



Buildertrend

Media Kit

Your source for brand assets, company facts,
leadership bios and the latest Buildertrend news.

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Who we **are** and what we **do**

Buildertrend is the premier construction platform for premier builders.

Our platform empowers builders and contractors to take control of projects and bring efficiency, organization and seamless communication to every aspect of their business. They can stay on top of costs, supplies, staff and more in one convenient place — and take on more projects without adding more paperwork and stress. We're the go-to platform for established builders who want to go deeper than project management and maximize profitability, too.

Trusted by top residential builders across the globe, Buildertrend makes it easy to run a more successful business and deliver a five-star experience to homeowners.

Our brand story

The narrative behind why customers choose us

Homeowners have higher-than-high expectations for their projects.

They want instant results, endless options and fast answers 24/7. In fact, so does everyone builders deal with in their residential construction businesses.

Their phones are constantly buzzing with clients wanting updates, vendors emailing about selections and project managers with bad news about an expensive mistake. They're overwhelmed by the chaos.

Paper and pen are no match for the massive volume of ever-changing information construction pros must manage. Contractors and their teams are stretched to the limit trying to stay on top of complex projects, and no matter what they do, important details sometimes slip through the cracks.

Builders want to be able to step away from the day-to-day grind of their business — they could have more time with their family and focus on ways to grow the business. They could maybe even take a vacation.

But how can contractors calm the madness and find the time?

With the Buildertrend residential construction management platform, they'll run every job smoothly from start to finish and easily keep a close eye on everything along the way. All the details of their jobs will be efficiently organized for everyone — their team, clients, vendors and anyone else — to see exactly the information they need to get things done. With Buildertrend, today's builders can finally work simpler and run their business — without letting it run them.

VISION

Our brand's aspirational intention for the future.

To change the way the world builds.

MISSION

How our brand works daily toward our vision.

To bring order and efficiency to the construction process for all by empowering residential contractors with a better way to run their business.

Buildertrend company metrics

2006

Buildertrend founded and headquartered in Omaha, NE

20+ years

In Construction Technology/SaaS

750+

Employees

100+

Countries served

25+

Tools across project, financial and client management

1M+

All-time users

4.5

Average mobile app rating

Integrations



Buildertrend Features

Job management

Tools that help teams organize projects, maintain clarity and keep work moving.

