

The Business Readiness Score™ (BRS)

Discover What's Holding Your Business Back From Scaling

Most contractors don't fail because they're bad at construction. They struggle because they lack the systems needed to support growth. Vortex was designed to identify the hidden bottlenecks costing contractors time, profit, and opportunities.

FOUNDATION STAGE

The Owner Is The Business

Common Symptoms:

- You're wearing every hat in the company
- You don't know your true profit margins
- Leads fall through the cracks
- Estimates take too long to create
- Change orders are difficult to track
- You don't have written procedures
- Your books are always playing catch-up
- Marketing feels random
- Employees constantly ask questions
- Cash flow feels unpredictable

What This Costs or Unlocks:

- Lost leads
- Missed follow-ups
- Underpriced jobs
- Employee mistakes
- Burnout
- Limited growth

How Vortex Helps:

- CRM Management
- Lead Tracking
- Financial Reporting
- Client Communications
- Project Management
- Team Accountability

MOMENTUM STAGE

The Business Is Growing Faster Than The Systems

Common Symptoms:

- Projects feel harder to manage
- Communication gaps are increasing
- Job costing isn't accurate
- Scheduling conflicts occur often
- Team accountability varies
- Reporting takes too much time
- Multiple software platforms don't communicate
- Owners spend too much time putting out fires

What This Costs or Unlocks:

- Reduced profitability
- Scheduling delays
- Team frustration
- Client dissatisfaction
- Scaling bottlenecks

How Vortex Helps:

- Financial Intelligence
- KPI Dashboards
- Production Scheduling
- Workflow Automation
- Marketing Studio
- Business Analytics

BOARDROOM STAGE

The Business Runs On Systems, Not Stress

Common Symptoms:

- Leadership teams manage departments
- Financial reports drive decisions
- KPIs are reviewed consistently
- Hiring systems are documented
- Processes are repeatable
- Growth is planned instead of reactive
- Revenue is predictable
- Departments are accountable

What This Costs or Unlocks:

- Scalability
- Predictable Growth
- Increased Profit
- Better Hiring
- Expansion Opportunities
- Business Valuation Growth

How Vortex Helps:

- Operations Hub
- Financial Intelligence
- Sales Command Center
- Marketing Studio
- AI Business Advisor
- Executive Reporting

Your Business Readiness Score™

Foundation Score: 0–35 Points

Momentum Score: 36–70 Points

Boardroom Score: 71–100 Points

The Question

Are you running your business, or is your business running you?

Vortex was designed specifically for contractors and service-based businesses that are ready to move from chaos to control, from reactive management to strategic growth, and from working in the business to leading the business.

Vortex CRM™

Your All-In-One Back Office Solution.