

*Fakes & Hooker*  
**Lumber**  
*Lebanon, TN*

## Fakes & Hooker Lumber Co.

“Measure twice, cut once” business approach a key to success for 150 year old building supply company in Tennessee.

|                 |   |
|-----------------|---|
| LOCATION        | Lebanon, TN   |
| WEB             | www.fakeshooker.com   |
| FOUNDED         | 1867  |
| EMPLOYEES       | 35  |
| AFFILIATIONS    | LMC, SBMA   |
| SALES PROFILE   | 90% Contractor,<br>10% Retail/Commercial/<br>Industrial   |
| USERS           | bisTrack - 35 Users<br>2 locations  |
| PSI SOFTWARE    | Scan Track, Web Track,<br>Microsoft Dynamics® GP,<br>EDI to industry suppliers,<br>Credit/Debit/Gift Card |
| PSI IMPLEMENTED | March 2008  |

“Measure twice, cut once.” It’s one of the oldest rules in the construction business.

When it comes to building a business, the folks at one of North America’s oldest building supply companies say companies should exercise that same type of care and attention when selecting their business software.

Ted Aulds is the owner and President of Fakes & Hooker Lumber in Lebanon, Tennessee, a 35-employee two-location company that provides an array of products and services ranging from basic lumber layout to engineering and design work.

Founded in 1867 as Fakes & Hooker Lumber and Coal, the lumber store has expanded through the years adding people, equipment and technology to enhance their service levels and meet the needs of Middle Tennessee’s finest home builders. That technology now includes bisTrack by Progressive Solutions, Windows®-based software that was developed specifically for building industry suppliers. The program helps building materials distributors and dealers manage complex sales, inventory control and other business transactions, with outstanding support for softwood and hardwood products.

“Evaluate, re-evaluate, visit other yards that have the system, and talk to as many people as you possibly can,” says Aulds. “Actually get out and see the system in use and look at it first hand. Get the unbiased opinion from the actual owner who is using that system.

Fakes & Hooker bought their very first computer system back in 1995, but by 2007, it was no longer meeting their needs.” Our old system was limiting us,” said Jason Roberson, Fakes & Hooker’s IT Project Manager. “ It just wasn’t as personable as bisTrack. It wasn’t pretty, the reports weren’t pretty, and we had dot matrix printing.”

| continued...



“We have no problem recommending bisTrack-- we have recommended bisTrack, and will continue to recommend bisTrack.”

—Ted Aulds, President and Owner

One supplier. One integrated system. Only Progressive Solutions.



# bisTrack™

## Case Study



### Fakes & Hooker Lumber Company...continued.

“We invested technology in our business to better the business and stay updated,” adds Aulds. “bisTrack gives us a lot of the things that we did not have in our previous system. Now, we have much better information and reporting. We love the document scanning; it’s much easier. I also like the views, the reports, the ease of reporting, the tracking system, and the ability to track down problems in the computer. It’s worked out very very well for us.”

While the financial benefits of using bisTrack were an important consideration when Fakes & Hooker purchased it in 2007, those cost saving features are especially welcome during the current economic downturn.

“We’re using price matrixes that we did not have the ability to use in our old system,” said Roberson. “It has helped us with our margins tremendously. We also found we really like the stock control. Average cost is better for us compared to the costing on our old system. It helps keep the inventory levels tight in these times.

“Ted and I oversee all the AR, AP and purchasing, and review the margins on every order before we officially invoice them out at night. That’s been helpful to increase our margins, a great feature for us that we didn’t have before.”

Cutting down on paper has also turned out to be an unexpected benefit.

“I didn’t realize bisTrack was tracking to the level that if someone deleted a door in the computer it would track it and tell you exactly what happened and who did it,” said Aulds. “Features like that enable you to track back and look things up without looking through a pile of papers; it has been much easier.”

“We like the flexibility of the system too in that it allows us to customize the way we do things,” said Roberson. “The best is the main dashboard screen. The smartviews have been really good as well. There are even a lot of features we aren’t using yet but will in time.”

And when Fakes & Hooker needs support with new features, Roberson knows Progressive Solutions will be there for them.

“Their support has been phenomenal. Progressive Solutions has been very good to us and I can’t complain. Their service is fantastic.” ■

“I recommend bisTrack. It’s robust yet at the same time it’s simple to use. The features and benefits are nice and will help your business identify strengths and weaknesses.”

—Jason Roberson, IT Project Manager

™ – bisTrack, Scan Track and Web Track are Trademarks of Progressive Solutions Inc.



#### Progressive Solutions Inc.

13777 Commerce Parkway, Suite 200  
Richmond, British Columbia  
Canada V6V 2X3

#### Progressive Solutions (USA), Inc.

33400 – 8<sup>th</sup> Avenue South, Suite 200  
Federal Way, Washington  
USA 98003