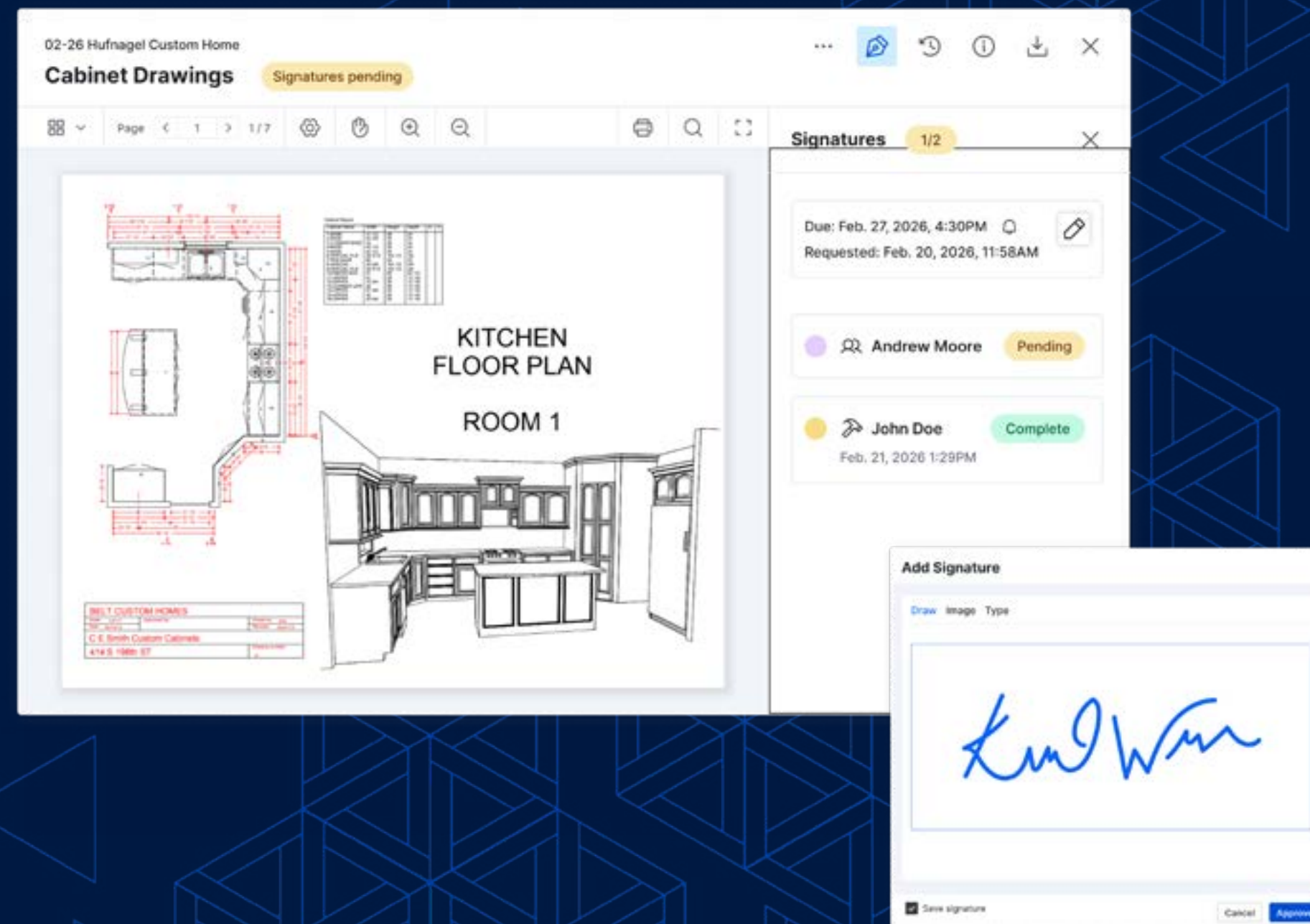
Signatures

NEW!

A refreshed, streamlined digital signature experience that simplifies contract approvals.

Send, review and approve documents from any device with a faster, more intuitive workflow. Enhanced security and compliance ensure every signature is fully trackable, reducing administrative overhead and preventing disputes.

Buildertrend's upgraded digital signature capabilities give teams and clients a smoother, more professional signing process. With improved speed, transparency and reliability, builders can spend less time chasing paperwork and more time keeping projects moving.



Change Orders

Create, track and document changes as they happen.

Daily Logs

Capture day-to-day activity and keep all stakeholders informed.

Requests for Information

Draft, assign and manage RFIs directly in the platform.

Schedule

Plan timelines, coordinate work and monitor progress.

Selections

Provide clients with organized choices and transparent budget impact.

Time Clock

Record work hours for accurate job costing.

To-Do's

Assign tasks to team members and subcontractors.

Warranty

Track warranty items, manage claims and schedule related work.

