



## DRIFT Home Improvement

Tampa Bay, Florida · Home Improvements · Family-Run Business

### ENGAGEMENT

Revenue Growth Sprint

### PACKAGE

03 + Implementation

### OUTCOME

Full Transformation

## THE CHALLENGE

Drift Home Improvement had built something genuinely special — a growing family business in Tampa Bay with a hard-earned reputation for exceptional client communication and trust. As the team expanded and projects multiplied, the same personal touch that had built their reputation was now at risk. Without structure, processes, or clear direction, Frank and Ana found themselves overwhelmed — firefighting daily instead of building a business. They faced a stark trade-off: scale and lose their edge, or stay small and limit their potential. They needed structure, consistency, proven processes, and sound systems — without compromising the client promise that made them who they were.

*"They just spoke our language and seemed to understand our problem more than even we did."*

— Frank Kazier · DRIFT Home Improvement

## THE SOLUTION

Referred by a previous client, Frank and Ana engaged Jason Cropper for a Revenue Growth Sprint. Jason conducted a deep proprietary audit across 12 business categories — covering every facet of the operation from HR and sales to technology, marketing, and processes. The findings drove a focused strategy session where Frank and Ana built a detailed action plan directly with Jason. So engaged were they that they extended the engagement to include full implementation support — turning the plan into live systems, not just a document.

## WHAT WAS DELIVERED

- ◆ Mission statement, 3–5 year objectives and 12-month targets
- ◆ KPIs, SLAs, weekly metrics and full performance framework
- ◆ New operating cadence for daily and weekly issue resolution
- ◆ Automated systems across HR, sales, marketing and operations
- ◆ Sales process redesign, outreach and customer journey mapping
- ◆ Full implementation — every recommendation turned into a live system

*"They are experts in business strategy, processes and growth — they made us feel comfortable from the start and understood our problem more than even we did."*

— Frank Kazier, Owner · DRIFT Home Improvement

## THE RESULTS

Within weeks, DRIFT was transformed. A clear mission, structured objectives, and a full operating framework were in place. Every area of the business — from HR to sales to customer experience — was now measured, automated, and optimised. Frank and Ana could scale with confidence, knowing their quality promise was protected by systems, not just goodwill. After a few months: sales were up, prospects were up, completed projects were up, and customer satisfaction reached its highest ever point. Team morale surged. The business that had feared growth was now built to embrace it.



### Sales Revenue

Measurable growth in new business



### Projects Closed

More projects done with less chaos



### Client Satisfaction

Highest scores since founding



### Team Morale

Purpose, direction and energy restored

*"I could not recommend Cropper Consultancy enough. The transformation has been remarkable."*

— Frank Kazier · DRIFT Home Improvement

*"I entered just knowing we could improve our company, but I left with clarity, confidence, purpose, and such an increased energy in our future."*

— Frank Kazier · DRIFT Home Improvement



### Frank Kazier

Owner & Founder  
DRIFT Home Improvement  
Tampa Bay, Florida



### Jason Cropper

CEO & Founder  
Cropper Commercial Consultancy

**Ready to transform your business?**

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