Using AI & Drones to Improve Facility Operations with Austin Rabine | Transcript

00:02
Speaker 1
Welcome to Green Building Matters, the original and most popular podcast focused on the green building movement. Your host is Charlie Cicchetti, one of the most credentialed experts in the green building industry and one of the few to be honored as a lead fellow. Each week, Charlie welcomes a green building professional from around the globe to share their war stories, career advice, and unique insight into how sustainability is shaping the built environment. So settle in, grab a fresh cup of coffee, and get ready to find out why. Green building. Green Building Matters. Hey, everybody. Welcome to the next episode of the Green Building Matters podcast. I've got the easy job. I get to just meet and interview some amazing people in the. In the built world and that's what I've got today. I've got Austin with us.

00:45
Speaker 1
He's the co founder and CEO at Site Technologies down in Florida. Really going to weave in some different sustainability talks. We're going to talk facilities and family business. So, Austin, how you doing today, man?

00:56
Speaker 2
I'm doing great. Thank you for having me. I'm excited for the conversation.

00:59
Speaker 1
Yeah, I've been checking out the work you and your team are doing. It's exciting. So give our listeners, though, that kind of background. So where'd you grow up and go to school?

01:08
Speaker 2
Yeah, I grew up in the suburbs of Chicago, so a town called Johnsburg, and so grew up out there with my family. Went to the, you know, Catholic schools there, Catholic grade school and high school. And then eventually, once I graduated high school, moved to Chicago and I lived in the city for probably 15 years. Went to a little school called Kendall College for a couple of years, but didn't actually end up finishing. I kind of gravitated towards working and being in the family business, and that's what I loved to do. And so didn't end up

finishing college, but got a lot of great experience just getting into the working world and learning about business.

01:52
Speaker 1
Yeah, no, I love that and I love business. I love entrepreneurship and, you know, kind of curious, you know, in a big city there, too. I mean, buildings, they're all around you. I mean, what were some of those family businesses at the time? Is that what clearly gave you exposure to the built world?

02:09
Speaker 2
Yeah, so the family business is. Is in construction. So it's the raybene Group, and we do asphalt and concrete paving, roofing, doors and docks, H vac, mechanical plumbing, snow removal. So a bunch of different exterior facility services, all four existing buildings. So we don't do a lot of new construction. It's mostly existing commercial, industrial or Retail facilities. So we're, you know, repaving parking lots or putting on a new roof as well as, you know, anything from like a full remove and replace to small, you know, pothole repairs or patchwork. And my dad actually started that business in the 80s. He started right out of high school just paving driveways in the North Shore of Chicago and you know, grew it to what it is today.

02:57
Speaker 2
So I'm fortunate that I got a lot of really great experience, I mean, from you know, as early high school, kind of working out in the field and working on the paving crews and operating equipment. And I had a little bit of, I had my own little business where I did driveways and worked as a subcontractor for the family business. So I got a lot of great experience understanding what the needs were of existing facilities, the built world. Oh man.

03:28
Speaker 1
Yeah, a lot of good opportunity. You guys are tackling it from all the different angles. Yeah. I must have got confused between the Florida connection on your bio and Chicago, but the main businesses are based in Chicago, right?

03:41
Speaker 2
Correct. Yep. So the, so they're headquartered in Chicago. I am down in Florida, so moved down here with my family about two years ago and we've got a little office down here of a, of a couple of us.

03:51
Speaker 1
That's what the connection was. Okay, great.

03:53
Speaker 2
Yeah, yeah.

03:54
Speaker 1
So, so that's how you get into buildings. It's been around you grew up around it. But, but what about like sustainability? I mean, when did that first start showing up in your career?

04:02
Speaker 2
Honestly, pretty early. Like we've always been a very forward looking company. So you know, we originally were doing a lot of asphalt paving and then probably, oh, I don't know, 30 years ago, started to get into concrete. And you know, concrete is a more sustainable product and we did a lot with permeable pavements. So permeable concretes. And then we also have a product that is roller compacted concrete, which is a really strong concrete product that lasts, you know, lasts 30, 40 years potentially. I think it's still kind of to be determined on how long that pavement can last. And so those are some of the things that, around sustainability. You know, the longer that pavement can last, the better it is for the environment and for sustainability.