Buildertrend Features

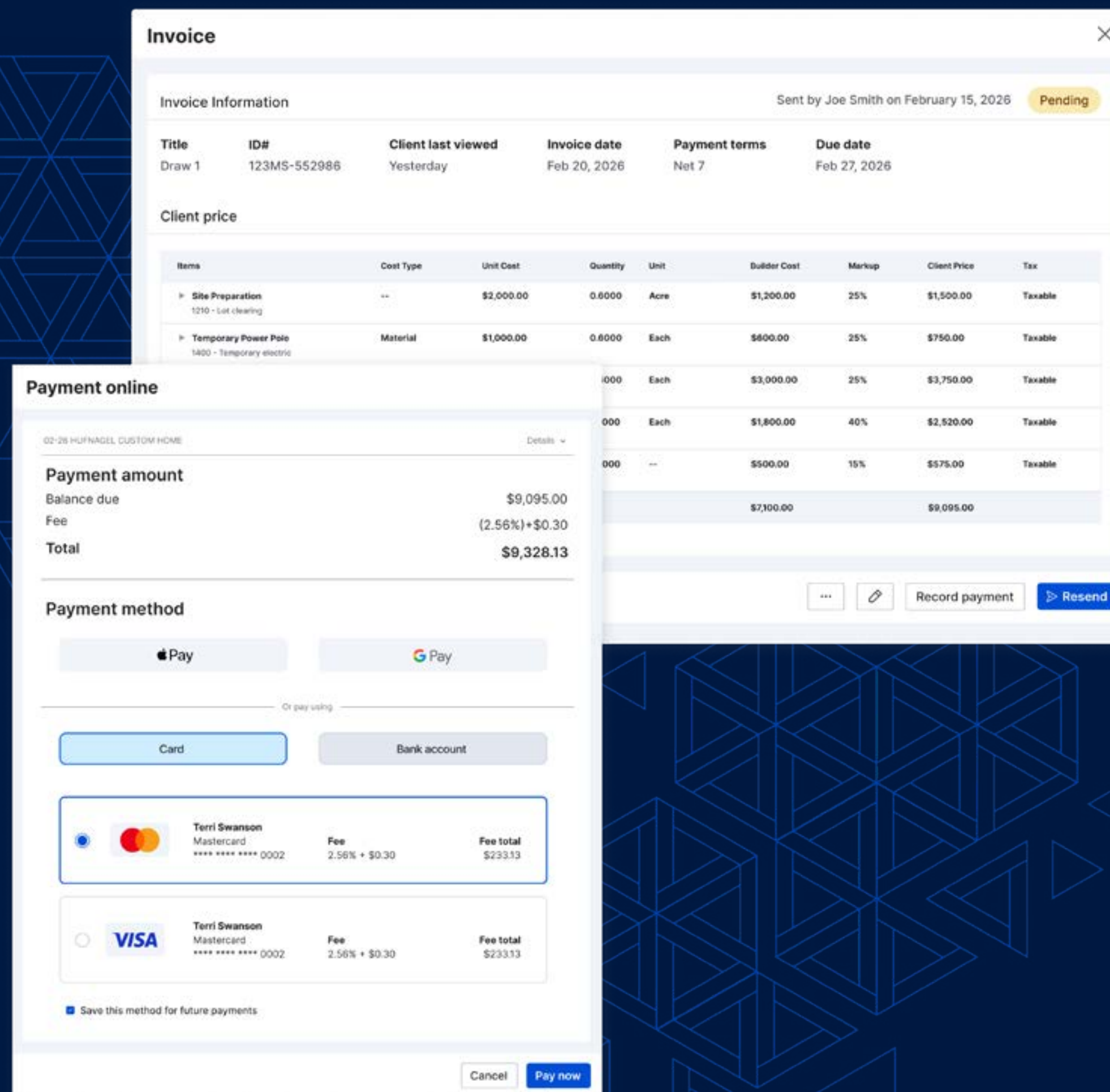
Financials

A set of capabilities designed to track expenses, control budgets and manage project financials.

Payments

NEW!

Buildertrend Payments modernizes how builders manage money across every project. By connecting incoming and outgoing payments directly to job financials, it helps builders improve cash flow visibility and reduce administrative complexity.



Bills

Log and organize bill information across projects.

Job Costing Budget

Monitor budgets and track actuals for stronger cost control.

Cost Inbox

Store and categorize receipts in a single workflow

Estimates

Forecast costs, quantities and labor for upcoming work.

Invoices

Generate and track client billing.

Purchase Orders

Issue, approve and reconcile project-related POs.

Buildertrend Takeoff

Upload plans, measure and prepare estimates more efficiently.

Buildertrend Features

Sales process

Resources for tracking leads, preparing documentation and supporting a consistent sales workflow.

The screenshot displays two overlapping windows from the Buildertrend software. The background window is a proposal document for a 'New House Build'. It includes the Buildertrend logo, contact information (11818 I Street, Omaha, NE 68137, Phone: 4029999528), and job details (Job Address: 16 Lilac Cir, Council Bluffs, IA 51503). The proposal title is 'Proposal for New House Build' with a print date of 7-20-20X. A table lists items with their quantities, unit prices, and total prices. The total price is \$29,750.00. At the bottom, there is a signature line and fields for Date and Print Name.

Items	Qty/Unit	Unit Price	Price
1010 - Building Permits	1	\$5,000.00	\$5,000.00
1110 - Blueprints	1	\$10,000.00	\$10,000.00
1120 - Surveys	1	\$750.00	\$750.00
1430 - Water service	1	\$3,000.00	\$3,000.00
1450 - Sewer system	1	\$5,000.00	\$5,000.00
2000 - Excavation and backfill	1	\$6,000.00	\$6,000.00

Total Price: \$29,750.00

I confirm that my action here represents my electronic signature and is binding.

Signature: _____

Date: _____

Print Name: _____

The foreground window is titled 'Compose New Message'. It has fields for 'To', 'CC', and 'Subject', each with an 'Add Email' button. There is a large text area for the 'Body' with a rich text editor toolbar below it. At the bottom, there are 'Attachments' buttons: 'Add' and 'Create New Doc'. 'Save as Draft' and 'Send & Close' buttons are also visible.

CRM Lead Management

Organize prospects and monitor pipeline activity.

Custom Branding

Present documents and communication with company-branded visuals.

Email Marketing

Send automated outreach and review engagement.

