

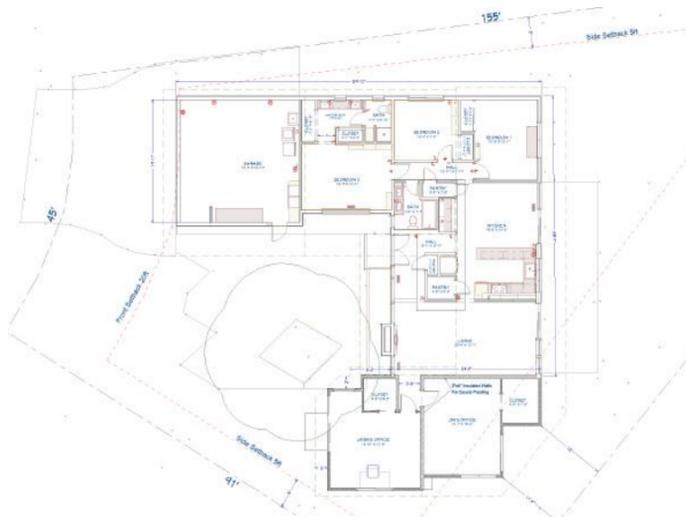
# A Canvas Case Study: Thornton Weiler Architect

## About Thornton Weiler

Thornton Weiler is an architect based in the San Francisco Bay Area. Weiler and his associate, Neil Brorsen, offer a full range of services including schematic design, construction drawings, and structural engineering on both residential and commercial projects, with about 80% of the work focused on single-family homes. Weiler completes between 40 to 50 projects per year, many being high-end remodel projects executed in partnership with SEA Construction.

## The Challenge

Thornton was struggling to keep up with the increased demand for residential remodeling projects, as homeowners are spending more time at home because of the pandemic. In addition to upgrading kitchens and bathrooms, many clients need to reconfigure spaces to serve as offices and virtual classrooms. Additionally, given clients' concerns about having others in their homes, Thornton wanted to find a way to reduce the amount of time he spent in clients' homes during measurement visits.



## The Solution

Weiler's partners at SEA Construction introduced him to Canvas, an app that enables him to measure and digitize rooms in seconds and entire homes in roughly half an hour. Instead of spending two hours in clients' homes, capturing field measurements with a laser distance measure, a large pad of gridded paper, and a pencil, Weiler now simply walks around the home, scanning rooms in as little as a minute at a time with his iPad Pro. In addition to minimizing his time in his clients' homes, which puts their minds at ease, Weiler says his clients are impressed with his use of cutting-edge technology, "They think they're getting a good quality product when we show up and scan their house with Canvas."

The initial scan captured by Canvas helps Weiler communicate with his associate, Neil, who is located in an office 50 miles away. Thanks to Canvas's 3D Web Viewer, which enables them to move throughout the scanned home and explore details as if they were there, they're both able to immediately get a feel of the space, even though only one visited the home in person.

### RESULTS AT A GLANCE



25% growth in overall revenue



\$1,500 to \$2,000 increase in schematic design profit



14 hours saved per project

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“The combination of Canvas and Chief Architect allows us to take on more work than we did in the past. No more tedious measuring and creating as-built plans!”

**Thornton Weiler, Architect**

However, the real value for Weiler is Canvas's Scan To CAD service, which generates editable, design-ready CAD files from scans captured by Canvas. As a longtime Chief Architect user, he was used to spending a day and a half manually creating an initial schematic design from his handmade drawings. Now, when he returns to his office following a home scan, he simply uploads the scans and receives a .plan file of the entire interior of the structure within two business days. Instead of manually creating Chief Architect files, he now spends the time between uploading and receiving the files working on other projects, of which there are many because the time savings created by Canvas has enabled Weiler to take on far more work.

In addition to growing his business by taking on more clients, Canvas has also increased the profitability of each of Weiler's projects. With a flat-fee structure, the time saved on the initial schematic design process means he's making between an additional \$1,500 to \$2,000 per project, even after accounting for the cost of Canvas's Scan To CAD service.

The combination of increased profitability per project and enhanced efficiency that enables Weiler to take on more business has increased Weiler's revenue by 25% since integrating Canvas into his workflow. "Canvas allows us to take on more work. It's not only about the time saved by using Canvas, but the work we can get done with that extra time." Weiler says.

## What does Canvas do for Thornton Weiler?

Canvas enables Thornton and his associate to:

- Take on significantly more projects
- Increase profit on initial schematic designs
- Reduce time spent in clients' homes, which is especially important due to coronavirus concerns
- Impress clients with their use of cutting-edge technology
- Collaborate remotely by virtually exploring clients' homes



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*“Canvas facilitates our first phase of design. We can turn around schematic designs faster and more profitably. And clients are more engaged with our 3D presentations, which we can generate quicker and better thanks to Canvas's Chief Architect files.”*

– Thornton Weiler, Architect

Canvas powers thousands of businesses across the home improvement industry, including renovation, architecture, design, and more.

**Let's talk**

If you're curious about how Canvas might work for you, visit [canvas.io](https://canvas.io).