04:57
Speaker 2
You're not having to remove the pavement as often, not having to do as much maintenance work on it. You know, obviously concrete's not an oil based product, so sustainability has been something that we've talked About a lot. And we also do on the roofing side, you know, green roofs, solar, you know, all that kind of stuff on the sustainability side.

05:16
Speaker 1
And I remember in my early lead classes we did a lot of trainings. There'd be open grid pavers, you're right. Concrete, more reflective, you know, that heat island effect. So, you know, you've probably seen evolution through all of it. Do you do a lot of different types of hardscapes in that business?

05:32
Speaker 2
Exactly. And so you mentioned the heat island effect. And then also like from a lighting standpoint to light up parking, it requires a lot less energy if it's concrete compared to asphalt.

05:43
Speaker 1
No, no, that's a good point. Yeah. Just that light absorption there, the sun. Okay, so that's when you saw some sustainability happening. So you've been building this up in a leadership role. You know, I always love to ask, what about mentors? You know, as you look back so far in your career, you know, sometimes a mentor is someone you look up to from afar. They're on stage, you read their books. Sometimes it's someone that challenges you know, meets for lunch, opens doors. Any mentors along the way?

06:10
Speaker 2
Yeah, I mean, the two that come to mind are maybe a little cliche or obvious, but you know, my dad has been a big mentor in my life from very early on. You know, he's a serial entrepreneur. He started a bunch of different businesses throughout his career and been very successful. And we're partners today in the technology business that we'll talk more about. But he's just been a really important figure in my life, not only from just a family standpoint, but from a business aspect as well. And I learned a ton from him. And then also my grandfather, he had a bunch of different businesses and just a really hardworking guy. So those are the two that really come to mind for me that have helped me kind of shape who I am as a leader and an entrepreneur.

07:01
Speaker 1
That's good to give a shout out there. And yeah, mentors, you know, before we move on to kind of, you know, the highlight reel, I, I noticed you're. I think it's ypo. I've been in Vestige and other masterminds. So size you've been. Oh, great leadership position and building a business like, you know, how, how has that helped you?

07:23
Speaker 2
Yeah, I've been in YPO for eight years now and my dad was actually also in ypo and still he's in the. That's been a has had a huge impact on me. So within ypo, as you're familiar from Vistage, you have forums that you meet with. We meet

on a monthly basis and it's just a, a great group of people, other business leaders, entrepreneurs that, you know, we can talk in a confidential format and it's a structured format that we're sharing experiences. Right. So we're all learning from each other. And while, well, I might be in construction and technology, somebody in my forum might be in real estate or leading an accounting firm or healthcare tech. And while all of these industries and businesses are very different, there's a lot of similarities to the problems that we go through as leaders and as building businesses.

08:19
Speaker 2
And so that's been really impactful to kind of have that as a resource to lean back on. And not necessarily always in those forum meetings, sometimes it's reaching out to them outside of the forum meeting, if something comes up. And it's a, the format is like a shared experience format. So it's not necessarily giving advice or this is what you should do, or this is what I think you should do. It's more of a. Here's similar problems that I had throughout my career and this is how I handled it and this was the outcome. Maybe it was the right choice, maybe it was the wrong choice, but there's always things that you can learn in that.

08:54
Speaker 2
So, so that's been huge to be able to lean on those people, whether it's in my forum or other IPOers that I've met who run successful businesses to, you know, to bring up issues or bring up things that I'm going through as I'm building my business that maybe they've seen in the past and can help me navigate through their experiences so that maybe I don't make the same mistakes or maybe they the. The way they did something worked out and I can learn from that. So YPO has been. Been huge for me. And I think, you know, ypo even outside of that, just having a network of business leaders that you can just ask questions and just have a conversation with and learn how they built something, there's always something that you can learn from it, even if it's a completely different industry.