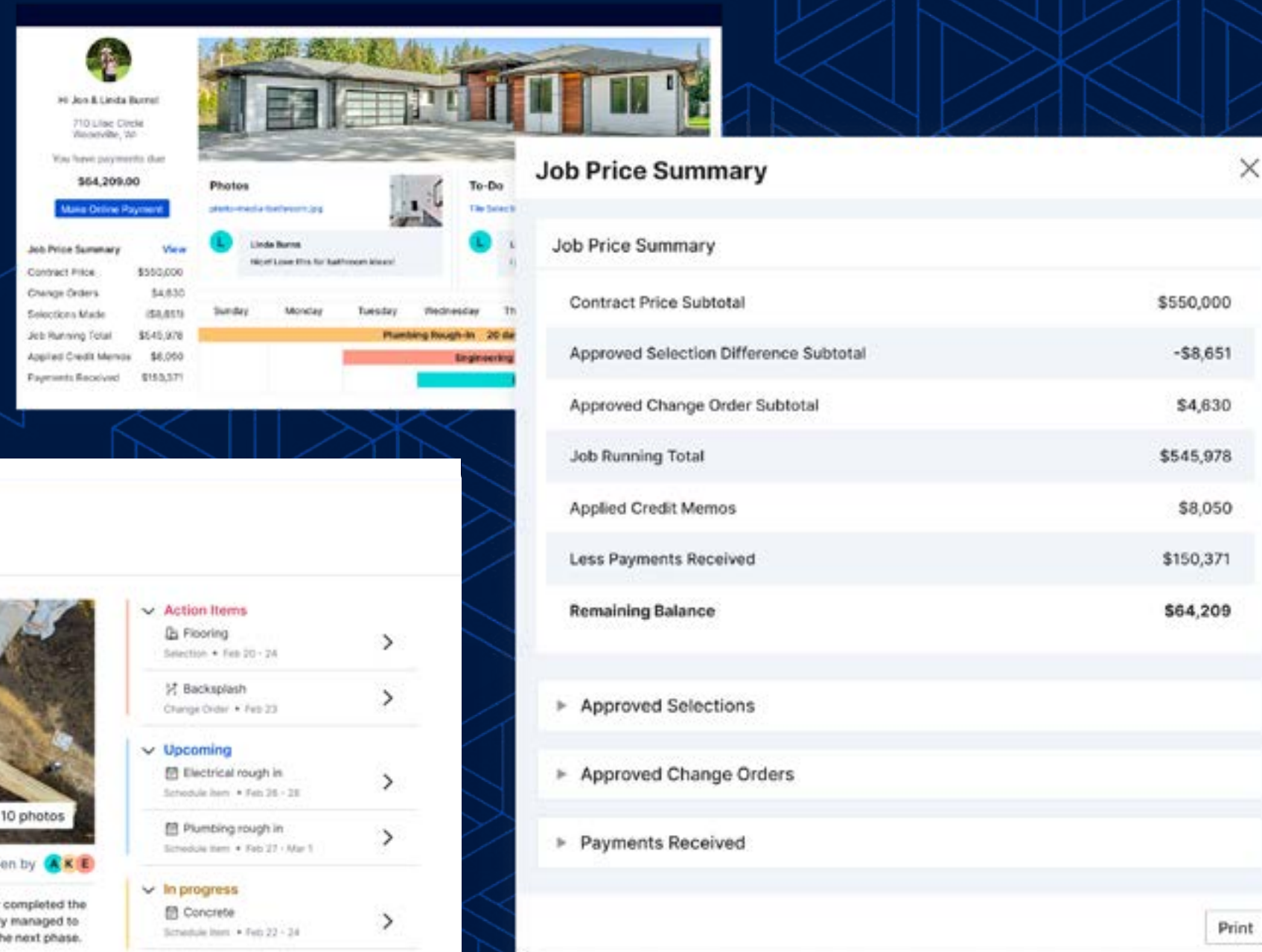
Proposals

Compile structured, detailed proposals to support decision-making.

Buildertrend Features

Communication

Centralized channels to keep clients, subs and internal teams aligned.



Client Portal

Give clients access to project information and updates.

File Storage

Store photos, documents and videos in one location.

Messages

Manage communication threads and client questions.

Subcontractor Portal

Share updates and streamline coordination with subcontractors.

Surveys

Collect structured feedback to inform future projects.

AI Client Updates NEW!

Automatically generate polished weekly summaries using the data already in Buildertrend. Early users report 97%-time savings, reducing update creation from 30-60 minutes to just 6.5 minutes. Builders gain clear visibility, clients enjoy more consistent communication and everyone stays aligned without the administrative burden.

Leadership Team

Co-Founders



Dan Houghton | Co-Founder and CEO

Dan Houghton is the co-founder and CEO of Buildertrend. Under his leadership, Buildertrend has experienced significant growth since its founding in 2006, powering job sites across more than 100 countries and benefiting more than 1 million users since its inception. Buildertrend's world-class software offering has led the construction industry, notorious for late tech adoption, into the modern age.

With a reputation as a people-driven leader and champion of strong workplace culture, Dan believes that practicing transparent communication leads to stronger organizations. Dan is active in the community and advises as a board member of several companies and institutions that promote housing accessibility, technology adoption and higher learning.



Jeff Dugger | Co-Founder

Jeff Dugger is a co-founder of Buildertrend and the original architect of its software platform. As the company's sole developer for its first five years, he built the technical foundation that helped transform Buildertrend into a leading construction management solution.

With a rare blend of technical depth and business insight, Jeff continues to guide the platform's long-term vision, focusing on innovation, scalability and real-world value for builders.



Steve Dugger | Co-Founder

Steve Dugger is a co-founder of Buildertrend and helped lead its growth from a basement startup into a globally adopted construction management platform. He has played key roles in corporate strategy, finance and customer operations, ensuring the company scales responsibly while delivering measurable impact to builders worldwide.

Known for his steady, practical leadership, Steve champions operational excellence and a customer-first mindset that continues to shape Buildertrend's culture and long-term success.

