

CASE STUDY



Environmental Pools experiences a 20% increase in profits – (\$20 million to \$24 million) after working with KLR Outsourcing

Overview

Environmental Pools is a second-generation family business founded in 1988 by Andrew Everleigh, Sr. Environmental Pools ranks nationally amongst the top 50 pool builders in the country and has received numerous awards over the years including Boston Magazine Best of Boston Home, and Pool & Spa News (PSN) Top 50 Builders. Now led by Owner & CEO Andy Everleigh, Jr., Environmental Pools continues to advance their 30+ year tradition of excellence and integrity in the pool industry.

Why Work With Us?

Scale of Resources.

Need to make a key hire, purchase additional insurance or implement a new IT infrastructure? KLR has the resources to help.

Experience Matters.

We have worked with hundreds of businesses in the construction, service, banking, accounting, finance, non-profit and healthcare industries.

The Challenge: Is It Time to Hire a Strategic CFO?

The business really took off during the pandemic. While the business was growing, they were challenged with two years of backlog, inaccurate inventory tracking and job costing, project management issues and more. Andy was very ambitious with plans for his family's business, but wasn't entirely sure how to manage their finances during this period of unprecedented growth.

Andy decided it was time to hire a strategic CFO but needed a second opinion. Knowing KLR provides outsourced accounting services, Andy's accountant made the introduction and KLR Outsourcing Director, Jon Hughes dove into the task at hand.

How KLR Outsourcing Responded

KLR Outsourcing stepped in and helped Andy understand that he didn't need to hire a full time CFO and incur the related cost. Prior to working with KLR, Environmental Pools lacked a precise understanding of their profitability, as they were only getting that information at year-end from their tax accountant.

As Andy says, "As we've grown over the last 10 years, we've had to readjust our processes. We needed a better understanding of project costing, which was challenging due to the platforms we were using."

KLR took the necessary time to really understand the business and its profitability. They helped clarify long term goals, track project costs effectively, and created a financial forecast.

They made action-based initiatives to help Andy achieve those longer-term goals, including opening a new building, tripling their service practice, increasing profitability and increasing the value of the business.

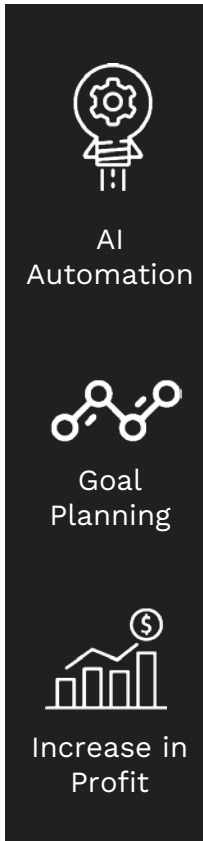
“Not having a clear picture of our job profitability and project costs was really holding us back from growing,” says Andy.

“KLR was able to implement an AI bot that tracked the labor and cost of projects based on the bots gathering real-time data from our systems.”



Key Outcomes

Below is a recap of some of the key outcomes Environmental Pools experienced after the first 8 months of working with our team.



Used AI to develop automated accounting processes, saving 16 hours or \$1,200 a month in labor.

KLR Outsourcing implemented goal planning, action-based initiatives and 2024 projects, resulting in a 100% increase in the bottom line.

Environmental Pools experienced a 20% increase in profitability (\$20 million to \$24 million) after the first 8 months of working with KLR Outsourcing.

Additional Successes:



Implemented percentage of completion accounting and month contract schedule reporting to clarify job level profitability.



KLR saved Environmental Pools significant time and resources by utilizing bots and AI. For example, applying cost of labor to individual jobs previously took 26 steps (10 minutes) to do manually. With the bot it's done in one step, in a matter of seconds.



KLR created forecasts and initiatives to help Environmental Pools achieve their longer-term goals.

Accounting Department Assessment

Do you need help assessing your company's profitability and long-term financial goals? Our free assessment helps you document and assess current systems and processes, identify risks and find opportunities for improvement.

[Click Here to Get Started](#)



Watch Andy's full testimonial and hear more about his experience with KLR Outsourcing here:

[Watch Andy's Testimonial](#)

About KLR

KLR Outsourcing is an affiliate company of [KLR, one of the largest CPA Firms in the Country](#). We offer fractional outsourced CFO services to companies in New England.

KLR has built its reputation by providing outstanding client service. We build a genuine connection with our clients to understand their business needs and provide exceptional service, value and meaningful advice.

Our breadth of services includes financial and management reporting, internal controls, organizational structure design and augmentation, and strategic decision support. Our success rests with our consultants: experienced senior-level financial professionals with diversified industry backgrounds. They are former CEOs, CFOs, VPs of finance, controllers, CPAs, and audit managers with 15-30+ years of hands-on financial management and operations experience.



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