

THE EVERYTHING · FIELD GUIDES FOR TRADE BUSINESSES

The **AI** Builder Playbook

How to run a building business in the age of AI — and out-earn outfits three times your size.

THE COMPLETE SYSTEM · NO FLUFF · FREE TO SHARE

THE EVERYTHING

Read this first

Ten years ago, running a proper building business meant hiring an office person, paying a bookkeeper, and still pricing an extension off the plans at the kitchen table after the kids were in bed.

Today, a builder running three jobs and six subbies books more work, quotes faster and gets his progress claims paid quicker than a firm with a full office behind it — and spends zero nights on paperwork.

He's not smarter than you. He's not a better builder. And he's definitely not a computer person — one of the best we've seen was pricing jobs with a scale rule and a highlighter two years ago. He just worked out one thing before everyone else: **the boring half of the business — the calls, the estimates, the variations, the progress claims, the chasing, the filing — can now do itself.** So he put his energy where the money is: on the build, the subbies and the client.

This is the playbook for how he does it. No "50 prompts to copy". No tech-bro nonsense. The actual system — how to think about it, what to set up, in what order, and the mistakes that make good builders quit before it clicks. The stories in here are real trades and real small businesses we work with — names left out, numbers left in. Read it start to finish and you'll run a tighter, more profitable building business than you do right now, even if you never spend a cent on software.

A STRAIGHT WORD ON YOUR LICENCE

Nothing in here approves a build, signs off a stage, certifies that the work meets the approved plans or the Code, or replaces a licensed builder's judgement. It carries the *admin*. The build — and the responsibility for it being right, approved, inspected and defect-free through the liability period — stays yours, start to finish.

What's inside

01 The New Playing Field

The 3 things clients judge you on — and why the other side already uses AI.

02 Think AI-First

Stop bolting AI onto old habits. Re-draw the business with AI touching everything first.

03 Never Miss a Job Again

Every call answered — and every promise captured, chased, and already being worked on.

04 Quote Before You Leave the Driveway

The AI builds the estimate off your plans and your prices. You check it and send.

05 Get Paid Without the Awkward Chase

Claims out on the day you hit the stage — and variations signed before the work starts.

06 The Inbox That Runs Itself

Sorted, drafted, and watching your money — even read to you on the drive.

07 Your Digital Office Manager

The morning brief, job files that build themselves, and the paperwork sorted.

08 Look Twice as Big as You Are

Branded everything, and the review-referral flywheel that feeds itself.

09 The 30-Day Switch

One week at a time, the trust dial, and why three processes beat one.



The 2-Minute Leak Audit

Find exactly where your business is leaking money — and what to fix first.

01

CHAPTER ONE

The New Playing Field

A couple sitting on a set of drawings for a \$400,000 extension cannot tell if you're a good builder. Not standing in their driveway. They judge you on what they can see — and that's where most builders quietly lose work they'd have walked.

When a client finally decides to go ahead with the extension, the knock-down rebuild, or the reno they've been saving for since 2021, they don't ring one builder. They ring five — off the top of the Google list, or off a name their architect mentioned — and the job goes to whoever gets three things right first:

1

Did you actually pick up — or call straight back?

The extension goes to the first builder who answers, not the best one. Ring out to voicemail and a job worth more than your ute is gone before you've opened the plans.

2

Did the estimate turn up when you said, and look the part?

A tidy, itemised, staged estimate inside the week beats a lump-sum number in a text a fortnight later — every single time. Clients read the document as a preview of how you'll run their job.

3

Was dealing with you easy?

Clear updates, no chasing, no "sorry mate, forgot to send that". Easy-to-deal-with wins the second job, and the client's brother's job after that.

Notice what none of those are about? How good a builder you are. All three are about **admin and communication** — the exact stuff you hate and never have time for after a day of running six subbies.

And here's the bit nobody's telling you: the other side of the table already runs on AI. The volume builders price a whole take-off off the drawings in minutes. The project-home mobs tender that way as a matter of course. The insurer checks every line of a make-good claim against their scheduled rates the second it's uploaded. The question isn't whether AI comes into building — it's already in. The question is whether it's working *for* you or *against* you.