Leadership Team



Charlotte Bradley | Chief Product Officer

Charlotte Bradley is the Chief Product Officer at Buildertrend, where she leads product strategy and execution as the company continues its evolution into a best-in-class, product-led organization. Since joining Buildertrend, Charlotte has been a relentless customer advocate, driving sharper focus across teams and elevating the overall product experience through decisive leadership and strong talent development.

Prior to Buildertrend, Charlotte served as Vice President of Product at AppFolio, where she led the expansion of products designed to serve larger, more complex customers. A trusted leader and mentor, Charlotte defines and delivers product vision rooted in customer value, innovation and market differentiation to move the business forward. She holds an M.S. in Biomedical Engineering from Boston University and a B.S. in Biomechanical Engineering from Stanford University.



Jason Cleary | Chief Business Officer

Since joining Buildertrend in 2021, Jason Cleary has helped shape how the company serves, retains and grows its customer base. His work includes leading Buildertrend's customer segmentation efforts, guiding the evolution of its subscription model and driving operational improvements that have strengthened customer retention.

As Chief Business Officer, Jason is responsible for the growth and execution of Buildertrend's core business and financial services, as well as revenue operations and cross-functional alignment. He ensures teams, processes and investment decisions are focused on long-term success. Jason also serves on the board of directors for Big Brothers Big Sisters of the Midlands.



Bob Drake | Chief Financial Officer

Bob Drake serves as Chief Financial Officer at Buildertrend, bringing more than two decades of experience in financial planning, analysis and executive leadership across high-growth technology companies. Since joining Buildertrend in 2023, Bob has focused on building financial rigor and long-term discipline to support the company's continued growth.

Prior to Buildertrend, Bob held senior finance leadership roles at Cloudera and Instructure, where he helped guide the company through a successful IPO. Earlier in his career, Bob spent 15 years at Microsoft in a range of senior finance roles spanning global sales, marketing, operations and accounting. He holds a bachelor's degree in accountancy from Brigham Young University, is a Certified Public Accountant and completed executive education in Leadership and Strategic Impact at the Tuck School of Business at Dartmouth.

Leadership Team



Josh Kaiser | Chief Revenue Officer

Josh Kaiser has shaped Buildertrend's sales and revenue organization since joining the company in 2015. Over the past decade, he has held leadership roles across partnerships, business development, and sales, steadily expanding his responsibilities before being named Chief Revenue Officer.

Josh built a sales organization known for strong leadership, clear process and consistent execution. Under his leadership, the team has scaled with intention, developing internal leaders, strengthening sales discipline and helping contractors find solutions that genuinely support their businesses. Prior to Buildertrend, Josh served as Vice President of Business Development at Foundation Supportworks. He holds a degree in Business with a focus on Finance from the University of Nebraska–Lincoln.



Scott Siegert | Chief Operating Officer

Scott Siegert is the Chief Operating Officer at Buildertrend. A Buildertrend veteran who joined the company in 2007 as its fourth employee, Scott has played a central role in scaling the business from a scrappy startup into an industry leader trusted by thousands of contractors.

Scott built Buildertrend's Customer Success organization from the ground up and spent years working directly with builders to solve real-world challenges. Today, his leadership focuses on professional services, partnerships and corporate development, unlocking even more value for customers through offerings like Buildertrend University and Onsite Consulting. Outside of Buildertrend, Scott serves on the board of directors for Habitat for Humanity of Omaha.



