

Where Early Pay Programs Lose Momentum

Across the construction industry, the issue with poor adoption is rarely the early pay concept itself. More often, the challenge lies in how internally managed programs are structured, communicated to subcontractors, and operated.

Here are some common examples of challenges GC-managed early pay programs face and how to overcome them.

1 Adoption Requires Active Outreach

Subcontractors won't discover or opt into early pay programs on their own. Without a consistent cadence at key project moments, programs stay quiet long after launch.

HOW TO ADDRESS IT

Build structured touchpoints into the project workflow — bidding, kickoff, invoice approval, payment. Each is a natural opportunity to introduce or re-engage subs on early pay.

2 Internal Ownership Is Often Undefined

No existing role at a GC naturally owns sub engagement for early pay. When responsibility isn't assigned, the program defaults to whoever has bandwidth, which is rarely enough to drive results.

HOW TO ADDRESS IT

Assign explicit ownership, define the responsibilities clearly, and tie compensation to program outcomes. Without accountability, engagement stays inconsistent.

3 The Financial Decision-Maker Is Hard to Reach

GC communications typically flow through project managers. The business owner, CFO, or controller — the people who can say yes — may never learn the program exists.

HOW TO ADDRESS IT

Map financial contacts within your subcontractor base and route early pay communications directly to them, separate from project-level correspondence.

4 Subs Hesitate to Discuss Finances with Their GC

83% of subs worry about cash flow*, but most won't address it with the GC they work with. Disclosing a working capital need can feel like it affects how future bids are evaluated.

HOW TO ADDRESS IT

Frame early pay as a performance tool available to all subs. A neutral third party facilitating the conversation removes much of the hesitation.

5 Sustained Engagement Requires Dedicated Resources

A single announcement rarely produces lasting adoption. Consistent outreach across every project and every cycle requires more than a part-time effort layered onto another role.

HOW TO ADDRESS IT

Treat subcontractor engagement as a function, not a task. Determine whether that function is best resourced internally or through a specialized partner whose incentives are tied to adoption.

6 Financial Education Isn't a GC Core Competency

Explaining early pay value requires financial fluency: effective APR, cost of capital comparisons, and how early payment fits into a subcontractor's working capital strategy.

HOW TO ADDRESS IT

Develop standardized educational content for subcontractors, or partner with a provider that already has it. Improvised explanations produce inconsistent results and reduce confidence in the program.

7 Objection Handling Requires Consistency

The most common subcontractor objection: "Why would I pay to get paid money I'm already owed?" Different team members giving different answers erodes trust over time.

HOW TO ADDRESS IT

Define a standard objection-handling framework. Anyone discussing the program should be able to explain how APR shifts with timing and how early pay compares to a sub's alternatives.

8 Pricing Is More Complex Than One Rate

A 2% fixed rate produces roughly 16% APR at 45 days early, 24% at 30 days, 48% at 15 days. One rate prices some subcontractors out while undercharging others.

HOW TO ADDRESS IT

Introduce pricing tiers based on trade type, project size, and payment timing. Assign clear ownership for pricing decisions and the commercial conversations that follow.

If your program is stalling, you have two paths forward.

OPTION 1

Strengthen the Internal Program

Internally managed programs can improve with the right investment. Dedicated headcount for subcontractor engagement, a defined communication cadence, explicit ownership, and actively managed pricing strategy address most of the friction points above. Each one is solvable. The trade-off is the time and resources required alongside your core operational priorities.

That's a calculation worth making deliberately — not an assumption that the program can't perform.

OPTION 2

Partner With an Early Pay Specialist

Providers that specialize in early pay programs bring the full stack: subcontractor outreach, onboarding, financial education, objection handling, and pricing strategy. Their incentives are aligned with yours — they earn only when the program generates activity. A good provider can work within your existing invoice approval process without requiring a platform switch. The lift on your team is minimal. The impact on adoption is typically significant.

BILLD PREDICTABLE PAY

All the program benefits. None of the operational burden.

BilldPredictablePay is a turnkey early payment program for general contractors. The moment a subcontractor's invoice is approved, they can opt in to receive early payment. Billd handles all onboarding, education, outreach, pricing discussions, and ongoing support. Your existing approval process stays exactly the same.

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- ✓ Earn discount revenue or early pay rebates
- ✓ Attract top-performing subcontractors
- ✓ Reduce subcontractor defaults and project delays
- ✓ Improve financial stability across your supply chain
- ✓ Success-based model — aligned incentives
- ✓ GC-funded, third-party funded, or hybrid
- ✓ Zero disruption to your current approval process
- ✓ Billd manages all onboarding and education