

Crew 360

From Spreadsheets to Custom Software and a Sellable SaaS Product



CASE STUDY

Industry	Commercial and residential asphalt paving
Location	Hendersonville, North Carolina
Scale	50 team members, 45+ years in business, 12,500+ completed projects
The Build	Crew 360, an end-to-end quote-to-crew management platform with native iOS and Android field apps
Time to MVP	Under 3 months

SECTION 1: THE PROBLEM

Every Job Passed Through Five Handoffs And Three File Formats

Tarheel Paving has been laying asphalt in Western North Carolina since 1979, when John Pace sold his only motorcycle to start the company. His sons Ellis and Derick run it today as co-CEOs.

Every job moved through the same chain:

- The secretary took the call and filled out a printed estimate sheet in Excel
- An estimator drove to the site and sketched the job by hand on paper
- The estimator built a cost sheet in Excel, working out square yards, stone depth, fuel, and margin manually
- That pricing was dragged into a blank Word contract template
- After signing, the secretary created a job number and a folder by hand
- The estimator hand-wrote an At-a-Glance sheet and carried it to the manager, who carried it to the foreman

Five handoffs, three file formats, and nothing connecting them. Information was re-entered or walked down the hall at every step, and a finished job's history sat in folders nobody could search. Ellis looked at what he could buy first, and nothing matched how his estimators worked.

A Single Mistake Can Cost \$4,000

Paving runs on perishable material, so an error has a shorter fuse here than in most businesses. A dump truck sent to the wrong place costs roughly \$110 an hour, and one misrouted load can run about \$4,000.

SECTION 2: THE SOLUTION

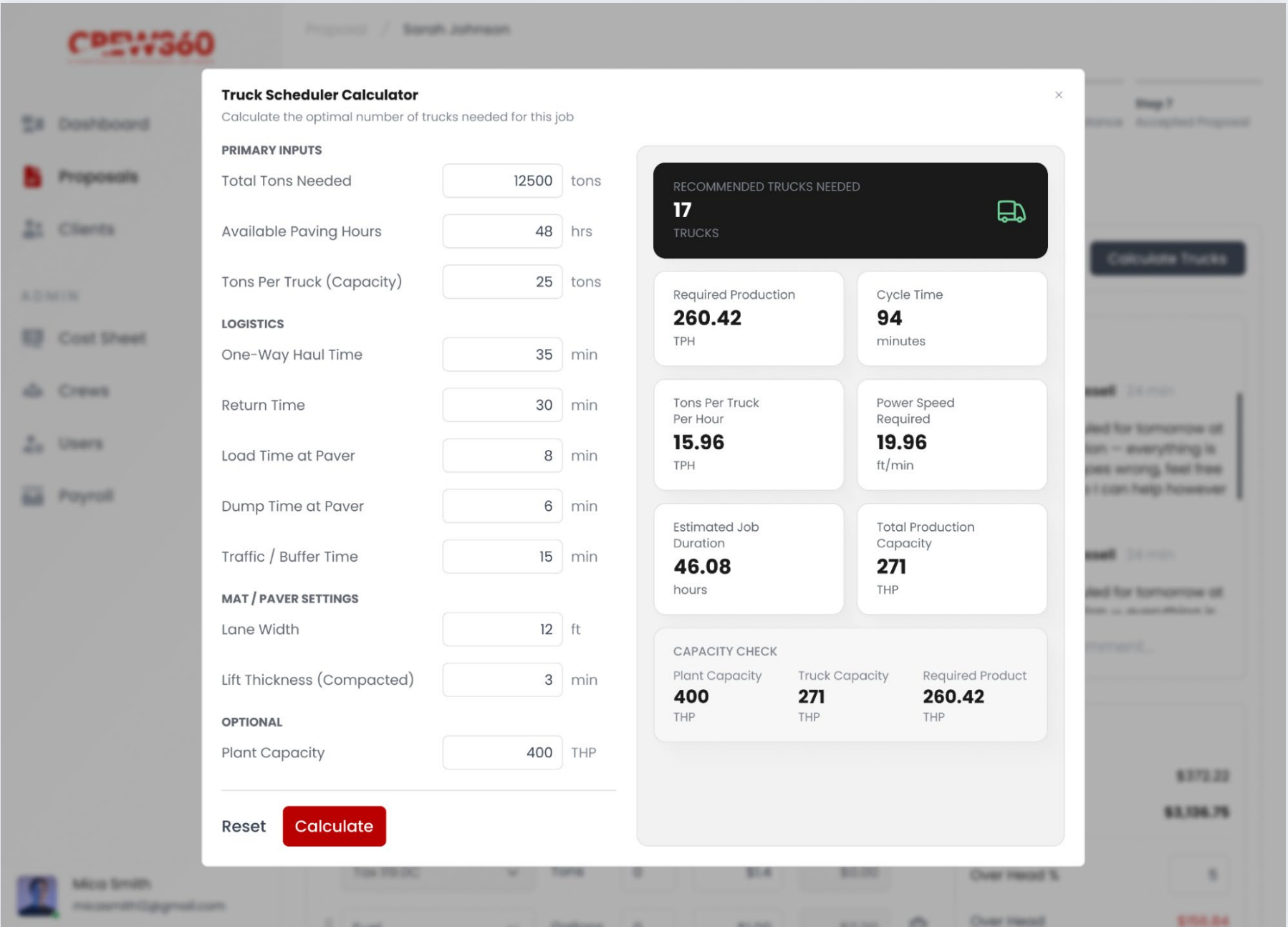
We Rebuilt The Process Tarheel Already Had

