

Stop fighting fires. *Start building the asset.*

Most of what goes wrong on a build isn't a building problem — it's an information problem. The Diagnostic is a focused, no-obligation read of how information moves through your shop: where it stalls, where margin leaks, and what to install first.

WHAT THE 60 MINUTES COVERS

- We walk your information flow end to end — field to office to client.
- We find the stalls: where a missing answer stops the site.
- We map where margin quietly leaves — change orders, undocumented scope, slow billing.
- We locate the principal bottleneck: every decision that only you can make.

WHAT WE'LL NEED FROM YOU

- A rough sketch of your team — who does what.
- The tools you run today (whatever they are).
- One recent job that went sideways, and why.

Light prep. Thirty minutes, not thirty hours.

WHAT YOU WALK AWAY WITH

01

An operational map

A clear picture of how information actually moves through your business today.

02

Your three first installs

The three highest-leverage fixes, in order, with the payback on each.

03

An honest read

Whether ACRE is a fit — or whether you can do this yourself. No pressure either way.

WHO THIS IS FOR

Custom home builders, typically **\$1M–\$50M** in annual volume, where the principal is the bottleneck and the misses are bleeding profit no one sees leave.

WHO RUNS IT

Marty Kribs. Forty years at the top of the custom-home market — **\$750M** built and developed. PM, GC, developer, owner. ACRE is the operation he built to solve this, installed in your shop.

Next step: book the Diagnostic at acre-mgt.com — 60 minutes on Zoom, three engagements per quarter.