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Robb Mayers, CEO, Outlier Construction

Kelley Create has been part of Outlier Construction's story since day one. Since the company opened in 2017, the partnership has helped give Outlier Construction the technology backbone to grow, adapt, and keep moving. When we connected with Robb Mayers in 2023 for their first case study, Outlier was already making its mark across Southern Oregon. Since then, the company has stretched far beyond its home market, with licenses in Oregon, California, Idaho, Nevada, and Montana and active projects across much of the western United States.

For Robb, growth has never been the goal for growth's sake. It's what happens when the right team, strong work, and a ready-for-anything mindset come together.

"We've expanded into new industries, new markets, and new states," Robb says. "It's exciting. It's stressful. But it's the good kind of stress."

But bigger projects, broader geography, and more opportunity also brought more complexity. Teams were collaborating across multiple states. New offices were opening. Proposals, communication, and project demands were multiplying fast.

That is where technology became more than back-office support. It became business leverage.

During our 2023 interview, Robb reflected on how Kelley Create helped move Outlier to a cloud-first environment early on. What may have seemed like a smart infrastructure choice at the time has become one of the moves he credits with helping the company scale across locations, projects, and markets.

"With our growth and people working in different locations, cloud computing is everything," he says. "We made that change early and it's played out really well."

The construction industry has changed, too. Winning work is no longer just about being the lowest bid.

"It's become a marketing game," Robb explains. "It's about your resume, your experience, your proposal, and how you present yourself. All of it matters."

To stay ahead, Outlier has invested in marketing, collaboration technology, and AI-powered workflows. Kelley Create has helped guide that evolution from the inside out. And it's exactly the kind of partnership Kelley Create is built for: helping ambitious organizations turn technology into momentum. For Outlier, that means working smarter, moving faster, and staying ready for whatever comes next.

That partnership has also opened the door to more practical ways of working, including AI.

"There's so much time and effort that goes into RFPs," Robb says. "What Kelley Create helped us build through Copilot has saved us so much time, frustration, and money. It's made us significantly more efficient."

For Robb, though, technology is only part of the story. Relationships still matter just as much as they did when he founded the company.

"Having a strong relationship with your IT provider is everything," he says. "You can't be down. You can't be behind. It's been flawless over the years. Kelley Create has just performed."

As Outlier continues expanding into new markets and taking on larger projects, the company is focused on scaling without losing what made it successful in the first place. The markets may be bigger, but the formula is still refreshingly simple: great people, strong partnerships, and technology that clears the path instead of getting in the way.

For Outlier Construction, the future is not a far-off plan. They are already building it.

Have a challenge for your organization we can help tackle? We'd love to set up a consultation to see how we can help find a solution that helps grow your business.



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