



## J. Bradley Simons

Magleby Construction, CFO

Teamworx Utah, President

Break-out Session

### Builder Accounting Secrets for Increased Profits

Often custom builders focus on customer acquisition, building the homes and customer service leaving accounting to the last few minutes of the day and take a haphazard approach to accounting; minimizing accounting's ability to support company growth both in revenues and profits. Learn key components to a simple custom builder approach to accounting. Additionally, get some really fun ideas about simple ways to increase your bottom line.

### Creating a Multi-Million Dollar Custom Home Building Company

Paul Magleby began his company as a framing crew. Four of those original framers still work for Magleby over 40 years later. Magleby now has home building operations in Utah, Idaho, Montana, support operations in millwork and architecture in Tijuana Mexico and a Labor Management and recruiting company. How do you grow from a framing crew to a nationally recognized and respected custom home building company? Learn some of the key factors, from Brad's perspective, on the differences that supported Magleby's growth and success.

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**Brad** began his career in the home building industry working with his father while in high school. Brad expanded his experience as division president of a regional home building company, CFO of a worker's compensation carrier and as president of a local custom-building company. Brad earned his BA from the University of Utah, his MBA from Westminster College and is currently enrolled in a Doctoral of Business Administration program. Brad is past president of the Utah Valley Home Builder's Association and serves as a member of the National Association of Home Builders Board of Directors. Currently Brad serves NAHB as Area 13 National Area Chairman (NAC). Brad was the 2014 president of Utah County Habitat for Humanity and was awarded the Silver Beaver for his work with the Boy Scouts of America. Brad has been a licensed real estate broker for 39 years. Brad is married to Shawn, they have four kids and a grandson.