



**Shinn  
Consulting**

shinnconsulting.com



**Shinn  
Builder  
Partnerships**

builderpartnerships.com

# Build a Better Business Build a Better Home

Improve the Performance and  
Profitability of Your Company



## Services

Widely recognized and respected for our financial acumen and real-world business knowledge, we are dedicated to improving the performance and profitability of our builder and manufacturer clients. Our consultants apply proven management techniques to get results where it counts: profits, quality, and customer satisfaction.

### For Builders

Shinn Consulting and Builder Partnerships help home builders transform their organizations by addressing problem areas and building systems to deliver profits that are well above the industry standard.

We are the only organization you need to improve your operations company-wide. Our team has the industry-specific expertise needed to produce results in the following critical areas:

#### STRATEGY

- Corporate strategy
- Growth strategy
- Succession planning
- Exit strategies
- Business valuations

#### MANAGEMENT

##### Organizational development

- Process mapping, analysis and improvement
- Product development
- Customer satisfaction

#### FINANCE AND ACCOUNTING

- Financial reviews
- Key ratios development
- Accounting and financial management procedure review
- Variance analysis

#### PRODUCTION

- Scopes of work
- Schedules and even-flow
- Quality assurance
- Cost reduction and control

### For Manufacturers

"Thanks to you, Emma and Monica, for helping to coordinate our focus group. We took a lot away from the meeting and it will be helpful in our efforts to better understand builder thoughts on risk management and issues they face."

**Pat Wilkins, DuPont Building Innovations**

#### SALES SUPPORT

Builder Partnerships provides ongoing support to manufacturers to train, coach, and assist with the execution of their builder-focused sales efforts. Builder Partnerships supports the manufacturer sales team and provides coaching and assistance to generate and track builder engagement. Builder Partnerships also offers ongoing assistance to the development of the builder-focused strategy.

#### MARKETING SUPPORT

Builder Partnerships can support the planning, development, and execution of builder-focused marketing campaigns. Due to its unique position within the home building industry, Builder Partnerships is able to acquire the input required to develop an effective content marketing plan. The relationships Builder Partnerships possess makes it possible to distribute content in a targeted and personalized approach. Builder Partnerships can also integrate marketing engagement data with actual rebate submission data to help manufacturers connect the dots within marketing, channel, and builder sales.

#### MANAGEMENT SUPPORT

As manufacturers evaluate new products, new services, and the organizational structure of their sales and marketing teams, Builder Partnerships can provide valuable input with regard to targeting public and private homebuilders. The Builder Partnerships team has the experience, knowledge, and relationships needed to provide input and/or to gather input from the home building industry directly.

#### HUMAN RESOURCES

- Personnel manual development/review
- Personnel policies and procedures development/review
- Key personnel development and training
- Employee review and feedback techniques
- Compensation packages

#### TECHNOLOGY

- System review and assessment
- Software selection guidance
- Implementation assistance
- Custom report development
- Intelligent working drawings
- Purchasing and estimating applications

#### REPORT CARDS

- Trade contractor and supplier surveys
- Employee surveys

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"I came from a purchasing position in home building with a few Chuck Shirrm courses under my belt and it has a huge benefit on my sales career. I'm confident the ability to negotiate makes you a better sales person."

**Chris Watson, CIT - Rain Bird Corporation**

"Your organization has done so much for us over the years that I had to write to thank you. And, although some of your disciplines are challenging to implement, we never stop trying. You are wonderful people who love what you do, and our industry is fortunate for it!" **Bill Lee, Sabal Homes**

## OUR TEAM

Our consulting team has more than 200 combined years of experience in home building to help you identify and implement solutions to allow your company to soar. Our utmost concern is your company's performance and profitability.

### CHARLES C. SHINN Jr., PhD

Shinn Consulting and Builder Partnerships founder Charles C. (Chuck) Shinn Jr. has been focused on improving management standards and profitability within the home building industry for nearly 50 years. He has led management training programs across North America, helping home builders cut costs, improve operations, and increase profits. Chuck also has worked with manufacturers as co-chair of NAHB's Leading Suppliers Council. He holds a BA in economics and an MBA and PhD in business administration.

### EMMA S. SHINN, CPA, MBA

Emma is a CPA with an MBA in accounting. She is the author of *Accounting and Financial Management for Residential Construction*. Emma has the unique ability to explain accounting and financial principles to non-accountants to allow them to utilize these concepts in the management process. She is a regular speaker at management seminars and national and regional conferences. Since 1993, Emma has conducted an annual financial and operational survey and analysis of more than 100 home builders.

### MATT COLLINS

Matt Collins has served in senior leadership roles for two large regional homebuilders over the last 15 years, with a special focus on operational improvement. He has extensive experience with estimating, drafting, value adding design, supply chain, trade management, cost reduction, budgeting, and especially operational excellence. As a senior consultant with Shinn Consulting, Matt works with builders to streamline operations, strengthen trade relations, and improve quality, cycle time, customer satisfaction and profitability.

### STEPHEN CROUCH

Stephen Crouch is the Vice President of Operations for Builder Partnerships. Stephen has 18 years of experience working in the manufacturing sector developing winning marketing strategies, selling to builders and channel partners, and general operations and business management. Stephen is responsible for managing our manufacturer relationships, leveraging his experience of managing builder-focused sales teams to ensure we offer the tools necessary to make our manufacturer members successful with our builder members.

### ED HAUCK

Ed Hauck spent 22 years with Rouse Chamberlin Homes in the Philadelphia area. Thanks to Ed's leadership, Rouse enjoyed industry-leading, low direct construction costs. As a consultant with Shinn Consulting, Ed is a regular speaker at management seminars and provides training, coaching and consulting to help builders around the country reduce direct construction cost, streamline operations, and guide the new product design towards efficiency and cost control.

### JOHN KAMIN

John Kamin has held sales and marketing executive-level positions in the home building industry for over 30 years. As the vice president of sales and marketing for several private, award-winning builders, John has an impressive track record of increasing sales velocity and gross margins through the implementation of innovative sales process improvements and training programs for his sales teams. As a consultant with Shinn Consulting, John works with builders to improve performance of sales team members and sales management.

### TODD ULLOM

Todd Ullom has over 25 years of experience as a home building software executive, homebuilder, and market strategist, holding senior executive positions with both private and public companies within the housing industry. He has worked with over 200 builders of all sizes on software selection, business process re-engineering and business strategy development for executive, field, and back offices.

### MONICA WHEATON

Builder Partnerships CEO Monica Wheaton has more than 15 years of experience in management consulting for the home building industry and has worked with Builder Partnerships since its inception in 2005. Monica oversees the organization and the management of incentive programs aimed at building relationships and informing builders about manufacturer products. In 2011, Monica was recognized by *Professional Builder* as one of Top 40 Under 40 in the home building industry.

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