - and beyond.

Look for the big blue b at one of the largest booths on the expo floor – or [download](#) the virtual map to find our location. We’re excited to welcome members of the media to our booth throughout the show and can facilitate interviews during your visit.

Resources

For more information on Buildertrend-led panels, exclusive IBS-only offers and our daily happy hours with industry influencers and national brands, head to our [2025 IBS Guide](#).

Or, read our press release [here](#).



IBS – LIVE! on the Buildertrend stage

Check out our live presentations and expert-led panels.

Tuesday, Feb. 25	Wednesday, Feb. 26	Thursday, Feb. 27
<div>10 a.m.</div> <div>Buildertrend Purchasing: What’s new – and what would you like to see next</div>	<div>10 a.m.</div> <div>An inside look at the new Job Costing Budget</div>	<div>10 a.m.</div> <div>The new Client Portal in action: Live demo with J Kath Design Build + Reinvent</div>
<div>11 a.m.</div> <div>The best of both worlds: Selecting materials for quality and price with CBUSA</div>	<div>11 a.m.</div> <div>The numbers are in: Real profit benchmarks – and how to get there with Monthend</div>	<div>11 a.m.</div> <div>Secrets of attracting high-value clients with Killowen Construction</div>
<div>12 p.m.</div> <div>2025 forecast: Inside the State of Residential Construction Industry report</div>	<div>12 p.m.</div> <div>Breakthrough Academy presents: Mastering strategic planning for builders</div>	<div>12 p.m.</div> <div>Designing with customers: A live interactive experience</div>
<div>1 p.m.</div> <div>Crafting solid partnerships: Strengthening builder-vendor relationships</div>	<div>1 p.m.</div> <div>Ask me anything: Customer-led demo with Tankersley Construction</div>	<div>1 p.m.</div> <div>Ask us anything: Customer-led demo for the undecided with CopeGrand Homes</div>
<div>2 p.m.</div> <div>Meet the partners: Happy hour with top brands and suppliers</div>	<div>2 p.m.</div> <div>Meet the pros: Happy hour with the top builders in construction</div>	

Buildertrend beyond our booth

Buildertrend is leading the conversation with appearances throughout the Builders’ Show. The following members of our leadership team will moderate or be featured in panels, discussions and podcasts. We’d be happy to facilitate interviews for members of the media.



Courtney Mattern

PANEL: No gatekeeping: How to build a business and own your success from women who’ve done it >>

WHEN: Tuesday, Feb. 25 | 11-11:45 a.m.
WHERE: North Hall – North 233

Courtney Mattern is senior director of Brand and Content at Buildertrend. She leads a team of talented strategists and creatives while developing content strategy for the company’s owned, earned and shared channels including social media, public relations, influencer channels and sponsored events.

Her journalism background fosters her passion for people and storytelling, which she applies to building brands as a marketing professional. She holds a master’s degree in integrated marketing communications from the University of Nebraska-Lincoln.



Jon Walker

PODCAST: AI in construction: Practical uses for brand consistency, communication and productivity >>

WHEN: Tuesday, Feb. 25 | 1-1:30 p.m.
WHERE: LVCC – West 3145

Jon Walker is the Chief Technology Officer at Buildertrend, the leading software for residential construction management. With a ruthless commitment to prioritization and iteration, obsessive customer focus and a “win together” attitude, his team is releasing more value faster to the customers who rely on Buildertrend to run more successful construction businesses.

A true entrepreneur at heart, Jon co-founded AppFolio, where he also served as Chief Technology Officer prior to joining Buildertrend. With 30+ years working in SaaS, Jon’s done it all – from architecture and design to software testing and college instruction.



Dan Houghton

PANEL: #NoFilter: Builders uncensored with the hard truths about thriving in business >>

WHEN: Wednesday, Feb. 26 | 2:15-3:15 p.m.
WHERE: LVCC – West 315

Dan Houghton is the co-founder and CEO of Buildertrend. Under his leadership, Buildertrend has experienced significant growth since its founding in 2006, powering job sites across more than 100 countries and benefiting more than 1 million users since its inception. Buildertrend’s world-class software offering has led the construction industry, notorious for late tech adoption, into the modern age.

With a reputation as a people-driven leader and champion of strong workplace culture, Dan believes that practicing transparent communication leads to stronger organizations. Dan is active in the community and advises as a board member of several companies and institutions that promote housing accessibility, technology adoption and higher learning.



