

# case study

## How White River Flooring Used MeasureSquare CRM to Fuel Their Growth

Industry: Retail & Commercial Flooring  
Tools Used: MeasureSquare CRM, QFloors  
Growth Highlight: <\$1M to \$14M in Annual Revenue



### Challenges

White River Flooring was experiencing rapid growth—but without the systems to support it. So what was holding them back?

- Lack of structure
- Missed follow-ups and leads due to disconnected systems
- Inefficient communication
- Manual data re-entry
- Limited visibility & accountability

“Measure Square took our growth to the next level & gave us the tools to scale it—fast.

Alongside QFloors, *it's easily one of the top 5 reasons we've been able to grow.*”

—Waylon Reeves, Owner

### Solution:

Implementing MeasureSquare CRM + QFloors

#### QFloors

Used by admin and operations to manage:

- Job costing and inventory
- Billing and accounting
- Fulfillment and backend processing

#### MeasureSquare CRM

Used by sales and estimating to manage:

- Lead capture and communication
- Bid creation for residential and commercial jobs
- Customer follow-ups and lifecycle communication

## Results

### Supported Massive Revenue Growth

One White River location scaled from <\$1 million to over \$14 million in annual revenue

### Team Accountability & Role Clarity

MeasureSquare CRM empowered White River to define clear responsibilities

### Eliminated Sales Process Bottlenecks

No missed leads, no double entry, no lost notes —just consistent quotes and real-time lead insight

### Conclusion: CRM as a Scalable Growth Engine

MeasureSquare CRM has helped White River Flooring scale with structure, clarity, and control. By streamlining sales, improving accountability, and integrating seamlessly with QFloors, the team was able to delegate more effectively, define clear roles, and focus on higher-value work. While growth came from many factors, tools like MeasureSquare and QFloors played a key role in building the structure and efficiency needed to scale.