



How **First Choice Facilities (FCF)** leverages Yeti's snow management software to improve client communications and deliver unprecedented service to thousands of locations while increasing sales

## FCF's Success Story

FCF is one of the fastest-growing exterior maintenance providers, offering landscaping, snow management, window washing, parking lot striping and repair, power washing, parking lot sweeping, roofing, and hardscape installs to thousands of client locations. Founded in St. Louis, Missouri in 2011, the company has expanded to handle exterior maintenance for clients of all sizes including multi-location nationals across 15 US states. FCF's success lies in its commitment to getting to know its clients and their property and its dedication to high-quality products and services—this combined with its superior management, system implementation, and reporting makes FCF the number one choice for companies seeking reliable, top-notch exterior maintenance.

## The Challenge

In the early days of its operations, FCF management recognized the need for an effective software program to keep track of clients, equipment, staff, services, invoicing and accounting, and reporting. Over a period of several years, it scoured the market for the best software, and while each had distinct advantages and innovative features, they all left something to be desired. FCF had even considered developing its own, but Dakota Danielson, VP First Choice Snow Management, had noticed Yeti's name on various message boards throughout the snow community. COVID-19 made the need more pressing and gave FCF the time needed to do its due diligence. After a demo from Kevin Spielman, Founder and CEO, Danielson was impressed—Yeti covered all the bases, and he attributed this to the fact that the company operated a snow removal company itself and had custom-built the Yeti software to meet every need. It was clear the Yeti software was a robust platform ideal for exterior management contractors handling snow removal, as well as landscaping, power washing, roofing, and much more.



## The Solution

Since switching to Yeti, FCF has saved countless hours in the field and in the office when cataloging services and billing clients for tasks completed on each site. With the addition of Yeti's real-time site photos and service history reports, quality control has also improved exponentially.

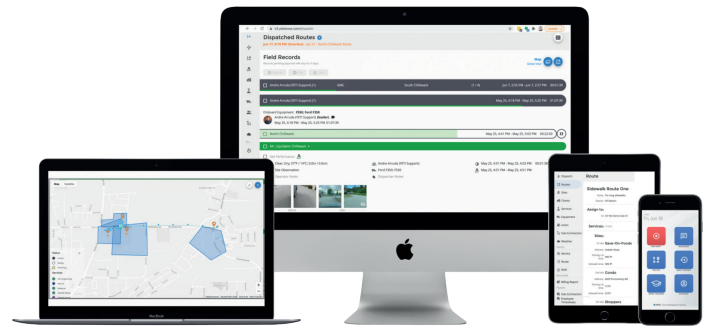
Aaron Price, VP Facilities Management, FCF, commented

**“Yeti allows me to closely monitor the quality of work my team is providing to our clients. Seeing real-time photos of our clients' properties gives me the confidence their expectations are being met and my team is doing its job. Yeti is especially helpful during snow season, but my team has found it just as helpful for all our other exterior services. It gives us the ability to track the progress of jobs, 24/7, no matter how big or small.”**

FCF's Keating Rohlifing, St. Louis Dispatch Manager, FCF, leans heavily on Yeti before and during each storm.

**“Yeti plays a major role in running an efficient operation. I use Yeti to dispatch and manage every route for our crews. Drivers simply hop on the easy-to-use Yeti app prior to their dispatch time to see which sites they have been assigned to. One of the most valuable features of Yeti is its ability to track how long operators are on-site and what issues they come across. If a site is taking longer than expected, we can dispatch reinforcements to cover the gaps. Yeti really minimizes the confusion when we have to make adjustments on the fly.”**

**“Yeti has been an invaluable tool for both our internal processes and client transparency. Our clients can see exactly when their sites have been serviced, cutting down on unnecessary phone calls, and they love the reporting features, which hugely reduce their liability risks. Internally, I can track my drivers and give accurate ETAs to our clients,”** says Jason Staube, Chicago Market Branch Manager, FCF.



Additionally, Yeti has allowed FCF to eliminate the need to call crew members during a shift—it can track them on the software—this allows crew members to focus on the task at hand, keeping them safer in the field.

**“The detailed email report sent over once a site has been completed is one of my favorite features. This peace of mind has taken away the worry of the unknown and has given us time to focus on the major tasks at hand—not to mention providing proof of work done and mitigating liability claims,”** says Stormy Madden, National Account Manager, FCF.

In the past year, FCF launched three satellite branches in Denver, Columbus (OH), and Milwaukee.

**“Yeti has been integral to our in-house growth allowing us to monitor progress and remain a step ahead of client needs. With high-priority clients that run their operations on a tight schedule, we can focus on priority zones, even during shift changes and while snow is still falling during an event. And Yeti has removed some of the time-consuming busywork by streamlining the end of an event, making employee pay periods and client invoicing hassle-free,”** says Dakota Danielson, VP First Choice Snow Management, FCF.

Managing thousands of sites simultaneously with Yeti, FCF has significantly decreased the number of software subscriptions and operational procedures it previously required. Yeti was easy to implement, intuitive to learn for operations and crew members; FCF reports productivity, efficiency, communications, and even sales have all improved since fully onboarding the Yeti snow management system.

**Empower your snow removal business.  
Contact Yeti today to request a demo.**

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