



*From Hand-Carved Railings to Scalable Growth*

# How INNERGY Helped Florida Stairworks Reinvent Its Operations

## Executive Summary

Founded in 2011 by veteran stair builder Doug, Florida Stairworks & Carpentry began as a two-person operation and grew to employ 80 people, specializing in high-end custom residential staircases across the U.S. With roots tracing back to Doug's carpentry career starting in 1979.

As the company scaled, legacy tools like spreadsheets and kanban boards created operational bottlenecks. Recognizing this, the Florida Stairworks team turned to INNERGY. Through software and education, INNERGY has enabled Florida Stairworks to improve job visibility, reduce manual processes, and scale sustainably. Today, the company is on track to hit 100 employees and is prepared for continued growth with INNERGY as its operational backbone.



### THE CHALLENGE

#### Growth Outpacing System

By the time Florida Stairworks reached 50 employees, it became clear that their growth was outpacing their systems. The team relied heavily on spreadsheets, manual data entry, paper files, and a 5-by-14-foot kanban board to track jobs and inventory. These methods worked well enough at smaller scale, but Doug recognized the breaking point was coming.

### THE SOLUTION

#### A Platform for Sustainable Scaling

Doug had followed INNERGY for years through Architectural Woodwork Institute (AWI) events and industry conferences, even hearing INNERGY CEO Marc Sanderson speak several times. Five years ago, he officially made the move to INNERGY, focusing first on work order management and job tracking before expanding into inventory and estimating.

***"Our systems were going to be broken in two years if we didn't change. I didn't want to set up something temporary again. We needed a solution that would last."***

# Key Results & Outcomes

## 1

### Centralized Data

Instead of entering data multiple times across systems, INNERGY's opportunity-to-job workflow eliminated redundant entries and reduced costly errors.

## 2

### Remote Accessibility

Doug can now manage the business from anywhere, including during vacations, using INNERGY's cloud-based system.

## 3

### Streamlined Onboarding

for estimating, using INNERGY to track and manage every opportunity.

## 4

### Digitized Workflows

Replace whiteboards and spreadsheets, improving visibility and accuracy

## COMMUNITY & EDUCATION

Doug and his son Chris have attended INNERGY's Summits and Forums since joining, virtual and in-person, and sent staff to key events as part of professional development. The Florida Stairworks team also worked closely with INNERGY team members to adapt estimating modules to fit the unique needs of stair manufacturing.

## LESSONS LEARNED

- Start before you're "ready." Florida Stairworks adopted INNERGY before the platform fully supported their stair-specific workflows – and made it work. They didn't wait for perfect conditions to scale.
- Customization takes collaboration. Rather than settling for a generic fit, Doug worked closely with INNERGY to tailor estimating and inventor processes for stair manufacturing.
- Visibility drives accountability. Real-time work order and job costing tools allow Doug's team to track progress, spot inefficiencies, and take corrective action fast.
- Software is only part of the value. Forums, Summits, and peer relationships within the INNERGY community have been essential for learning, growth, and continuous improvement.

## CONCLUSION

Florida Stairworks & Carpentry is proof that with the right blend of craftsmanship and forward-thinking leadership, even the most traditional trades can scale successfully. By partnering with INNERGY, Doug and his team have created a business model that combines artisanal quality with data-driven execution. As the company approaches its next growth milestone, INNERGY remains a trusted partner in driving clarity, control, and continuous improvement.