



# Turning Risk into Reward with Document Crunch



***“ Document Crunch empowers us to quickly identify risks, streamline our reviews, and negotiate more effectively. The time savings alone have been a game-changer, but the real value is how it has helped us proactively manage risk and collaborate more efficiently. — Olivia Maddox, Risk Manager***



**MARKSMEN**  
GENERAL CONTRACTORS

**Company:** Marksmen General Contractors

**Headquarters:** San Antonio, Texas

**Average Annual Projects:** 10

## Before

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Marksmen General Contractors is a fast-growing company taking on increasingly complex projects, but their contract review process wasn't keeping pace the way they'd like. Manual, time-consuming reviews stretched resources thin, often requiring 8+ hours per contract just to ensure fairness and mitigate risk.

With contracts spanning hundreds of pages, many containing repetitive or even contradictory clauses, critical details were hard to track making it difficult to pinpoint potential exposure quickly. Risk management fell on a lean two-person team, with one full-time employee reporting directly to the CEO, leaving no room for inefficiency.

Drafting alternative contract language was another challenge. Every negotiation required hours of manual revisions, forcing the team to start from scratch rather than focusing on strategic risk mitigation. Marksmen GC needed a construction-specific AI tool that could simplify contract reviews, highlight risk instantly, and empower teams to make informed decisions faster.

## After

### DOCUMENT CRUNCH

Marksmen GC has elevated contract management from a time-consuming necessity to a competitive advantage. What once took 8+ hours per contract is now completed in just 45 minutes, allowing teams to focus on strategic decision-making instead of manual reviews. Supplier agreements that previously required three hours are now reviewed in under an hour, and 300-page owner contracts which were once a full-day effort, are now analyzed efficiently in less than an hour.

Beyond faster reviews, Document Crunch has transformed the way Marksmen GC manages contract risk. Instead of spending hours digging through dense, repetitive clauses, teams now instantly identify high-risk provisions using the power of CrunchAI™. This shift has allowed risk management to become proactive instead of reactive, giving the team time to focus on mitigation strategies, not just problem identification.

With Custom Checklists, Playbooks, Notice Builder, and seamless Procore integration, Marksmen's team now operates with speed, clarity, and confidence. What was once a bottleneck is now an asset, driving efficiency, smarter negotiations, and stronger project outcomes.

***“ We use Document Crunch for everything from prime contracts, master subcontract agreements, master purchase orders to supplier agreements. The efficiency and risk awareness it provides are truly transformative. – Olivia Maddox, Risk Manager***

## **Faster, Smarter Contract Reviews**

Marksmen GC has cut initial contract review time from 8+ hours to just 45 minutes, allowing teams to focus on higher-value tasks instead of getting buried in paperwork. Supplier agreements that once took three hours are now fully processed, in under an hour, and 300-page owner contracts, previously a full-day effort, can now have critical elements identified in less than an hour.

Beyond speed, reviews are now more thorough. The ability to quickly qualify RFPs has changed how Marksmen GC evaluates bids, ensuring risks are caught early rather than discovered later in the project. During a supplier contract review, Document Crunch instantly identified warranty terms buried in a 37-page document. Now, contract reviews aren't just faster, they're more effective.

## **Risk Management That Goes Beyond Compliance**

With Document Crunch instantly flagging high-risk provisions, the Marksmen GC team is now able to spend more time implementing mitigation strategies that keep projects on track. During a pre-bid deep dive contract review, the team quickly identified contractual requirements that would have inflated costs beyond industry standards, a level of scrutiny they previously only had time for on larger bids. Now, every project benefits from this level of risk awareness, reducing exposure and strengthening their position from the start.

## **Stronger Negotiations & Smarter Collaboration**

With alternative contract language ready in the system tailored to their exact preferences, Marksmen GC no longer has to start from scratch during negotiations. Whether working with owners, subcontractors, or suppliers, they can present well-balanced terms instantly, keeping deals moving while maintaining fair agreements.

Live contract reviews in handoff meetings have been a game-changer. Instead of taking notes and following up later, teams can pull up a contract in real-time and get answers instantly. During one review, a project manager needed to verify a specific liquidated damages clause—within 20 seconds, they had their answer, eliminating delays and keeping discussions moving.

Beyond contract terms, Notice Builder ensures compliance is handled efficiently, while the Procore integration keeps contract intelligence embedded in existing workflows, ensuring everyone stays aligned and in control. Now, Marksmen's team negotiates with confidence, and collaborates seamlessly, resulting in improved project outcomes—without the extra legwork.

***“ As a general contractor it's imperative that we maintain healthy relationships with all parties to amaze every client with a high-quality project. Document Crunch truly allows us to focus on the entire project lifecycle. – Olivia Maddox, Risk Manager.***



**Get a  
Demo**



of Document Crunch to  
experience why Marksmen  
recommends it.