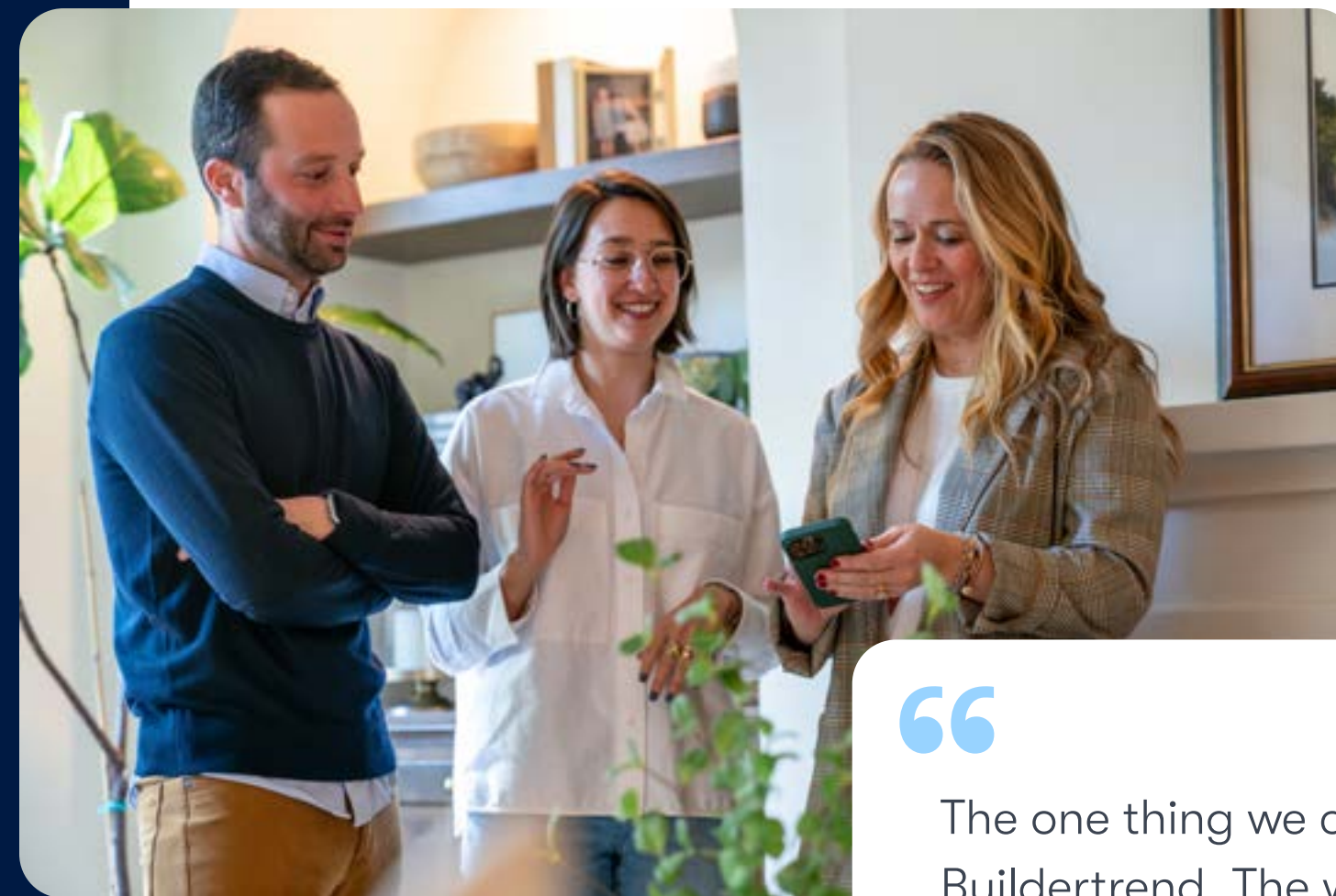
Jon Walker | Chief Technology Officer

Jon Walker is the Chief Technology Officer at Buildertrend, the leading software for residential construction management. With a ruthless commitment to prioritization and iteration, obsessive customer focus and a "win together" attitude, his team is releasing more value faster to the customers who rely on Buildertrend to run more successful construction businesses.

A true entrepreneur at heart, Jon co-founded AppFolio, where he also served as Chief Technology Officer prior to joining Buildertrend. With 30+ years working in SaaS, Jon's done it all – from architecture and design to software testing and college instruction.

Customer Testimonials

Trusted by top builders nationwide



“

The one thing we can always rely on is our process with Buildertrend. The weekly communication we use with Buildertrend can fill in as an opportunity to communicate with clients in a timely manner.

Katie Kath, Partner and Creative Director

Jkath Design Build + Reinvent

”