09:42
Speaker 1
Yeah, thanks. And I'd compare that to some of the architects I have on that are part of AIA or you know, some of the contractors, associated general contractors or. I always recommend our listeners get involved with your local US GBC chapter. But you know, hey, if you're wanting to be a Business leader, entrepreneur. These are some great groups too that we just mentioned. So glad we talked about that. So Austin, I like to ask my podcast guests what's on the highlight reel so far? What are some of your proudest achievements?

10:11
Speaker 2
You know, the most recently, you know, I think starting site. So site is a business that we spun out of the family business that has been really kind of proud achievements that, you know, we're still working through. We're working on that business and working on growing it. But it's been a lot of fun and it's something that as I was running our, one of our family businesses, I saw kind of a gap in the market that facility leaders and building owners didn't have good data on their facilities, especially at scale. And so it was this problem that we identified within the customer base that were working with because were going out and were sending project managers and engineers out on site and it was just a very time consuming, expensive process to be able to get conditions of roofs or pavements.

10:59
Speaker 2
And so I identifying that problem starting site, along with my dad as a co founder, that's been a ton of fun and I'm really proud of what we're building there. Outside of that, I had the opportunity to run all of our family businesses for a number of years. So I ran them for four years prior to kind of coming back to site and focusing on that. And that was a lot of fun. I mean, we grew the business quite a bit throughout those four years. We fired a couple companies, we started some new businesses and obviously that's, you know, I had an awesome team that was really the ones that were doing that work. But I was fortunate enough to kind of lead the business at that time and that was, you know, I had a blast doing that.

11:43
Speaker 2
And you know, another kind of recent one in the last couple of years, I was named entrepreneur of the year in the Midwest by Ernst and Young. So that was a ton of fun and completely unexpected. Didn't expect to see that award coming through. Yeah. And you know, obviously my family, I've got a little, we've got a little two year old daughter and moved down here in Florida and that's been a ton of fun.

12:08
Speaker 1
Oh man, what a. Well, first congrats on all those awards. You know, I know we as entrepreneurs go, go. But you know, it's good to get recognized there. It's like, oh, maybe I am doing something right. That's pretty cool.

12:18
Speaker 2
Yeah, it was very unexpected. So it was cool.

12:22
Speaker 1
Well, let's Talk about today. So what's keeping you busy today? As I understand it, you have a few different businesses and if you could in a little bit, tell us a little bit about what kind of sustainability too, you're focused on today, but tell us about the businesses today and a day in the life of Austin. Sure.

12:38
Speaker 2
So as I kind of talked a little bit about site technologies, that's my core focus right now. So I'm running that business as CEO. And what we're a little bit more of a background there. So we use drones or other methods of capturing data at scale for facilities. So we use networks of drone pilots. We also use manned aircraft. We sometimes will use matterports or other methods of capturing data from facilities. And we capture that imagery via local, typically drone pilot. We get hundreds or thousands of images of that facility back. And then we've built a platform that takes that imagery. We create an orthomosaic, which is kind of a high level, very detailed, looks like a satellite image, but it's using drones. And then we've built AI that automatically detects defects in pavements, roofs, facades, landscaping.

13:31
Speaker 2
We do inventory report, so it's kind of a full exterior condition analysis. And then we take those conditions and we build budgets for capital and maintenance improvements for the next three to five years. And why that has worked well is because there's never been a way to capture data on facilities at scale. So when we talk to large customers who own hundreds or thousands of facilities, they never had a way of getting a snapshot of where their best properties are, where their worst properties are, where they should be focusing their capital. And so we've built a process and technology that allows them to do that. And so they have this global view of their facilities now, and they can really prioritize their spend and make sure that they're spending their money in the right places.

