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**Jay DePree, Vice President, Arrow Insulation & Pest Solutions**



### **Solving the Root Problem: In Homes and in IT**

Since 1987, **Arrow Insulation & Pest Solutions in Western Washington**, has been quietly doing something many home service companies don't: solving the root problem, not just treating the symptom. Family owned and operated, the company started in pest control and evolved into a specialized business focused on rodent mitigation, crawl space cleanup, and energy efficiency. Their mission is simple: fix the underlying conditions so customers don't need repeat visits.

“We want to solve the problem, not live off the problem,” says **Jay DePree, Vice President of Arrow Insulation & Pest Solutions**. “If we do our job right, customers shouldn't need us again for the same issue.”

As the company grew, now serving 5,000 to 6,000 customers a year with nearly 40 employees, technology became a competitive advantage. Arrow wanted to operate differently than many traditional contractors still relying on paper processes and outdated systems. They leaned into CRMs, modern software, and streamlined operations to create a better customer experience.

But their previous IT provider couldn't keep up.

After ownership changes and shifting priorities, responsiveness dropped and support lagged. For a company built on efficiency and trust, that wasn't sustainable. When a trusted IT partner they'd worked with previously joined **Kelley Create**, the decision became clear.

“Kelley Create jumped right in,” Jay says. “The transition was smooth, professional, and there was zero disruption to our business.”

Since partnering with Kelley Create, Arrow has modernized its IT infrastructure with confidence. Projects have included a major phone system upgrade, improved cybersecurity with multi-factor authentication, system-wide upgrades, cloud migration planning, and support for a complex move from QuickBooks Desktop to QuickBooks Online. Just as important, Kelley Create speaks human, not IT jargon, making onboarding and ongoing support easy for a non-technical team.

“IT is not our strong point,” Jay admits. “Having a partner who speaks in layman's terms and understands our business made onboarding incredibly smooth.”

The result? Stronger security, better communication, and technology that supports growth instead of slowing it down. In fact, 2025 marked the best year in company history.

“Whether there's a correlation or not,” Jay says, “it was our first full year with Kelley Create, and it was the best year we've ever had.”

For Arrow, IT isn't just about keeping systems running; it's about protecting culture, empowering employees, and building a business designed to last. **Kelley Create helps make that possible.**

**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.**