



Job Profile

Estimator

Life Floor is a rapidly growing, Minneapolis-based growth-stage company shaking up the aquatics surfacing industry by making a flooring that people love. We believe that safety happens by design. That's why we created the ideal surface for aquatics with industry-leading traction, comfort, durability, and with infinite design possibilities. All over the world, people trust Life Floor to make their aquatic environments look and feel extraordinary. We serve a wide variety of markets, from Great Wolf Lodge to Carnival Cruise Lines, to municipal aquatic centers and splash pads. We are dedicated to making aquatic surfacing safer, better looking, and longer lasting.

Life Floor has developed a worldwide sales team to help support our growing multi-national customer base, including an exclusive partnership with waterpark manufacturing leader WhiteWater West Industries. We have a domestic network of both internal Life Floor employees and independent firms actively promoting and selling Life Floor to an ever-expanding customer base. Additionally, we have international partnerships to help manage regions in South East Asia, Australia/New Zealand, the Middle East, and Europe.

Life Floor is looking for a full-time Estimator with an ability to read construction blueprints, perform takeoffs, and facilitate necessary conversation cross-divisionally. The Estimator position will significantly contribute to the sales process by working efficiently through the steps related to project quoting, design, estimating, and CSD creation.

If you feel excited about what Life Floor is doing, read the entire Job Profile. If you believe you are a good fit, please apply according to the instructions at the end.

Our Culture

Life Floor is a company that thrives because of its value-centric culture. These aren't something casual that we pay lip-service to, but are the values we elevate and hold each other accountable to every day. If you exemplify these values, you will love being a part of our team.

- **Innovation:** We are committed to radical innovation, which is driven by the needs of our customers and end users. If there is a new and better way to achieve our goals, we want to find it.
- **Integrity:** We believe doing the right thing is always the best decision. If we believe we can do something, we do it. If we do not achieve our expected results, we do our best to make things right.
- **Excellence:** We are committed to excellence in all that we do. We are always open to suggestions and constructive feedback. If there is a way we can be great instead of just good, we want to know.
- **Positivity:** We aspire to be fun and inviting. We do our best to maintain a positive attitude, and we assume positive motives, positive methods, and positive results.
- **Collaboration:** Whether within our own team or with our partners, we make things better by working together. We strongly believe in the power of teamwork, and we ask for help when we need it.
- **People:** We exist to serve our customers, employees, investors, vendors, and end-users. We are committed to manufacturing and marketing a product that makes their lives better.

Key Characteristics of the Ideal Estimator

Beyond being a cultural fit for our team, the ideal candidate will represent the following characteristics

- **Humble:** We are looking for a candidate who puts the team first. Candidates who demonstrate this are confident, know what they can do and add to the team, but are not self-centered and know when to ask for help.
- **Clear Communicator:** The Estimator will need to communicate with enthusiasm, friendliness, and authority across channels (phone, in-person, email, slack) to people all across the industry. An effective Estimator must understand what needs to be accomplished and be able to be concise in communicating those needs.
- **Emotionally Intelligent:** The Estimator will need to develop an understanding of the Life Floor product quickly. In conjunction with that, they will also have to develop a deep understanding of our current CRM, NetSuite. Beyond that, it is important that this role understand the needs of each party they are working with to determine how we can best help them as a team, product or company.
- **Timely:** A core component of this role will include the ability to meet deadlines. An understanding of how long something takes and the ability to prioritize things in the proper order will prove to be vital.

- **Organized:** Life Floor employs an organized sales process that is highly effective when implemented correctly. The Estimator will play a vital role throughout much of that process. There will be several active projects at the same time so the ability to handle multiple requests from multiple avenues will prove vital in this role.
- **Level-Headed:** While a typical project could take years to go from step one in our sales process to completion, there are definitely times during the process where things will need to be done very rapidly. These moments can be stressful, so it is important that the Estimator is able to keep their composure during those times.
- **Detail Oriented:** It is crucial to make sure that the information that goes out to our customer is accurate the first time. Mistakes do happen, but it is imperative that this individual prides themselves on getting things done right the first time.