14:18
Speaker 2
And so that's a little bit of a background on the business. We always focus on making sure that what we're building, we can do it at scale, because again, we're

doing this for customers that have hundreds or thousands of facilities throughout the US and so we're constantly looking at where can we apply AI to make us more efficient, more scalable, make the analysis completely objective, and then what do we do with that data? So we're really excited about a tool that we've built that's called the Cost to Wait tool. And it tells our customers, if I don't do this repair now, what does that mean over the next three years? So the way pavements specifically perform is that they degrade at a faster scale, a faster rate, as the pavement becomes worse condition.

15:11
Speaker 2
So if I do a repair when the condition is a 60 out of 100 compared to a 40 out of 100, that cost is significantly less at the 60 compared to the 40. So we want to recommend our customers to do the repairs at the right time. And so that's something that we've been focused on and a tool that we're rolling out to our customers right now. And we're always looking at different ways of capturing the data. So the drones today are the best, most scalable option. But man, aircraft imagery is getting better, satellite imagery is getting better, and there's a lot of different sensors and tools out there that we can leverage. So we're always kind of trying to be on the forefront of where that's going and making sure that we're using the best tools to get our customers the best data.

15:58
Speaker 2
On the sustainability side, you know, I think that there's a lot of like, natural sustainable advantages to the process that we're doing, right? So we're using local drone pilots to capture this information. We're not having to get people on site, drive, fly across the country. But then also the way that we're recommending our customers spend their capital is, you know, we're being very, not only predictive about it, but when you look at, there's a number of reports that have come out recently that show facility owners typically there's 20 to 30% waste in their capital spend. And obviously, you know, if you're wasting spend, if you're wasting your spend and you're doing work that isn't necessary, that's, you know, not a sustainable process. There's, you know, there's a lot of waste that's in there.

16:51
Speaker 2
And so we're trying to decrease that 20 to 30% waste down to zero by making sure that we're using AI and we're using our experts to recommend the repairs at the right time. So maybe they're not doing as much work or they're just doing the same amount of work, but they're doing it when it makes the most sense and they're not performing improper repairs or doing work that isn't necessary. So

that data driven approach, I think is really something that we're talking to our customers a lot about and that's something that we're excited to kind of coach them on. And, and it's also helping that sustainable Their sustainable goals that they have as a. As a business.

17:33
Speaker 1
Yeah, man, way to throw some technology at the sustainability, though. I. I mean, I personally love drones. And you're right. I mean, there's some cities like New York, where we built up our green building companies, right? They have local laws that say, hey, you have to do these facade inspections. Brick could fall off a building, hurt someone on a sidewalk. But hey, while you're doing inspections, instead of a scaffolding or something like that, why don't you use drones? You know, and they're starting just now allow for some drone flights in New York again for. For this kind of inspection. And it just makes sense. While you're maybe inspecting for safety, you're inspecting for maintenance. Hey, throw that infrared camera on there. Let's see whether there's conditioned air leaking out. Let's see where outside air is coming in. And, man, let's.

18:16
Speaker 1
Let's reduce those power bills. And next thing you know, we're helping with the carbon side, too. Right? That's good stuff.

18:22
Speaker 2
Yeah, yeah, exactly. And you mentioned. Mentioned safety. I mean, on the facade, inspections. You know, using a drone is obviously safer. And then also roof inspections. I forget what the number is, but, you know, there's a number of deaths and injuries every year from people locking roofs and doing inspections. So if we can throw a drone up there and somebody is, you know, standing, landing somewhere safely on the parking lot or in the. The grass, you know, we can avoid a lot of that.

18:50
Speaker 1
Man, that's great. Well, yeah. What else is going on with the business? I saw you've had some hires recently, even some added C suite. Where do you want to take things?

18:59
Speaker 2
Yeah, we just brought on a cfo, so he started in December. We're excited to have

him on board. You know, we are always focused on. On delivering good analytics and data to our facility customers. So we've really started in pavements. That's kind of the core of the business where this started. Roofs was a natural next step. So now we've added roof inspections over the last few years, landscaping inspections. This year, we're doing more facade inspections. So that's a newer product that we're launching. And we've actually just completely replatformed and launched our site 4.0, which is going to include 3D modeling. So we're doing, you know, I use the term digital twinning lightly there because it's, you know, It's.

