

“ zlien is a valuable part of our credit and collections process.”

“ We’ve worked with zlien for several years. The zlien system has been a great addition to our credit and collections process, helping us to keep track of lien deadlines and navigate the different laws in different states. In addition, when we have questions, the employees are very helpful. When we have suggestions, zlien has listened and improved the service and user interface ”



Vjera Thompson
Accounting Manager



9Wood used zlien to increase revenue 26% during the recession

9Wood is an engineered-to-order manufacturer of wood ceilings, producing 100% custom products to customers’ specifications that ship all across the United States. “Your Wood Ceiling Experts. Design to Delivery.”

Prior to using zlien, 9Wood focused largely on doing business with high credit customers. In 2010, amidst the recession, 9Wood adopted zlien to manage its credit risk. With its heightened credit protection and lien compliance, 9Wood was able to take on projects from lower credit businesses, increasing revenue from these customers by 118%, and overall revenue by 26%.



118%

Increase In Revenue From Risky Creditors

26%

Increase In Overall Revenue

.01%

Writeoffs From Bad Debt



“ We didn’t have good options for taking on risky customers. We have a lot more options now if we want to work with someone who has risky credit or can’t pay the deposit up front. We have used our lien and bond claim rights many times in these situations successfully. ”

Charley Coury, 9Wood CEO

Challenges Before *zlien*

9Wood ships custom-made wood ceilings to construction projects across America. With business in every corner of the country, it was difficult to gauge the credit risk of each new customer, and to navigate collecting payment in so many different jurisdictions.

9Wood separated customers and prospects based on credit: Green (great credit), Yellow (okay credit). From 2007-2010, on average Green companies accounted for 77% of 9Wood’s revenue.

Before adopting *zlien*, 9Wood identified the following challenges:

1

Properly assessing credit risks for new customers

2

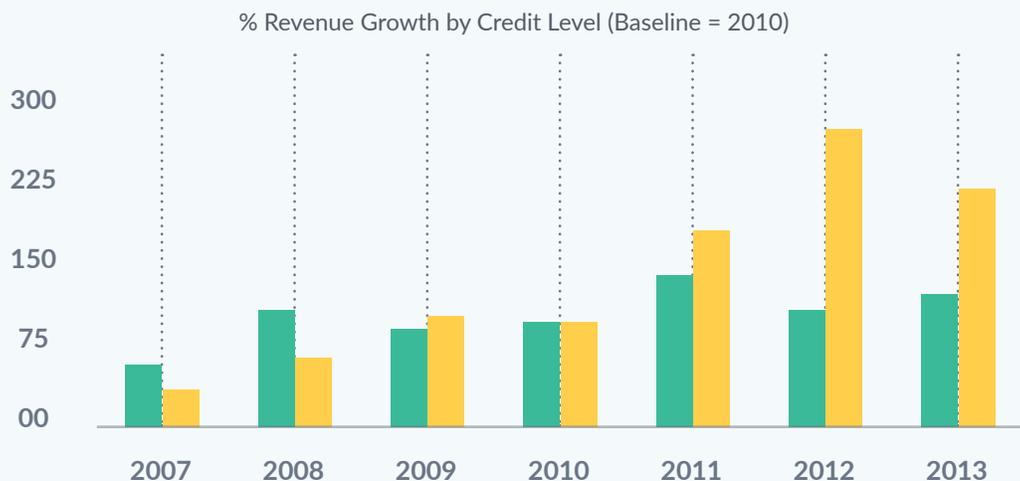
Collecting from defaulted customer

3

Complying with lien requirements across the country in order to secure payments

9Wood Doubles Revenue from Risky Customers

9Wood began using *zlien* in 2010. Since then, business with low-risk customers (“green” customers) has proceeded as usual, making slight gains in revenue. At the same time, 9Wood was able to take on more business from higher-risk customers (“yellow”), more than doubling revenue from these companies.



Staying Secure Across All Projects

9Wood began pushing the majority of its projects through the *zlien* platform. This enabled them to determine preliminary notice and lien requirements across their entire portfolio (and to easily send and file those documents). 9Wood CEO Charley Coury says his favorite thing about using *zlien* is “All the research we don’t have to do on lien deadlines and requirements.”

Now, 9Wood is able to stay in a secure position for every one of its projects. Should payment ever become an issue, they know they have preserved their right to file a lien. This security led 9Wood to begin accepting business from companies it considered to be at more a risk of non-payment. Contracts that were previously rejected for fear of default began to be accepted.

Getting Paid Faster

In addition to remaining secure, “We now avoid collection problems, since a timely-filed [notice] includes the General Contractor and owner and encourages our customer to pay us,” says Coury.



“ All of our big accounts receivable problems are from before we started using *zlien*. We wish we would have started sooner. “

Charley Coury, 9Wood CEO