DevSquad **studied how the estimators worked** in Excel and built Crew 360 around that same sequence, keeping their job types, their formulas, and their order of operations.

In Crew 360, estimating starts from a job-type template covering paving, T&G, striping, and patching, which loads the line items that kind of job requires with taxes already attached. The math the estimators used to do by hand is built in from there. Square yards and stone depth produce the tons of material required. Distances to the quarry and the plant produce the fuel cost. Tons, paving hours, and truck capacity determine how many trucks to send. The estimator can model margin before committing to a number.

Site visits changed as well. The estimator sketches the job on an iPad, types labels directly onto the drawing, and attaches photos while standing on the property. That sketch used to be drawn on paper and photographed, and a foreman arriving three weeks later had to interpret it. Now he can see exactly which areas are in scope.

The **proposal then builds itself** from the contract language Tarheel already uses, and the customer signs it electronically in English or Spanish. Contract creation on small and medium jobs dropped from about an hour to about 25 minutes, and estimators went from four or five proposals a day to ten to fifteen.



The math that used to live in a spreadsheet, and in the estimator’s head



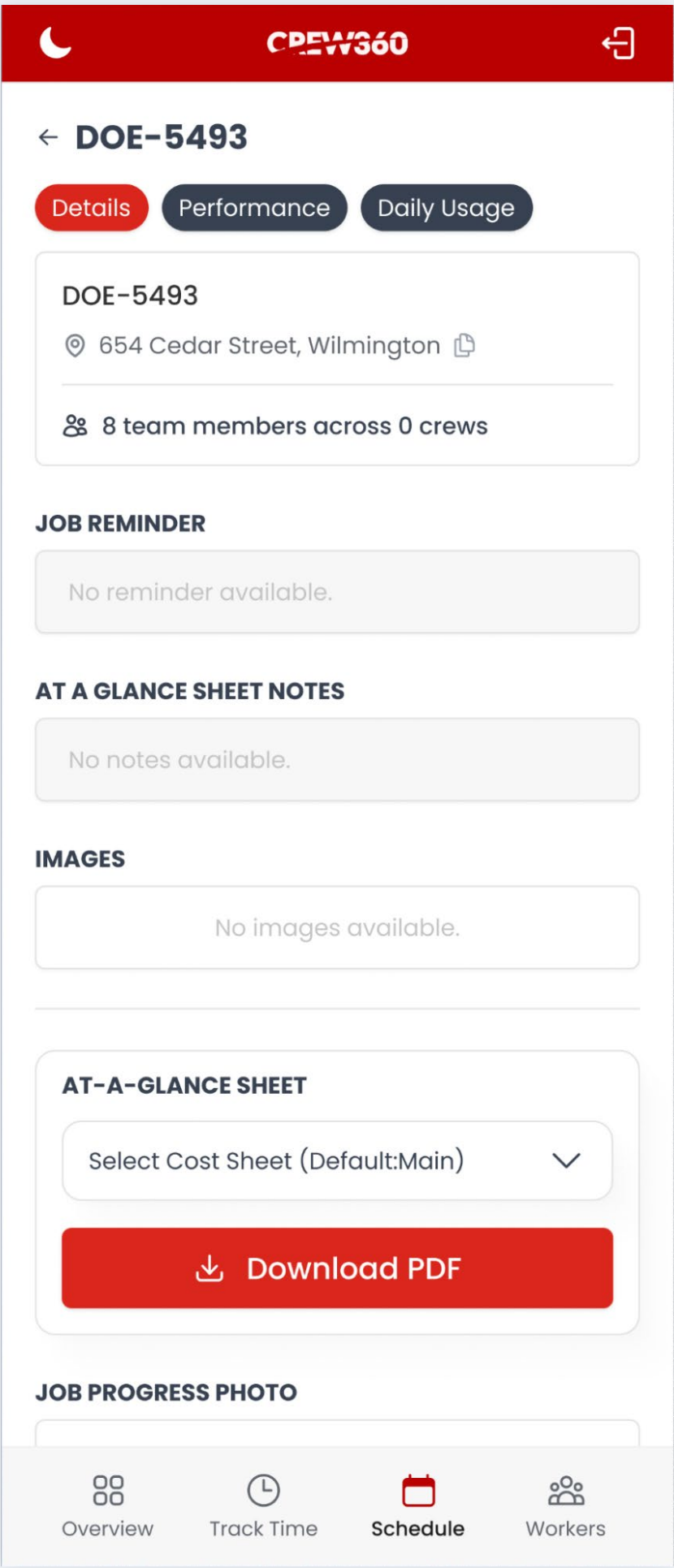
The First Version Shipped In Under Three Months

Ellis is an owner rather than a hired manager, and his one concern was how long he would wait before seeing something real. Work started in May 2025 and the first working version was in his team’s hands in under three months.

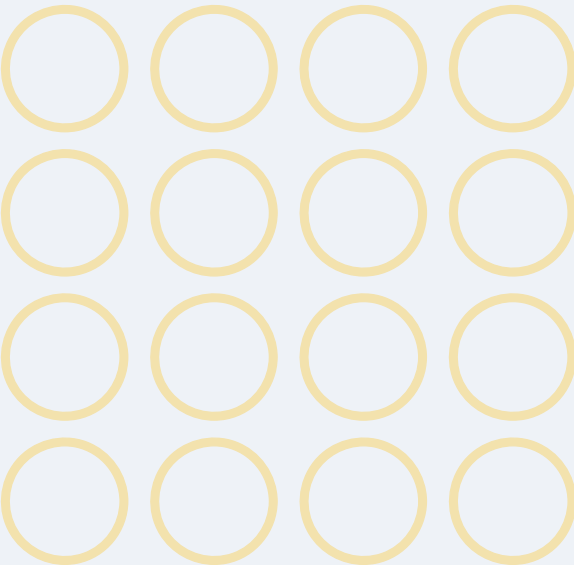
Crews Get The Job On Their Phones Before They Leave The Yard

Getting information from the office to the job site is the change Tarheel values most. Once a proposal is signed, the job is scheduled and assigned to a named crew with a foreman, and everything that crew needs reaches their phones: the address, the schedule, the truck and crew assignments, and the drawings.