19:48
Speaker 2
It's a 3D model, but we're not necessarily, you know, doing a full digital twin, but it allows our Customers to get a better view of their facility, you know, make sure that their branding is on point. Does the building need to be repainted? So we're, you know, really excited about that release. And then, you know, constantly just applying different AI. And one of the other products that we're working on is how do we get to a point where we've got AI that is detecting the defects in the building and pavement so we can come up with a condition report that's objective and pretty immediate after we fly the facility and process the imagery. Now we have our team of experts and engineers who are going in and they're doing the budget recommendations. Where should this customer spend their capital?

20:40
Speaker 2
And that's kind of the next step of automation and AI. We're building a tool that in a perfect world will tell you, this is how you should maintain this facility over the next three years. So that's going to really give us an advantage to deliver value to our customers instantly and not have to spend a ton of man hours building those scopes of work and those repair plans. We're always going to have the expert in the loop. That's something that our company prides ourselves on, and it's in our mission that we feel like AI is a tool that our experts use to make them more efficient.

21:21
Speaker 2
And there's always some sort of logic that you can't necessarily teach the AI that may need to be applied, whether the building is going to be sold in two years or maybe the building's vacant and the customer just wants to do a little bit of maintenance, but no capital improvements. So we always have that engineer that's in the loop to be able to make those decisions based on the AI results.

21:44
Speaker 1
Oh, man, this is. This is exciting. Yeah. Sounds like you're tech enabled the company there.

21:49
Speaker 2
Yeah, yeah.

21:51
Speaker 1
I mean, that's a good segue to also what's next? You know, I mean, whether it's the green building side of things or technology, like, what do you think the built environment, you know, what's. What's coming next? What are you reading up on? What are you excited about?

22:02
Speaker 2
Well, we want to take our product to interiors next, so, you know, kind of specifically to site. You know, we're very focused on exteriors because that's been the, you know, the easiest, most logical use of drones. But there's obviously other ways to capture data from interiors. So that's kind of the, you know, I think the next big milestone that is probably, you know, that's a little, little ways down the roadmap, we've got a lot of other things that we need to build in the meantime, but we're, you know, we're looking at how we should be capturing that data. We're kind of playing around with that and I think that's going to really allow us to a holistic view for our customers and facility owners.

22:46
Speaker 1
Okay. Data, data. And we have it. You just gotta, you gotta kind of mine it, right? You gotta make it easy.

22:54
Speaker 2
Yeah. What do you do with it?

22:55
Speaker 1
That's kind of what we've been doing in my startup schema is we can ingest your previous design files from the last buildings you've designed and built. And you know, let's just kind of come up with a catalog of greatest hits. You

know, two of my co founders were on the original team that built Revit and that was sold Autodesk. So just like, what can we do with this data? It's there, it's sitting on servers today. We have AI that can actually mine it and maybe we can make it usable again. So I love that, man. Well, anything else about the companies? A little trend towards the future and then I'll do the rapid fires next.

23:32
Speaker 2
Yeah, I think one other thing that is interesting that we're keeping an eye on. There's a lot of changes in the drone regulation in the U.S. so there's, they put a ban on certain drones. Actually one of the, you know, the drone company that has the most market share right now. Yeah, dji. So we're keeping an eye on that. Obviously that impacts our business. You know, we still have the drones that are in the market today can be used, but there's no new hardware that's able to come in right now. And so that's going to change things in the future. Just kind of what the drone hardware is, who the players are. But then also looks like there's going to be some lighter restrictions around beyond visual line of sight that's coming in the next couple of months.

24:26
Speaker 2
It hasn't been released yet, but there's a lot of talk around it. And that's going to be really interesting because, you know, you no longer have to have a person on site flying the drone today. The drone pilot needs to have visual line of sight of the drone at all times. And so, you know, that requires you to have a pilot on site. They have to, if it's a large site, they kind of have to, you know, walk around the property.