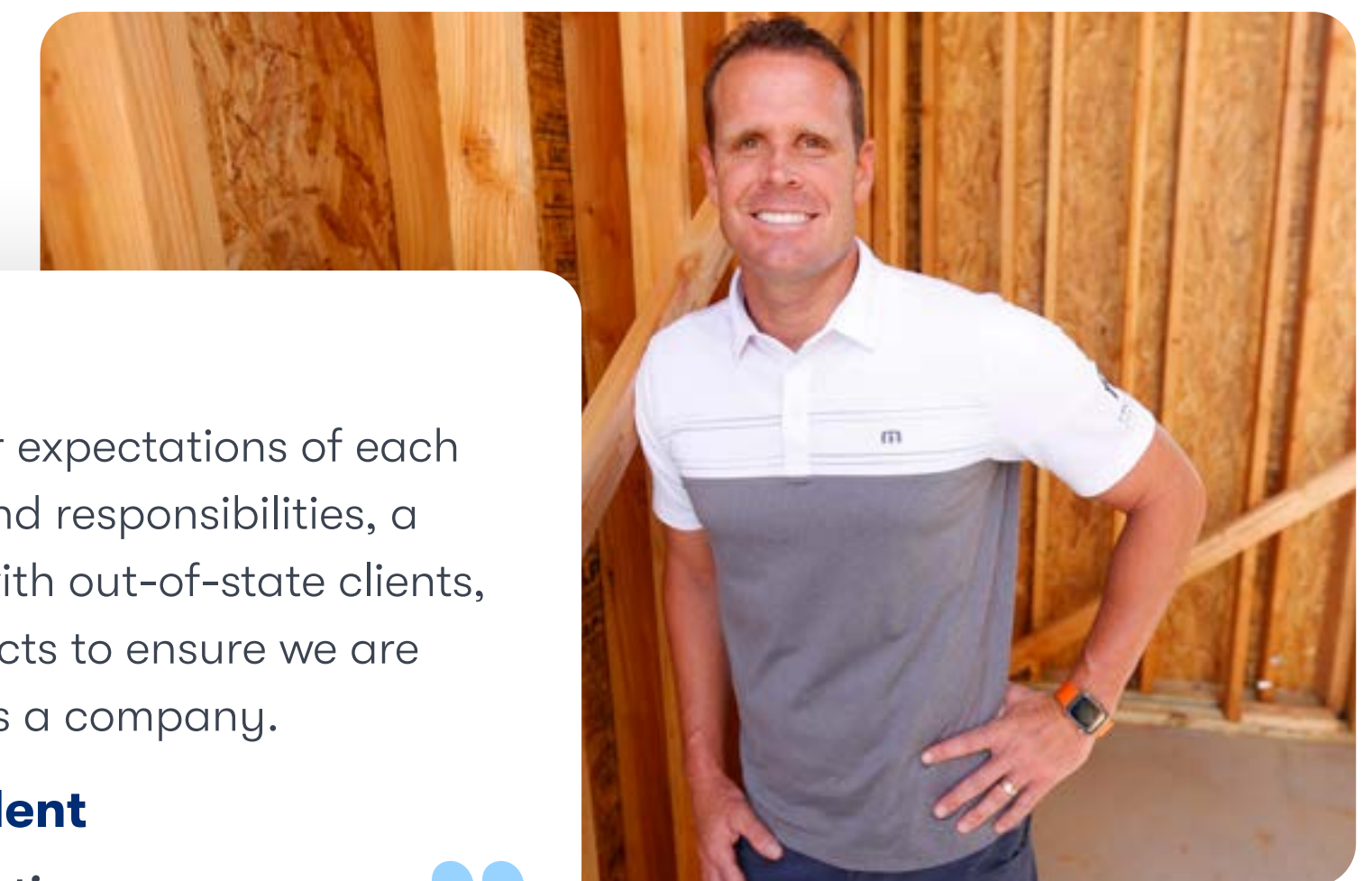
“

When you're building a home, you're managing a lot of risk. You want to make sure clients are happy, construction quality is sound and that you're making money. Before Buildertrend, we were using so many types of tools and binders to stay on top of it all. We needed a platform that gave us the organization to provide a better building experience for the team and homeowners.

Joe Christensen, Founder and Owner

Cardinal Crest Homes

”



“

Effective systems, clear expectations of each team member's roles and responsibilities, a way to communicate with out-of-state clients, diagnosis prior to projects to ensure we are evolving successfully as a company.

Brad Leavitt, President

A Finer Touch Construction

”

Company Milestones

To date, Buildertrend has served builders in 100+ countries with more than 2 million projects managed while celebrating two decades of empowering builders worldwide.

Buildertrend's story is one of steady innovation, strategic growth and industry recognition. From a three-person startup to a global construction-tech leader that has served over one million users, Buildertrend continues to change how the world builds.

Buildertrend founded in Omaha by Dan Houghton and brothers Steve and Jeff Dugger, creating one of the first cloud-based construction management platforms.

2006

2012

Twenty employees and 100,000 users later, Buildertrend released its first mobile app for both iOS and Android. A true game-changer for both SaaS and construction industries, going mobile meant our builders could be even more efficient and productive in the field.

More value with Additional Services: Buildertrend grew its strategic partnerships to provide even more value to our customers. By offering Buildertrend University and Onsite Consulting, builders could more quickly master our tech.

2018

2019

Two big milestones were met by hiring our 500th employee and serving our one-millionth all-time user.

2020

Buildertrend was named to Deloitte's Technology Fast 500 for the second consecutive year, with revenue growth of 213% between 2016-2019.

2021

Acquired CoConstruct, combining two leading residential construction platforms and expanding Buildertrend's user base and market share. That same year, Buildertrend partnered with CBUSA, the largest group-purchasing network for custom and semi-custom builders, strengthening procurement and supplier collaboration.

2025

Introduced "Community by Buildertrend" – a dedicated online hub for builders to connect, learn and grow together.

2024

Buildertrend made the list of top 100 software companies by The Software Report.

2026

Awards and Recognition

Celebrating industry leadership, product excellence and a culture that puts people first.

From product excellence to workplace culture, our achievements reflect the trust of builders, the dedication of our team and the strength of a platform built for the industry's future. The recognition we've earned across innovation, security, culture and growth underscores Buildertrend's continued impact on the construction industry.



Best Construction Management Platform



Security/Innovation in Construction Tech



Inc. Magazine Best Workplaces (2020, 2021, 2022)



For two consecutive years



Multiple Stevie® Awards for customer service and company performance



Recognizing culture and career growth at Buildertrend



Ranked by users as a leader in construction tech



Recognized as the best in tech across 9 categories for 2025

Explore More

For current announcements, awards, news, and partnership updates, visit the [Buildertrend Newsroom](#).

