



PREDICTIVE EDGE
CONSULTING

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Stop the Leak: 5 Profit Killers Every Contractor Can Fix

Profit rarely disappears all at once — it leaks out quietly, through underpriced bids, unclear numbers, and manual work that eats up hours every week. With tariffs driving up material costs, labor harder to find than ever, and AI reshaping how the best contractors operate, the businesses that win in 2027 will be the ones who find and fix these leaks first. This fast-paced session walks contractors through the five most common places profit is lost, using real numbers and real examples — so you walk out knowing exactly what to look for in your own business.

In this class you will walk away with:

- How to calculate a break-even index — using a real contractor example you can apply to your own numbers the same day.
- The one pricing move that can lift net profit 30% — and why most contractors are afraid to make it.
- Where marketing, sales, and systems most commonly leak profit — and how to spot it in your own business.
- A simple way to bring AI into your crew without triggering pushback, fear, or panic.
- Why the numbers you use to run your business today are the same ones that predict your future exit.

Chad Harward holds a Bachelor of Science degree in both Marketing and Business Administration and is the Founder and CEO of Predictive Edge Consulting. He is also a Certified Exit Planning Advisor (CEPA), a credential held by a select group of advisors nationally, giving him a rare combination of hands-on operational expertise and formal exit-planning training. His work spans business organization, strategic financial management, innovative marketing, and building businesses that are both profitable today and sellable tomorrow.

With over 25 years in construction industry analysis, Chad's insights drive profitable transformations. He has worked with hundreds of contractors, helping them uncover exactly where their businesses are quietly losing profit — in pricing, marketing, sales, systems, or slow manual processes — and providing a clear, numbers-based path to fix it. His strategic approach addresses the unique challenges home builders and contractors face in today's competitive, tariff- and labor-constrained market.

Throughout his career, Chad has held the role of Marketing Director for multiple billion-dollar corporations. In these positions, his performance and innovative strategies earned him several high-performance awards, solidifying his reputation as a leader in the field of business development and marketing.

In addition to his business expertise, Chad is a highly sought-after speaker, known for his engaging presentations tailored to contractors. He delivers actionable strategies built around real numbers — break-even points, pricing leverage, and profit targets — that empower home builders and contractors to streamline operations and grow with confidence. His presentations educate and inspire, blending practical, numbers-driven advice with motivational guidance.

Chad's deep industry knowledge, CEPA training, and proven methodologies make him a trusted advisor, helping businesses fix today's profit leaks while building the kind of business that's worth owning — and worth selling — tomorrow. His insights consistently lead to measurable improvements in both short-term profit and long-term business value.