24:51
Speaker 2
But Having the ability to not have a pilot that needs to have visual line of sight to the drone, I think opens things up to like the drone in the box model or you know, I've talked to a few companies that are doing drones on like a perch or on the side of the building that's used for security and then we can also tap into it to pull imagery and data from those facilities. That kind of gets to a point where it almost demonetizes the data capture and just gives us the imagery and the data that we can then perform our assessments on, but not having to have that upfront cost of sending a pilot out on site. So there's some pretty interesting things that are going on from that standpoint, regulation wise that we're keeping an eye on.

25:37
Speaker 2

And I think that it, like I said, I think it opens up the market quite a bit once some of that is approved.

25:43
Speaker 1
Man, all my drones are dji so I, you know, just more hobby think on the commercial side and you know, it's interesting. So. All right, let's get to know you more. What would you say is your specialty or gift?

25:57
Speaker 2
I think that my specialty is probably, I think it's looking at the, you know, the industries that I understand like real estate or the built world or construction and figuring out how to apply technology to make it more efficient, make it more scalable, make it a better process. And that's kind of where site came out of. And there was a number of, a couple of failures that I had before site that you know, I saw a need in the market and the need was there. And there's companies that have done it and done it successfully. The, you know, I unfortunately didn't do it successfully at that time. But, but I think that's, you know, that's what I'm good at is like understanding the problem that our customer has and how can we apply technology and build a product around that.

26:45
Speaker 2
And, and I have a lot of fun doing it. That's, you know, that's kind of my, you know, I love doing it and I feel like I'm fairly good at it. So that's probably my specialty in our business.

26:56
Speaker 1
Man, thanks for sharing. It's always like to ask my podcast gets just to reflect a little bit there. What do you have any good habits or routines to help you stay on point?

27:06
Speaker 2
I try to, Yeah, I try to every morning I've got the, I've got this best self journal on my desk that I use every Morning. It's kind of a framework of a three month period where you kind of set your goals for the next three months and then it's a daily check in. So you talk about what you're grateful for, what went well yesterday, what are your goals for today, what would make today a great day. And that's something that I do just to kind of a plan out my day. Also just take a minute to reflect and make sure that I'm on track with my goals and recognize

the great things that I have going on in my life. And so that's something that I try to do every morning.

27:48
Speaker 2
I also have the, this book, Jesus Calling that, you know, every day it has a passage, it kind of like explains, talks about the passage. It's a quick, you know, three minute read that I do every morning and try to get a workout in when I can. But we've got a two year old that doesn't always like to sleep, sometimes that gets skipped.

28:09
Speaker 1
Yeah, I hear you, man. My boy's a little older, 17, 14 and 12. But I feel for you on those sleep. And I mean, I'm a big fan of like the Aura ring and Apple watch.

28:21
Speaker 2
Yeah.

28:21
Speaker 1
Yeah. Right now you probably don't need the Oura ring. It's gonna say, yep, no sleep for you.

28:25
Speaker 2
Exactly.

28:27
Speaker 1
That's great, man. Yeah. What's on the bucket list? I love to ask my podcast guests. You know, sometimes it's travel, adventure, write a book. I don't know what's on the bucket list right now.

28:40
Speaker 2
So growing up, I was always into snowboarding, skateboarding, wakeboarding. I, I did the, you know, wake surfing. So we just moved down to Florida, as I mentioned, two years ago. So to get out and actually try surfing, I'm on the wrong coast. I'm on the Gulf. So there's not always surfable waves. But I've been, I downloaded a surf tracking app that it looks like there's like, you know, a couple days a month that there is a surf out there. So that's one thing I want to

get out there and do and learn because like I said, I've always just loved board sports and, you know, that's something that I've gotten away from. But I love to try surfing down here. We've been talking about wanting to get a trip to Rome and the Vatican and check that out.

