



How Arcoro Supports Farrell Roofing’s Expansion and Growth Across States

Farrell Roofing: A Legacy of Quality and Growth

Farrell Roofing, a fourth-generation family-owned business, is a regional leader in commercial roofing . With a workforce of up to 375 employees during peak season, the company prides itself on four core values: safety, quality, on-time delivery and customer focus. These principles not only define its operations but also serve to strengthen the relationships within the communities they serve.

As Farrell Roofing expanded into multiple states, they faced new challenges—navigating different state employment laws, managing unionized workers and operating efficiently and at scale. Recognizing the need for field-specific technology to support their growth goals, the company turned to **Arcoro**, an HR workforce management platform for the construction industry.

“It’s definitely made my day a lot easier,” said Bria Kelly, department head of HR and payroll at Farrell Roofing, reflecting on their use of Arcoro solutions.

Eliminating paper (and paper cuts)

Before Arcoro, Farrell Roofing relied heavily on manual processes for onboarding new hires and running payroll. A 90-page new hire packet and paper-based time tracking were not only time-consuming but also prone to errors.

“The HR team had to be on call for e-verify when we had a new hire,” said Bria Farrell. “So we were really looking for a way to reduce the paper with that and make the branches a little more independent [for hiring].”

Managing compliance with evolving hiring regulations and juggling multiple systems for HR processes highlighted the need for an integrated solution that would work with what Farrell already had in place.

“We are a Sage customer,” said Bria. “The number of HRIS systems that either know anything about Sage or play nice with Sage is a very small group.”

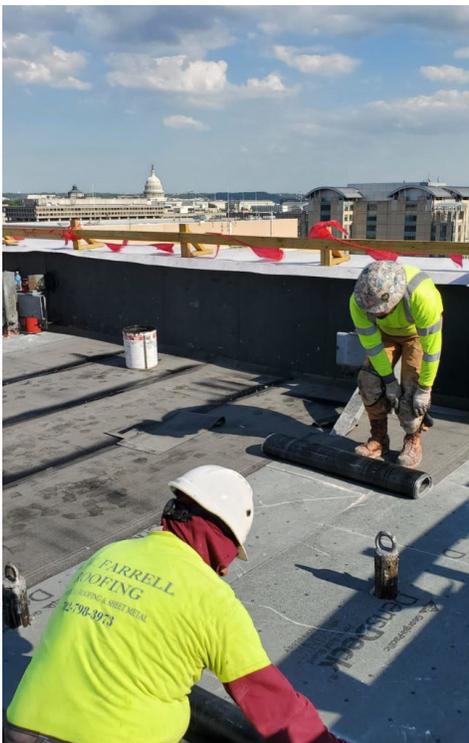
Arcoro’s solutions, designed specifically for construction, offered the perfect match. The compatibility with Sage and focus on construction businesses ensured that Farrell Roofing could access industry-specific solutions at a competitive price.

Implementation and Immediate Impact

Farrell Roofing adopted Arcoro in phases, starting with the Applicant Tracking System (ATS) and onboarding modules. The impact was immediate.

- ▶ **Efficiency gains:** Digitizing the onboarding process eliminated the need for bulky paper packets and allowed branch managers to take greater ownership of hiring.
- ▶ **Time savings:** The integration of ExakTime for time tracking replaced manual timecards, saving the company approximately **50 hours per week** across its branches.
- ▶ **Employee empowerment:** With Arcoro, employees gained self-service access to pay stubs, W2s and benefits information, fostering greater autonomy and satisfaction.

“Implementing Arcoro really has been a game changer, especially around onboarding and managing benefits,” Bria said. “Our employees have way more access than they ever did before. They know it’s their hub, whether updating with information or just needing to access their W2 or pay stubs.”



Supporting Multi-State Expansion

Farrell Roofing’s growth brought complexities in compliance and payroll management. Arcoro’s solutions allowed the company to scale its HR operations efficiently while maintaining compliance across jurisdictions. Features like centralized applicant tracking and automated benefit management proved essential for the company’s expansion strategy.

Bria also highlighted the role of Arcoro’s customer support in their success. “The implementation specialists truly listened to our needs, and our account team has been incredible. They understand our business and are always open to feedback, which feels like a real partnership.”

A Vision for the Future

Farrell Roofing continues to look ahead, planning to implement Arcoro’s Performance Management solution and potentially transition to the new Arcoro Payroll. The company is also excited about upcoming features, such as app enhancements and the possibility of integrating invoicing and billing—a move that could further streamline operations.

Reflecting on their journey with Arcoro, Bria shared, “The transparency and construction focus of Arcoro have been key. It’s not just about the technology but also about the people behind it who genuinely want to see us succeed.”