Key Relationships

The Estimator will fulfill position expectations through the following key relationships:

- **Sales Support Manager:** The Estimator will report directly to the Sales Support Manager. They will have weekly 1x1 to track metrics and key quarterly initiatives. The Sales Support Manager will be a resource to brainstorm ideas, overcome challenges, and discuss best practices. The Estimator will then be accountable to take action items from those meetings and make sure they are accomplished.
- **Sales Support Staff:** The Estimator will be part of the Sales Support team and will work closely day in and day out with the other members of Sales Support. If a Sales Rep is indisposed the Sales Support will work with the estimator to gather what is needed.
- **Sales Representatives:** Sales Reps will have the best understanding of customer needs, and they'll be the most accurate and efficient person to communicate those needs. They will rely on the Estimator to get them takeoffs, tile counts, and whatever else may be needed in a timely manner.
- **Studio Team:** A key function of the Estimator will be to take on the ability to perform Takeoffs. Until now, this responsibility has fallen on our Studio team. This collaboration will be crucial in understanding the complexities of designing with Life Floor.
- **Ops Team:** Alongside the complexities of designing with Life Floor there exists a need for understanding the material side of things. The Estimator will need to be able to see a design, count up the tiles needed to create the design, then understand how material utilization works in order to ensure that our Ops team is not over (or under) producing materials.
- **VP of Direct Sales:** The VP of Sales owns the relationships with our Direct Sales representatives, sets sales goals, and guides the vision for the entire direct sales team. The Estimator will contribute to the sales goals handed down by the VP of Sales.
- **Cross-Divisional:** Other internal divisions within Life Floor (Studio, Finance, Engineering, etc.) will be in direct contact with the Estimator to help coordinate customer requests with other divisions' communication processes, and assist with tasks to support other divisions.
- **Installation Partners:** A great deal of time will be spent interacting with our non-Life Floor installation partners. These are the formative experts when it comes to installing Life Floor. A collaborative and professional approach will be required for all interactions with these partners.

Activities

Plan Reading and Takeoffs

The Estimator will need to have the ability to read construction blueprints and accurately identify the areas where Life Floor is specified. Along with that, the Estimator will also need to be able to perform takeoffs on both CAD files and PDF files if needed. A background and understanding of AutoCAD will be a requirement.

Actions:

- Ability to take a full set of construction drawings and zero in on the specific areas calling for Life Floor.
- Ability to comprehend what the plans are saying in terms of product used and the area(s) in question.
- The capability of performing a takeoff using AutoCAD.
- Ability to create scale-accurate PDF's from AutoCAD.
- Must be able to work in both Metric and Imperial.

Design Interpretation and Material Utilization

Safety and Design are the two things that define our product. Our Studio team works tirelessly to create intricate, beautiful designs. These designs are great for the customer but can be very difficult to interpret from a material standpoint.

Actions:

- Understanding of how to perform tile counts, with or without tools being readily available.
- Ability to interpret those tile counts to come up with accurate material needs.
- A comprehensive understanding of Material utilization in order to ensure that counts do not overstate or understate project needs.
- Must focus on getting these number accurate on the first attempt.

Team Player

Life Floor is an exciting and growing company making people's lives better each day by providing a safer, better looking, longer lasting aquatic surface. As a young company, there are often times where the whole team will need to pitch in to do something to help support the business. From time to time, the Estimator will be asked to assist on things outside the norm.

Actions:

- Demonstrating a consistently positive attitude.
- Providing assistance with other projects on an as-needed basis.
- A focus on problem-solving.
- Adding your unique strengths while recognizing the strengths of those around you to achieve company goals.



Measurements

The Estimator will have key measurements to determine areas of excellence and areas that need improvement within their roles.

Plan Reading and Takeoffs

Measurements

- Efficiency when reading plans
- Efficiency in creating Takeoffs
- Takeoff Accuracy

Design and Ops Needs

Measurements

- Accurate Counts given
- Material utilization goals

Team Player

Measurements

- Overall company performance (across Revenue, Gross Margin, Expenses)



Compensation and Term

- Full time, 40 hours per week
- Competitive salary compensation plus Health, Dental, short and long term disability benefits, PTO, and 401k employer contributions.
- Company provided cell phone and laptop

Minimum Qualifications

- A thorough understanding of AutoCAD
- Values and culture fit
- Experience Reading Construction Documents preferred
- Experience using Takeoff Software preferred
- Experience effectively communicating via phone, email, and intra-office messaging (in both tone and content)
- Experience documenting and utilizing CRM system or other ERP systems
- Easily adaptable to many technological systems (messaging, cloud-sharing)
- A desire for professional development within a Sales organization

Environment and Physical Demands

The physical demands and the environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- General office environment in which includes periods of telephone and computer work that may require sitting for periods of time.
- This position is in the Life Floor office on the 2nd floor of a building without an elevator.
- The ability to lift a 50 lbs box of tile is preferred.

How to Apply

To apply, please email Resume and Cover Letter to Chris Webber at chris.webber@lifefloor.com with the following:

- Why you are interested in working at Life Floor.
- What you believe you will bring to the team.
- Previous examples of how you exemplified the Life Floor Core Values.
- Resume.

For more information visit our website www.lifefloor.com