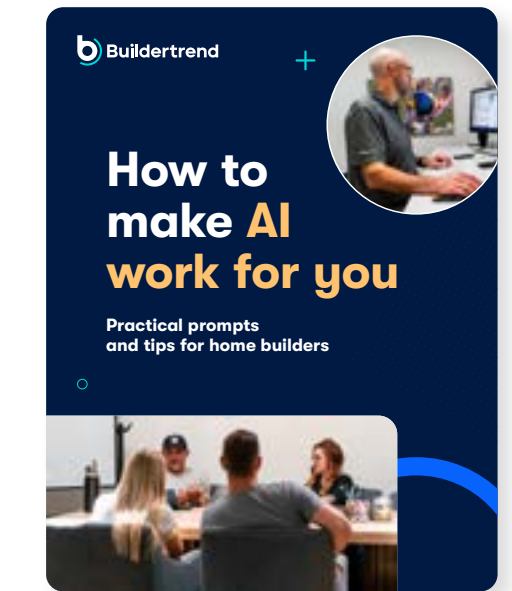
Industry Insights

Buildertrend is shaping the future of residential construction through original research, builder-led storytelling and industry collaboration. Insights from Buildertrend help contractors scale their business through technology innovation and practical education.

Data and research

Buildertrend regularly publishes data-driven insights drawn from its platform network of **more than one million users** and **two million projects worldwide**.

View the latest research: Buildertrend.com/eBooks



Podcast: “The Building Code”

Buildertrend’s award-winning podcast, “The Building Code”, features industry leaders and innovators discussing the people, technology and trends shaping residential construction. With more than 275 episodes, it offers practical insights and proven strategies from top builders and partners nationwide.

View the full podcast library: [The Building Code](https://TheBuildingCode.com)

Thought leadership and collaboration

Buildertrend partners with organizations including [NAHB](#), [Breakthrough Academy](#) and the [Association of Professional Builders](#) to elevate conversations on operational efficiency, workforce innovation and builder profitability.

A recent collaboration with Breakthrough Academy, [Growth Through Project Management](#), provides builders with free, on-demand training to strengthen project planning, scheduling and team communication – empowering construction leaders to operate with the same efficiency as top-performing firms.

Buildertrend’s experts also contribute to panels, webinars and editorial features that drive industry progress and inspire a new generation of builders.

Watch more here: [Buildertrend Webinars](#)



Brand Assets

Buildertrend logo guidelines

The Buildertrend brand signature is a combination of the icon and logotype. The partnership lockup should only be used for official Buildertrend partners. If logo files are needed, please contact Buildertrend directly.

VERTICAL BRAND SIGNATURE



HORIZONTAL BRAND SIGNATURE



BRAND PARTNERSHIP LOCKUP



Partner lockup – 2X space between logos.
“X” is equal to Buildertrend’s logotype’s height.

Brand Assets

Photography guidelines

If photography is needed, please contact Buildertrend directly at press@buildertrend.com. We have an extensive photo library and photographers on staff. Stock photography is not prohibited for use within the Buildertrend brand.



Social Media and Contact

Contact: press@buildertrend.com

For expert commentary, data requests or interview inquiries, contact press@buildertrend.com or visit the [Buildertrend Newsroom](#).

Website: [Buildertrend.com](https://www.buildertrend.com)

Link our site when referencing it.

Instagram: [@buildertrend](https://www.instagram.com/buildertrend)

Please tag @buildertrend if you're posting about Buildertrend's activity at the Builders' Show or sharing any coverage on social media.

X: [@buildertrend](https://twitter.com/buildertrend)

Please tag @buildertrend if you're posting about Buildertrend's activity at the Builders' Show or sharing any coverage on social media.

Facebook: [@buildertrend](https://www.facebook.com/buildertrend)

Please tag @buildertrend if you're posting about Buildertrend's activity at the Builders' Show or sharing any coverage on social media.

LinkedIn: [@buildertrend](https://www.linkedin.com/company/buildertrend)

Please tag @buildertrend if you're posting about Buildertrend's activity at the Builders' Show or sharing any coverage on social media.

Boilerplate

Great builders don't simply manage projects; they run successful businesses. That's where Buildertrend comes in. As the leading residential construction management platform, we give contractors the power to control their financials, schedules, team workflows and client relationships: all in one system. No more juggling disconnected tools or guessing on profitability. With nearly two decades of industry expertise, Buildertrend helps builders work smarter, scale faster and stay ahead of the competition.

Learn more about Buildertrend by visiting buildertrend.com and on our socials [@buildertrend](https://twitter.com/buildertrend).

Contact

For questions about the media kit, or for expert commentary, data requests or interview inquiries, contact press@buildertrend.com.