The foreman receives the At-a-Glance sheet on his phone, carrying forward the trucks and materials set during estimating. He logs the material actually used as the job runs, takes photos, and adds notes. Crew members clock in and out through the same app, and those hours feed payroll. Our app also replaced a paid subscription for a separate time-tracking product.



Everything the crew needs, on the phone in their pocket



What We Rebuilt,
And What We
Innovated

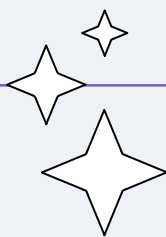
Tarheel had a working service process. What they didn't have was something to hold everything together and present all the details in one place.

Rebuilt from what they already had:

- Call intake and job information capture
- Site drawings, previously sketched on paper
- The cost sheet by job type, including tonnage, fuel, and margin math
- The proposal and contract document
- The At-a-Glance sheet for the foreman
- Crew time tracking, with hours syncing to QuickBooks payroll
- Job numbering and job history

Newly innovated:

- A connected pipeline, where each step feeds the next one without re-entry
- Typed labels on site drawings, so a sketch reads the same to everyone
- Material, fuel, and truck calculators built on Tarheel's own formulas
- Live margin modeling during estimating
- Electronic signature in English and Spanish
- Native iOS and Android apps that carry the job to the field
- Material consumption logged from the job site as work happens
- Per-job estimated versus actual cost, with alerts when a job nears its estimate
- Searchable job history, now expanding to cover fleet and equipment



Photos That Show
The Customer
The Work

Crews photograph a job at the start, during the work, and at completion, which gives Tarheel a visual record of what it delivered and something concrete to show the property owner. We saw the opportunity while working on the field app, added it, and it has become one of the features the team uses most.



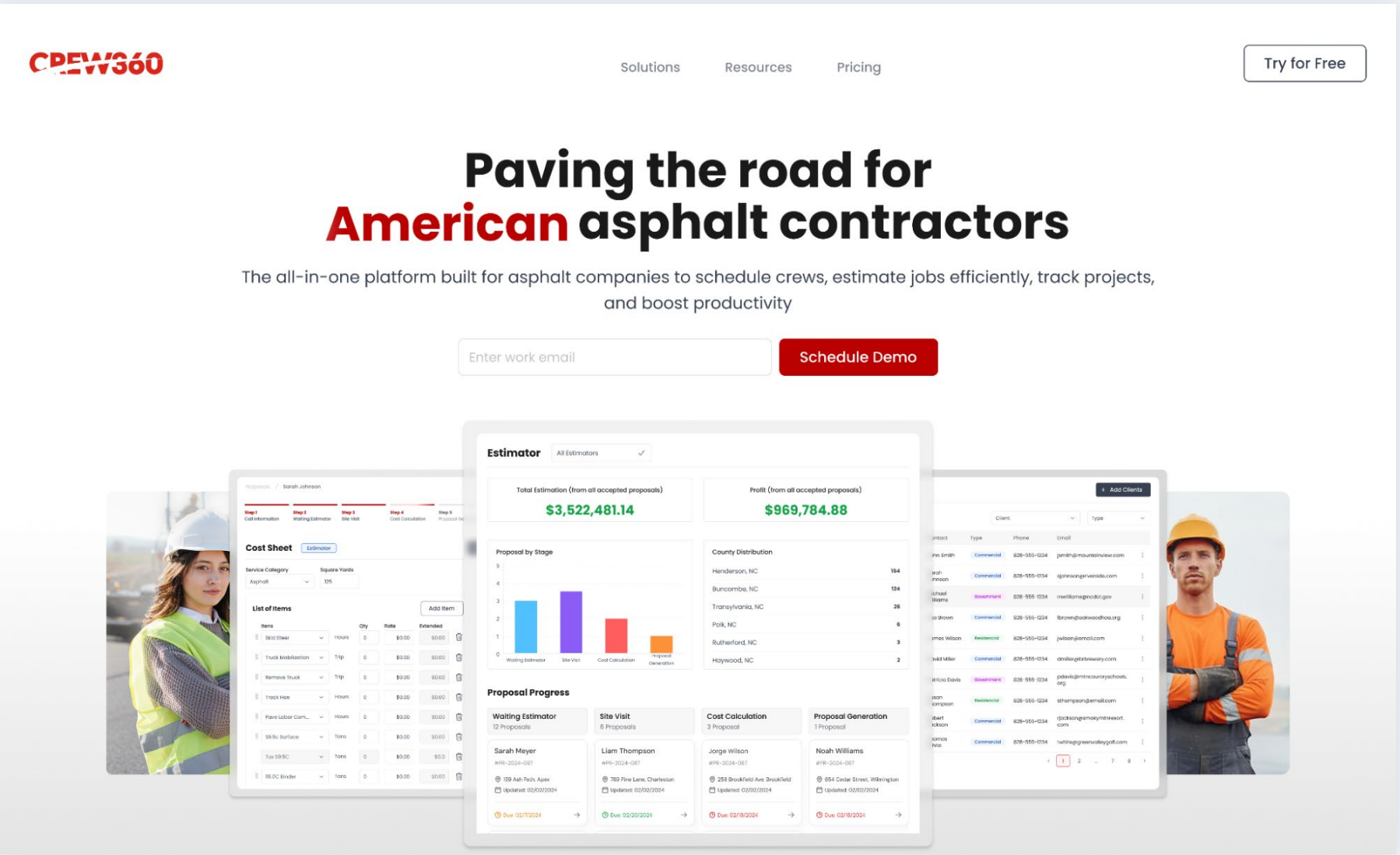
Crew 360 Is Being Sold To Other Paving Companies