29:25
Speaker 2
I think that would be really cool. And then, you know, something else that would just kind of be a fun passion project at some point in my life is I've Always been really into music. I'm not particularly good at any instruments, but big into music, blues, jazz, country, rock, whatever, you name it. And I've always wanted to just have like a music bar, lounge and bring in live music and just create a cool atmosphere for that. So that's kind of something that's probably. Yeah, that's maybe when I'm retired or something when I can spend a little time doing that. But I think that'd be a lot of fun.

30:02
Speaker 1
Oh man, that's awesome. Glad to share that. You know, I think we all need a creative outlet and that's pretty neat, man. Thanks for sharing. So, just a couple more things as we start to wind down here. As you look back on your career so far, is there anything you wish you'd have learned earlier?

30:19
Speaker 2
Anything that I wish that I learned earlier? Yeah, I think that I wish I learned to take risks earlier. I think like early on I, I, I got into our family business and learned a ton and loved being part of that and you know, still am part of it in some ways. But you know, I worked as a laborer and then in operations and estimating and kind of worked through the company learning every aspect of it, which again was really helpful. And I think I needed that to get to where I'm at now. But I think that there's a few instances where I maybe wish that I would have like taken a bigger risk. And I mentioned a couple of the startups that didn't work out or the things that I tried to build that didn't work out.

31:04
Speaker 2
And part of that was because I didn't fully jump into it, didn't fully commit to it and take that risk. And I think that's the, the one of the big things. But I also learned a lot in those, you know, in those failures and you know, so I think that those that helped me get to the point that I'm at today, but that's one that comes to mind. I think that you know, taking some of those risks and just going all in sooner I think would have given me, probably would have taught me more even

if it did fail. And, but instead I was kind of like I was trying it, but I was also still working at the same time. So yeah, I think that's one that I kind of reflect on.

31:40
Speaker 1
Yeah, and it just takes that kind of not just self awareness, but just that resiliency. You know, it's kind of like, hey, I, I'm gonna take some risk, but I know myself and, you know, let's. Let's go for it. You know, that's good. Thanks for coming up. Okay, so last question. Let's say someone's listening now and, you know, they're just kind of getting into this. This built environment. We've talked technology, of course, we also talk green buildings. But any words of encouragement for someone just now hopping into our industry?

32:09
Speaker 2
Yeah, I mean, it's so. It's a very. It's a older school kind of like, you know, entrenched in, and it's the processes of how they've done things forever. But it's also a very open industry, especially now. I think that over the last, you know, probably five years, everybody that we talk to is wanting to do things differently, wanting to apply technology, wanting to improve their business and the way that they're operating. And it's a lot of fun because the conversations are very collaborative. It doesn't feel like we're selling them something and we're just another product that they're just looking for the cheapest price.

32:56
Speaker 2
It's a collaborative conversation of they see the platform and they see what we're doing, and then they have a bunch of different ideas and they're starting to brainstorm and, you know, give us thoughts and ideas on how we can improve our product or apply technology differently. And so I think it's, you know, once you get in, asking the right questions and getting in front of the right people that, you know, everybody is really open and wanting to drive the industry into the future, and that makes it a lot of fun.

33:29
Speaker 1
Man, I love your energy here towards this and this community, this industry. And I hope our listeners here really enjoyed hearing your story. Best of luck as you're building out not just the Florida presence, but also technology. Man, if there's anything I can do to help you and some introductions, let me know. And I just want to say, hey, thanks for being on the podcast. Thanks for telling your

story and everybody make sure you connect with Austin on LinkedIn and let him know what you thought of the interview. Austin, thanks so much, man.

33:57
Speaker 2
Yeah, thank you, Charlie. This was great.

34:00
Speaker 1
Thank you for listening to this episode of the Green Building matters podcast@gbes.com Our mission is to advance the green building movement through best in class education and encouragement. Remember, you can go to gbes.com podcast for any notes and links that we mentioned in today's episode and you can actually see the other episodes that have already been recorded with our amazing guests. Please tell your friends about this podcast. Tell your colleagues. And if you really enjoyed it, leave a positive review on itunes. Thank you so much. And we'll see you on next week's episode.

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