The good news? This is the first time in history the technology favours the small operator. The volume builders have to run committees, rollouts, IT departments and training programs. You can decide on a Tuesday and be running by Friday. The playing field just flipped: the small, fast, well-organised builder can now look and perform like the firm with a floor full of estimators and contract administrators — without their overheads.

"But I'm not a computer person"

Neither are the trades doing this best. One of the fastest adopters we've seen is a builder with 26 years on the tools who only picked up a computer three years ago. His words: *"Don't worry about spelling. Don't worry about grammar."* If you can send a text or leave a voice message, you can run everything in this playbook. Being good at typing was the old requirement. Being able to say what you want is the new one — and builders are already good at that, because you spend all day telling six subbies exactly what you want.

\$300–1,000
+ per month

What most construction job-management and estimating software charges — and it *still* makes you do the typing, the take-off and the claim schedule. One owner we know was paying a grand a month, some months three, for software his crew barely used. Keep that number in mind: everything in this playbook either replaces that spend or makes it earn its keep.

The firms three times your size are slow because they're big. That's your opening. This playbook is about walking through it.

02

CHAPTER TWO

Think AI-First

Before we touch a single tool, we need to fix how you think about this — because the biggest mistake isn't buying the wrong software. It's bolting AI onto your old way of working and wondering why nothing changed.

Every process in your business was built on one assumption: a human has to do each step. Someone answers the phone. Someone does the take-off off the plans and types the estimate. Someone writes the variation. Someone lodges the progress claim. Someone books the certifier's inspection and files the plans, the approval and the engineer's details. Your whole day is shaped around that assumption — and that assumption just died.

Don't automate your old process. **Re-draw it** — with the AI touching everything first, and you supervising. Three mental shifts, every one of them learned by a real trade business we work with:

Shift one — delegate outcomes, not steps

Stop thinking "which buttons do I click". You now talk to your business the way you'd talk to a good site foreman: say the outcome, let it work out the steps. One owner cancelled an invoice, re-issued it pro-rata and emailed the customer by saying exactly that, in one sentence. Another buys materials by sending one message from the trade counter — *"I'm at the yard grabbing the tie-downs and the bracing for the Henderson extension"* — and the purchase order, the expense and the books sort themselves. His words: *"It's one text message that just does heaps of data."*

Shift two — AI first, you second

Old way: you do the work, maybe a tool helps. New way: the AI does the first pass of everything, and you approve, tweak or overrule. The estimate is drafted before you sit down. The reply to the client's 4pm tile question is written before you open the email. The call is answered before you're off the scaffold. One customer described the routine: *"Nine times out of ten it's perfect. Just go — yep, send."* Your job shrinks to ten seconds of judgment, not forty minutes of typing. (And no — you don't hand over the keys on day one. It asks permission for everything at the start, especially money. You loosen the leash as it earns it — Chapter 9.)

Shift three — corrections are investments

With normal software, you fix the same mistake forever. With AI, you fix it once. A builder tells it that his standard extension estimate carries a provisional sum for the kitchen, a prime cost for tapware, and site costs priced separately — it answers, *"I'll remember that from now on."* And it does. Tell it that one particular client's job is a cost-plus, not a fixed price, and it never gets it wrong again. Every correction compounds. Six months in, it estimates like you, writes like you and knows your rules — because you taught it, once.

The re-imagining exercise

Walk your business and ask one question about every interaction: *"What would this look like if the AI touched it first?"*

INTERACTION	THE OLD WAY	AI-FIRST
Client rings wanting an extension priced	Voicemail. Job lost to whoever answered.	Answered, captured, booked for a site walk-through — the estimate started before you've read the plans.
Client asks on site for a wider opening	"Yeah, no worries." Never written up. Margin gone.	Captured off your voice note, priced, variation drafted and out for signature before the framer starts.
Supplier's price-list update lands	Buried under 200 emails. Old rates on your next estimate.	Extracted, applied to your rates — one line: "structural timber up on six items."
You hit lock-up	Claim goes out "when I get a chance". Cash sits out there.	Progress claim drafted the day the stage is reached, with photos attached. You check it and send.

Every chapter from here is just this exercise applied to one part of your business. You don't become an office worker. You become the owner of a business that runs itself around you.

