

# Top investment tip from Oaktree Joinery

**Starting his business in the last recession, Martin Cox of Oaktree Joinery is confident that he can see this one through also. His confidence is based on strategic investment in high tech machinery and sophisticated software.**

Based in Westbury, Wiltshire, Oaktree Joinery has a reputation for providing unparalleled product quality and customer service to match. With an extensive product range including, conservatories, windows, doors, stairs, kitchens and general joinery, their technical solutions have to be flexible to cope with all bespoke joinery demands. With just four joiners in the workshop Martin knows that his investment in a Windor 20 has without doubt increased productivity, however he believes his most important investment in the business has to be the purchase of Joinerysoft's Joinery Management Software (JMS).

When asked what the catalyst for change was, Martin replies: "To be ahead of the competition I needed to be more professional. That means the ability to quote quickly; produce professional estimates; and eliminate mistakes". He adds, "Now with JMS pricing errors are a thing of the past."

JMS professional estimates provide customers with accurate truescale drawings, showing individual windows, individual prices, and breakdown of glass and materials. Martin says "JMS estimates are easy to read and understand. Customers can clearly see what they are getting."

He believes that in today's



market you are more likely to quote more and win fewer orders. If you can quote quickly then you are minimising the labour costs of quoting. According to Martin, speed of response and professionalism is the key to winning work. Martin adds, "If you haven't got JMS you're going to be struggling."

The ease of quoting and professional results has transformed the way Oaktree does business. Martin confirms he rarely goes out on site now, instead customers can email pictures and measurements of the work and a quote is guaranteed within 48 hours. He adds, "Customers can even send me a picture from their phone if they prefer – an altogether modern way of looking at joinery."

This high tech approach to joinery suits Oaktree but Martin doesn't believe you need to be computer literate to use JMS. In fact his business proves this fact. Prior to a holiday absence, Martin showed his business partner, described as 'computer phobic', how to use JMS, covering as much of the basics as he could. Leaving him to sink

or swim, not even sure how to turn the computer on, Martin returned a week later to find him quoting, making adjustments, and printing them off. Martin describes this transformation as "important for anyone who thinks they need to do everything themselves. The biggest hurdle is overcoming the fear of computers. In reality you don't need computer knowledge to use JMS, just joinery knowledge."

Describing JMS as a production and sales package, Martin confirms that he uses it very much on both sides. Using JMS he is able to order timber and glass in advance. Cutting lists can also be produced without any re-keying of data. With a wide choice of cutting list styles available in JMS, all workshops can find a style to suit.

The hardest part of choice can sometimes be managing change. An interview Martin read recommended letting joiners choose for themselves. "I thought what a fantastic idea! There is always going to be negativity when change is

introduced, but by giving the joiners a say we have quickly overcome concerns," he says. The changes to the workshop mean joiners are content to set out from JMS produced cutting lists removing the need for setting out rods. They don't want to go back to the old system now. Time savings in the workshop and in the office have made a real difference and eliminated mistakes.

With continuous enhancement of the software over the last few years and excellent technical support, Joinerysoft have shown themselves committed to the bespoke joinery market. Pleased with the support received, Martin says, "An advantage of JMS support is that the advisors are joiners themselves. The link of technical skills and joinery knowledge makes the staff very easy and approachable to deal with"

Martin is convinced, "Eventually everyone will have a Joinery Management System. I believe it will be Joinerysoft because I've investigated the market and I know there isn't anything else as good."

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