Brooke Brockman

PANEL: Turn complex builds into success stories with smart project management >>

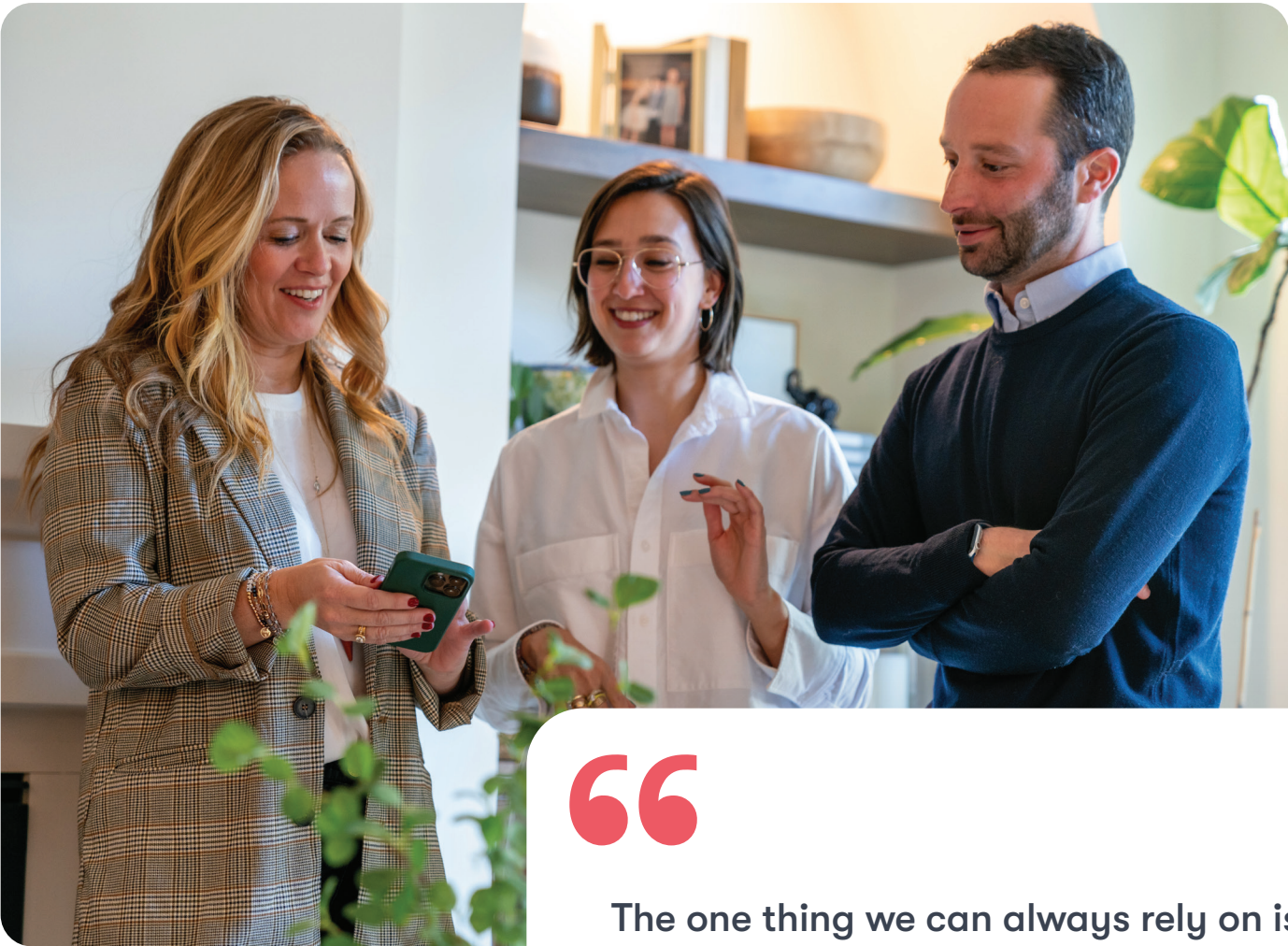
WHEN: Wednesday, Feb. 26 | 4-4:30 p.m.
WHERE: LVCC – West 209

Brooke Brockman is a marketing practitioner and champion of a connected customer experience. She serves as the CMO of Buildertrend. With deep cross-industry sales, marketing and account management experience, her career has spanned roles on large teams at corporations, such as Target and UPS, and multi-faceted roles at smaller agencies.

Brooke has assembled a rich professional career, mastering the strategic side of sales and marketing and helping organizations to do the same. Brooke’s full stack team at Buildertrend drives demand generation, content marketing and brand strategy as well as an end-to-end digital customer journey.

Meet the top builders in the nation
at our booth

Buildertrend is hosting a “Meet the pros happy hour” at their booths, W2842 and W3142, on Feb. 26 from 2-5 p.m. More than a dozen of the top builders in the business, with a combined social reach of nearly 1 million, are prepared to mingle and divulge some of their best tips and strategies for success.

