



# Customer Spotlight: Southernwood Framing

## Company Overview

Southernwood Framing, LLC is a residential framing company specializing in single family homes, townhomes, and condominiums. The company works with local and regional builders, as well as national builders including Lennar Homes and Toll Brothers, completing approximately 850 to 1,000 residential units each year. Andy Mudd and his brother Frank, owners of Southernwood Framing, leads a team of 15 full-time employees and works with roughly 300 subcontracted crew members.



### Website

[www.southernwoodllc.com](http://www.southernwoodllc.com)

### Industry Vertical Construction

## Finding the Right Solution

Southernwood discovered TrebleHook through a Google search while evaluating whether an existing solution could meet their needs or whether a custom platform would be required. “There was some initial hesitation on both sides regarding whether an existing solution in the market might meet our needs versus building a fully custom platform.” During that evaluation, the TrebleHook team offered guidance on what to research and which alternatives to consider, remaining transparent and available throughout the process. After exploring options, Andy shared, “Ultimately we concluded that building a custom platform was the best path forward.”

## The Challenge

Although Southernwood was already considered one of the top framing companies in its region, growth introduced new operational strain. “Our goals were to advance our processes, leverage technology, expand management responsibilities, and create consistency and accountability ultimately removing as much of the day-to-day operational burden from ownership as possible.” With an average employee tenure of 14 years alongside newer hires, each long tenured team member had developed their own version of the process, leading to inconsistencies in training and execution. Compounding the issue, the company relied heavily on whiteboards to manage schedules, crew assignments, and payroll, which Andy described as “major bottlenecks time consuming, visible to only a few people, and often maintained by an owner who was not consistently present.”



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## The Impact

TrebleHook partnered with Southernwood to build a custom platform designed around how the business actually operates, including eliminating whiteboards entirely. "Schedules are now fully visible to the entire company in one centralized system at all times." Payroll, which once took a full day to complete, is now handled through field completed draw tasks verified by real time job site photos. "Payroll now takes approximately 20 minutes to complete with a 10-minute ownership review compared to a full day previously." Beyond efficiency, Andy noted that "this visibility has created greater ownership, accountability, and pride throughout the organization."

## Results and Looking Ahead

While Southernwood was already well regarded in the market, Andy views TrebleHook as a driver of continued improvement. "TrebleHook became the catalyst for that transformation." Today, builders regularly request Southernwood on job sites, and the company's preparation and organization often position them as leaders on site. Andy added, "I would recommend TrebleHook without hesitation and already have done so," before reflecting, "I only wish we had found TrebleHook sooner."

*"TrebleHook became the catalyst for transformation."*

**Andy Mudd**  
Co-Owner, Southernwood Framing