Tarheel is turning Crew 360 into a product for its own industry, and that decision shaped the build rather than being added at the end.

The platform is multi-tenant, and the modules still in development are built to be configurable so other paving companies can run on them. Stripe handles billing, and a landing page is live with pricing set across three tiers from \$200 to more than \$400 a month. Marketing is expected to begin by year-end.

What Crew 360 Is Worth To Tarheel

- Contract creation on small and medium jobs dropped from about an hour to about 25 minutes
- Estimators went from four or five proposals a day to ten to fifteen
- The secretary recovered 10 to 15 hours a week previously spent typing paperwork into the system
- Tarheel estimates \$50,000 to \$60,000 a year in avoided cost from fewer miscommunications and less wasted crew and truck time
- A paid subscription was retired, with that work folded into Crew 360
- Jobs running over budget surface while the crew is still on site, not after the invoice
- The business owns a product it can sell to its industry



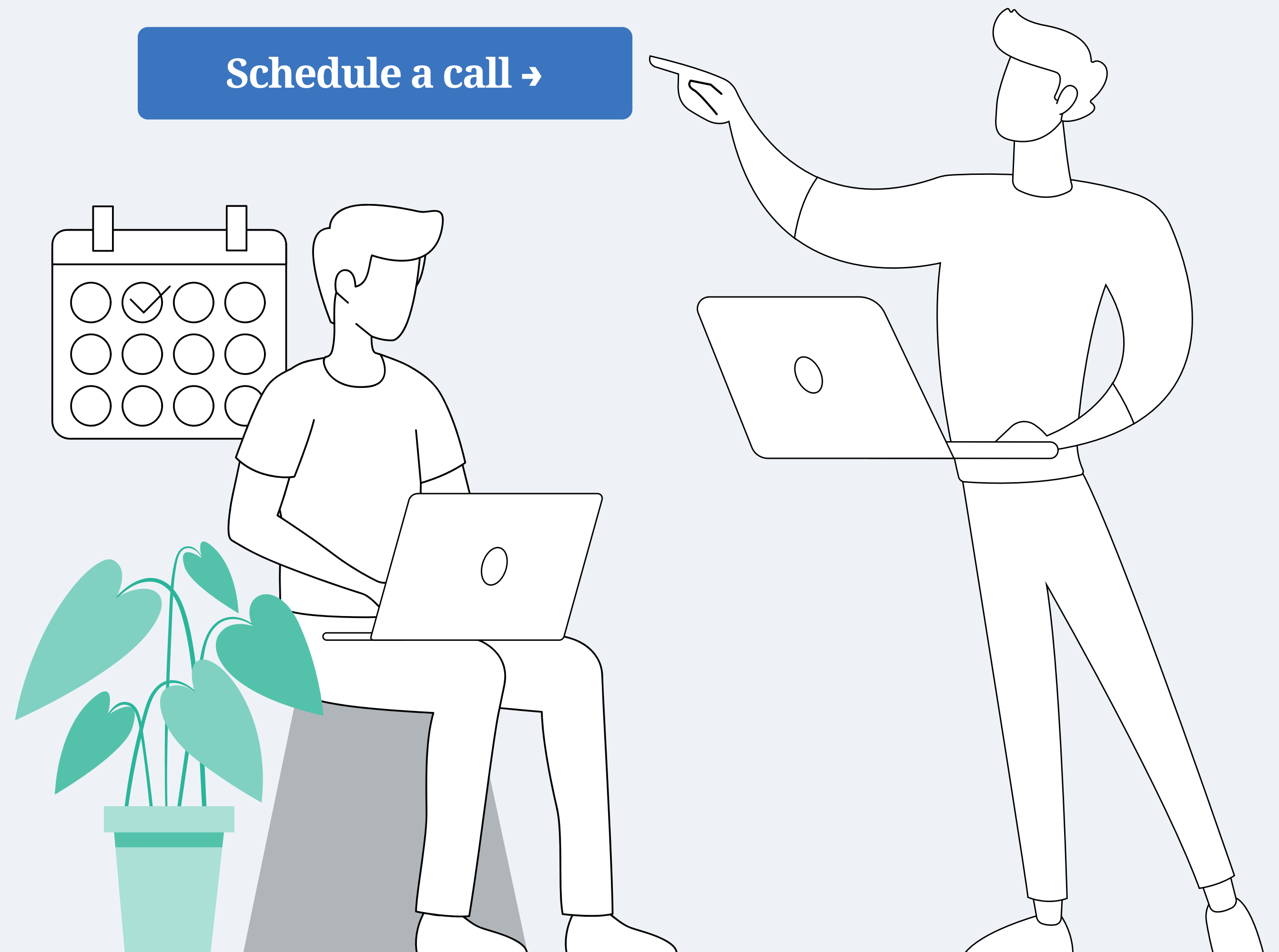
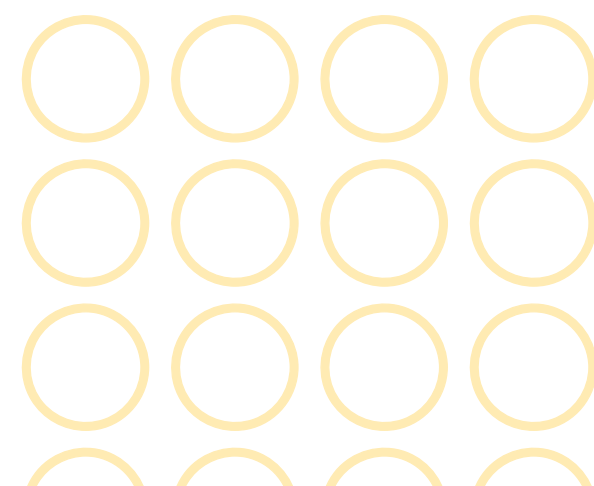
The internal tool, packaged as a product

SECTION 3: THE PATH FORWARD

Finishing The Core Modules So Crew 360 Can Be Sold

The engagement is active and still focused on adding new capabilities, with a backlog defined six months out. Job history in Crew 360 is expanding to cover fleet and equipment, so the record that exists for a paving job will exist for a truck. The immediate priority is getting the SaaS product ready to sell to other paving companies.

Ready to replace your outdated systems and processes?

[Schedule a call →](#)