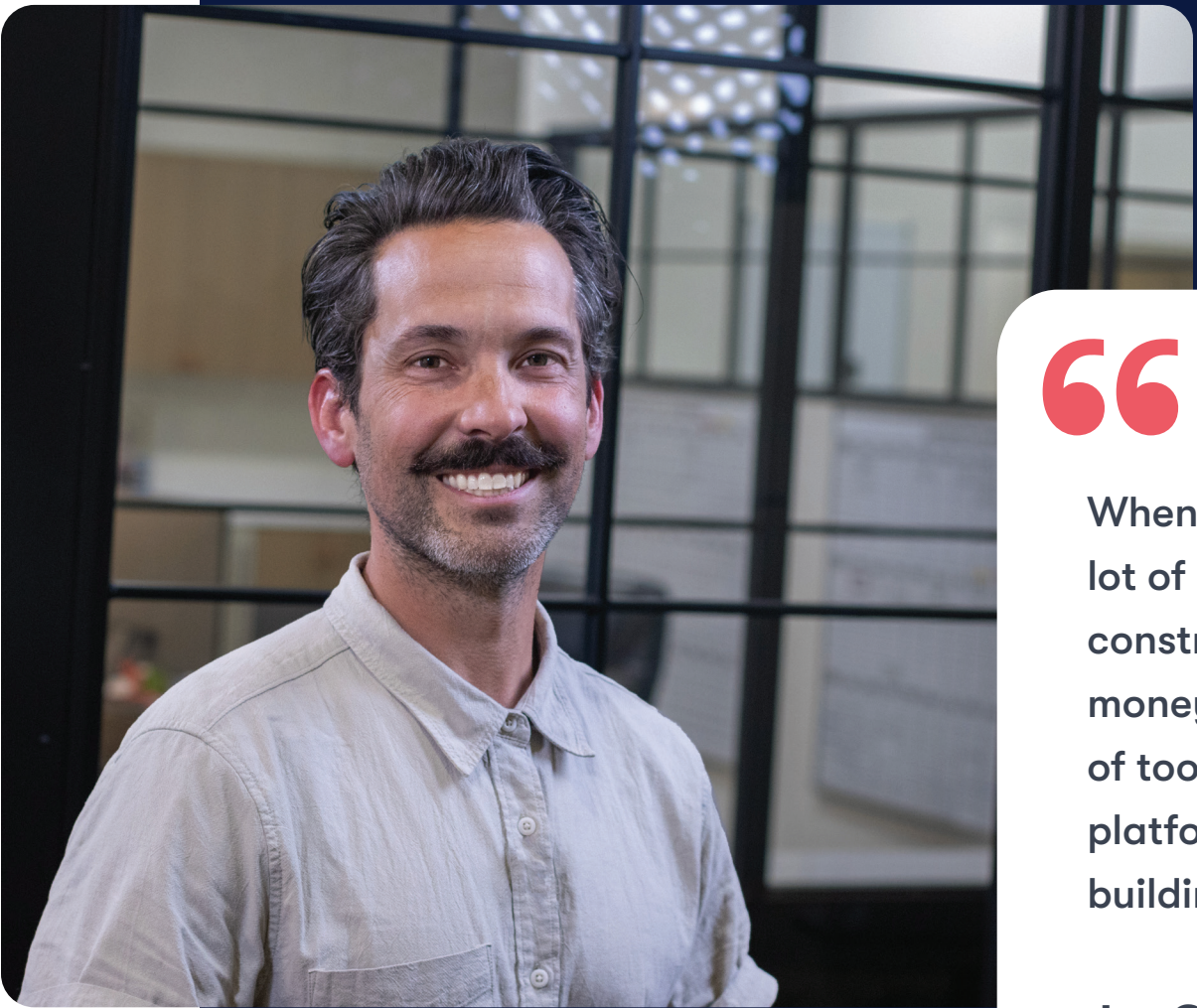


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The one thing we can always rely on is our process with Buildertrend. The weekly communication we use with Buildertrend can fill in as an opportunity to communicate with clients in a timely manner.

Katie Kath
Partner and creative director at
Jkath Design Build + Reinvent

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When you’re building a home, you’re managing a lot of risk. You want to make sure clients are happy, construction quality is sound and that you’re making money. Before Buildertrend, we were using so many types of tools and binders to stay on top of it all. We needed a platform that gave us the organization to provide a better building experience for the team and homeowners.

Joe Christensen
Founder and owner of Cardinal Crest Homes

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Effective systems, clear expectations of each team member’s roles and responsibilities, a way to communicate with out-of-state clients, diagnosis prior to projects to ensure we are evolving successfully as a company. This list of benefits goes on.

Brad Leavitt
President and founder of
A Finer Touch Construction

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Social links

Website: Buildertrend.com

Link our site when referencing it.

Instagram: [@buildertrend](https://www.instagram.com/buildertrend)

Please tag @buildertrend if you're posting about Buildertrend's activity at the Builders' Show or sharing any coverage on social media.

X: [@buildertrend](https://twitter.com/buildertrend)

Please tag @buildertrend if you're posting about Buildertrend's activity at the Builders' Show or sharing any coverage on social media.

Facebook: [@buildertrend](https://www.facebook.com/buildertrend)

Please tag @buildertrend if you're posting about Buildertrend's activity at the Builders' Show or sharing any coverage on social media.

LinkedIn: [@buildertrend](https://www.linkedin.com/company/buildertrend)

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Brand
Signature



Vertical brand signature

Icon

Logotype

Buildertrend logo

The Buildertrend brand signature is a combination
Brand of the icon and logotype.

[Download here >](#)



Horizontal brand signature

Photography

If photography is needed, please contact Buildertrend directly. We have an extensive photo library and photographers on staff. Stock photography is NOT preferred.

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