

From Gut Feel to Full Visibility:

How a Multi-Generation Construction & Logging Company
Finally Got Control of Their Financials

COMPANY SNAPSHOT

INDUSTRY

Logging, Construction
& Gravel Hauling

LOCATION

Idaho

HISTORY

Family-owned, 5 generations
In operation since 1905

THE CHALLENGE

Running on Instinct for Over a Century

For generations, this Idaho-based company had built a reputation for doing excellent work across logging, construction, and gravel hauling. But like many family-owned operations, their financial visibility hadn't kept pace with the complexity of their business.

Day-to-day decisions were being made without a clear picture of where the business actually stood. Financial reporting consisted of:

- An AR aging report
- An AP aging report
- A rough sense of their cash balance

There were no set financial goals, no KPI tracking, and no dashboard to give leadership a real-time view of business health. Decisions were made largely on feel — the way they'd always been made. For a fifth-generation company that had survived for over a century, instinct had gotten them this far. But as the business grew more complex across multiple revenue streams, the gaps in financial visibility were becoming harder to ignore.

THE SOLUTION

A Fully Built Financial Dashboard — Up and Running Fast

The company came to FinanceIQ without a clear financial framework in place. Rather than just handing them software, the FinanceIQ team handled the full setup — uploading their historical financials, validating the data, configuring their KPIs, and making sure everything made sense before handing the keys over.

The result was a fully operational financial dashboard built around how their business actually works — across all three divisions. For the first time, the company had:

- A clear view of financial performance across the entire operation
- Defined financial goals they were actually managing to

- KPIs set up and tracked month over month
- A simple monthly process — the bookkeeper uploads financials, and leadership can immediately see where the business stands

120+

Years in Business,
Finally with a Dashboard

3

Revenue Streams Now
Tracked in One Place

1

Monthly Upload by the Bookkeeper
= Full Visibility

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Before FinanceIQ, we were making decisions based on an AR aging, an AP aging, and a rough idea of what was in the bank. Now we have a real dashboard, real goals, and a real picture of where our business stands — updated every month without any extra work.

— CONTROLLER, MULTI-GENERATION LOGGING & CONSTRUCTION COMPANY, IDAHO

HOW IT WORKS TODAY

01

Bookkeeper uploads monthly
financials

02

Dashboard updates automatically
across all KPIs and goals

03

Leadership sees exactly where they
stand — and what to do about it

Ready to see what your financials actually look like?

FinanceIQ gives controllers and CFOs in construction the visibility they've always needed —
without the complexity they don't have time for.

financeiq.tech