03

CHAPTER THREE

Never Miss a Job Again

Let's start with the leak that costs you the most and hurts the least — because you never see the bill.

Builders are shocking for this, and you know it. Your phone rings forty times a day: the plasterer who's not coming, the certifier's office, the client asking about tiles at 4pm, the yard about the truss delivery. So when a number you don't know rings while you're halfway through sorting out why the slab set-out is 40mm off, it rings out. That caller — a second storey, a knock-down rebuild, a \$400,000 extension — rings the next builder on the list. Gone.

3 jobs
a year, unseen

Say you miss four calls a week. Most are subbies and suppliers. But say one a month is a live enquiry — a big reno, a second storey, an extension. Convert one in four and that's roughly three jobs a year walking straight to whoever picked up next. At builder job sizes, the margin on *one* of them dwarfs what any of this costs. You never feel it, because you never knew the phone rang. (Illustrative — but run your own numbers and it'll sting.)

And the kicker: the client who rings you doesn't leave a voicemail. They ring the next bloke.

Voicemail is where jobs go to die. The old fix was "answer more calls". The AI-first fix is bigger — because a call is really two problems, and most builders only ever think about the first.

Problem one — the call you couldn't take

You're on the scaffold, walking the frame with the certifier, or driving between three sites. An AI receptionist answers in your business's name, 24/7, sounds normal on the phone, gets the job details — *what* (extension, second storey, new build, full reno, a bathroom and kitchen), *where*, *whether there are plans or an approval already*, and roughly *when* they want to start — books the site walk-through into your calendar, flags the ones that are ready to go to the top, and texts you a summary before you're back in the ute. It doesn't take smoko, doesn't get sick, and costs a fraction of a person.

Problem two — the call you took, and half-forgot

Be honest: how many times have you said *"yeah mate, I'll get you a price for that by Friday"* from the driver's seat — and by the next site it's gone? You're not disorganised. You're running six subbies, three jobs and a supplier account, and your head is your filing system. This is where AI-first changes what a phone even *is*:

- **Every call is captured.** Recorded, transcribed, filed against the job. Eight months later, when the client says "but you said the upgraded tapware was included", you can check what was actually said.
- **The promises come out automatically.** "Estimate by Friday." "Ring the truss mob about the lead time." "Get the extra window priced as a variation." Pulled out of the conversation — you don't write anything down, because you were driving.
- **The promises chase you.** Friday morning: "You told the Hendersons they'd have their extension price today — want me to get it moving?" The follow-up your competitors never send now happens every time.
- **And if it has what it needs, the work starts itself.** The call captured the job, the address, the scope, whether there's an approval — so the estimate isn't a reminder on a list, it's a draft waiting when you pull over.

What to insist on — however you solve it

- ✓ Every call answered in your business's name — including 6pm, including Saturday.
- ✓ A searchable transcript of every call — "what did we agree about the ensuite tiles?"
- ✓ Promises land somewhere that chases you — not a notebook, not your memory.
- ✓ Job details from the call flow into the job — not re-typed three times.

THE DIY VERSION

Forward your number to a call-answering service with a tight script — name, suburb, what they're building, have they got plans, "he'll call back this arvo". And voice-memo your promises before you drive off. That alone wins jobs.

THE DONE-FOR-YOU VERSION

An all-in-one AI phone system (the sort of thing The Everything does) covers the whole standard — answered, transcribed, promises chased, estimate started from the call. Either way: never let a call — or a promise — hit the floor.

04

CHAPTER FOUR

Quote Before You Leave the Driveway

Second-biggest leak: the estimate that's "nearly done".

Here's what actually happens. You walk the site, you take the plans, you say "I'll have that to you by the end of next week" — then every night gets eaten by a subbie no-show, a delivery that landed short, and a client ringing about tiles. The take-off gets done at 9:30pm on a Sunday. Or the week after. Meanwhile the client had two other builders price it inside five days, and by the time yours lands they've mentally chosen.

Speed wins jobs

Not price. Speed. The builder whose estimate lands while the client is still excited about their drawings wins a shocking amount of the time — even when he's dearer. A fast, properly staged estimate signals the one thing a client betting \$400,000 desperately wants: this bloke's got his act together and he'll actually run my job.

The old advice was "use templates, buy estimating software". Forget that. AI-first estimating means **the AI builds the first pass. You check it.** Here's what that looks like in a real building business today.

- **You talk, it builds.** Walk the site, dictate what you see — *"single-storey extension off the back, 48 square metres, existing brick veneer, demolish the old lean-to, waffle slab, a beam through the back wall so the engineer's details matter, tie into the existing roof, kitchen as a provisional sum, six weeks"* — and it turns that into a priced, itemised, staged estimate on your template.
- **It prices from YOUR history.** Feed it your past estimates and it learns your rates, your margins, your preliminaries and your per-square numbers. Different rates for a fixed-price job vs a cost-plus? For a client vs an architect you tender to regularly? It keeps them straight.
- **It knows your rules — because you taught it once.** What your standard inclusions and exclusions are, which items you always carry as prime cost or provisional sums, your contingency on an old house where you can't see behind the walls. Teach it like an apprentice; unlike an apprentice, it never forgets.
- **It catches what you forgot.** A real trade business fed a job report in, and the AI's quote came back including the travel a paid estimator had left off the same job. It doesn't get tired at 9:30pm and skip the site costs, the temporary fencing, the skips or the crane hire. That's the point.
- **It can even go get prices.** Not sure of today's rate on structural steel or a run of LVL? It checks the supplier and slots it in — you correct it if it grabbed the wrong grade, and it remembers forever.

2–3 days
→ half a day

A builder we work with — 26 years on the tools, barely touches a computer: *"Quotes that used to take me two or three days, my AI does in half a day. I did one yesterday that would've taken two days — sent it off the same day."* Pricing came in "pretty much on par" with his own numbers, because it learned from his past quotes.

Then the bit everyone skips — **the follow-up**. One message, three days later: *"Just checking you got the estimate for the extension — happy to walk you through the staging and where the provisional sums sit."* That single message wins more jobs than dropping your price ever will, because most competitors never send it. On a job this size the client is nervous, not tight — they're weighing up the biggest cheque they'll write outside the house itself, and a calm nudge at the right moment is often all it takes to tip them your way. AI-first, the follow-up isn't a habit you build. It's a thing that just happens.

THE POINT ISN'T THE SOFTWARE

It's the standard: turned around fast, properly staged, priced from your own numbers, followed up. A builder with a scale rule and a spreadsheet who hits that standard beats a builder with expensive estimating software who doesn't. The AI just makes the standard effortless. The number at the bottom is still yours — you're the one who signs the contract and carries it.

05

CHAPTER FIVE

Get Paid Without the Awkward Chase

You've done the work. Now you've got to get the money — which for a builder isn't one invoice, it's a claim schedule, a pile of variations and a retention someone's sitting on.

The leak

is variations

Your margin doesn't usually walk out on the estimate. It walks out on site — the wider opening, the extra power points, the "while you're here" that you said yes to at 7am and never wrote up. Do that four times on one job and you've built somebody's extension for free at the edges. Every unsigned variation is money you did the work for and can't ask for.

The chasing and the paperwork are a **system** problem, not a people problem. Fix the system and you never have the awkward conversation — or send that cringey "just following up on that claim mate" email — again.

The system that gets you paid

1

Claim the stage the day you hit it

Base, frame, lock-up, fixing, practical completion. Every day you wait is a day of your money funding someone else's house. At-first, it's one sentence from the ute: "we're at lock-up on the Henderson job." It drafts the progress claim off the contract schedule, pulls the site photos from that week, and has it sitting there for you to check and send.

2

Write the variation before the work starts

Say it into your phone on site — "client wants the opening widened to 3.6, add the bigger lintel and the extra bricklaying" — and it comes back priced, written up in plain English, and ready to go out for signature. Signed first, built second. This one habit is usually worth more than everything else in this chapter combined.

3

Automate the polite nudges

A friendly reminder at day 3, 7 and 14 — automatically, so you never send it. Then a monthly statement, and a flag to you only when someone's genuinely overdue. Worth thousands in cash flow.

4

Don't let the retention quietly disappear

The last slice of the job is the slice everyone forgets — including you, because by then you're three jobs down the road. It tracks what's held, on which job, and when it's due for release, and reminds you to ask. Politely, on time, in writing.

And because money is money: this is the one place you keep the AI on a short leash at the start. It drafts, you approve, every time — until you've watched it be right for a month and tell it to stop asking.

06

CHAPTER SIX

The Inbox That Runs Itself

Your inbox is where quiet money leaks out and stress leaks in.

Supplier statements, client questions, subbie invoices, price-list updates, the certifier's inspection notes, the engineer's revised details, the revised drawings that changed the beam you already ordered — all mixed in with junk, all landing while you're standing in the mud sorting out a set-out. One store manager we work with started with a backlog of 24,000 emails: *"I'd read one email, it'd get lost. I wouldn't even be able to find it again."*

The problem isn't too much email. It's that the important stuff and the noise look identical until you stop and read it all — and you don't have time to. AI-first, the inbox becomes something that's already handled by the time you look:

- **Triaged.** The three emails that matter today float to the top, flagged with why — "this one's revision C of the drawings, and the beam changed." The tyre-kickers get filtered before they cost you a thought.
- **Drafted.** Routine replies — "yes we do extensions and second storeys", "we're booked into the new year", "here's rough per-square pricing before you commit to drawings" — written and waiting. You glance, tweak, send.
- **Answered on demand.** That same manager now just asks, "what's the current price update from the supplier?" — and it finds the latest instantly, even joining a manufacturer to the distributor who replies under a different name.

THE PART NOBODY EXPECTS — IT GUARDS YOUR MONEY

Because the AI reads everything, it catches things. One business: *"It's already saved me thousands in mis-ordered products — it said, hold on, based on your past jobs you probably want this one."* Order steel off a superseded drawing revision and it's your money, and a fortnight of program, in the skip. Another had a supplier accidentally invoice at a 50% discrepancy — flagged automatically before it was paid.

The point isn't a cleverer inbox. It's that a live extension enquiry never again dies at the bottom of a pile of supplier statements.

07

CHAPTER SEVEN

Your Digital Office Manager

Every building business has an office manager. In most, it's you — doing it badly at 10pm, because there's no one else.

+20 jobs
in one week

One building crew's admin person went on leave for a week. The owner: "We haven't had her in the office for a week, and it's helped us do her job — and we've had probably an extra 20 jobs come in through this week." Not survive the week. Their biggest week.

The office manager's job is the connective tissue: what's on today, which site you're on when, is the plasterer actually coming Thursday or is the site stopping, where are the photos from the Henderson frame, where's the engineer's revised detail, did the trusses get ordered, is the sparky booked to rough-in before the plasterer sheets, is the frame inspection booked with the certifier. You don't need to hire that person. You need the system that person would run.

The morning brief

Before you turn the key: today's sites in order, which subbies are due where and whether they've confirmed, what's waiting on materials or a delivery, which claims are out and which are late, and the one thing that'll bite you if you forget it. Two minutes with a coffee — and your subbies know too, because it sent them the confirmation last night and told you who didn't answer.

Job files that build themselves

Every photo, estimate, variation, claim and site note attaches itself to the right job — so when the client rings eighteen months into the defects liability period about a crack over the opening, the whole history's there: the drawings, the engineer's detail, the inspection, the photos from the day it was built. Not scattered across your camera roll and four text threads.

The paperwork without the dread

The paperwork that comes with the licence — the approved plans and the engineer's details, the approval and the mandatory inspection stages, the waterproofing docket for the wet areas, the termite and product certs, the subbies' insurances and their licence numbers before they set foot on your site — gets prompted, captured against the job, and kept where you can actually find it when the certifier asks. Never invented for you, and never a substitute for your own licensed sign-off on the building work — just stopped from going missing.

If it's not in the system, it doesn't exist — so your head can hold the build instead of the paperwork.

08

CHAPTER EIGHT

Look Twice as Big as You Are

Here's a secret the volume builders rely on you not knowing: most of "looking professional" is presentation — and presentation is now nearly free.

A builder with one ute and six subbies and a firm with a floor full of contract administrators can send the identical, spotless, branded estimate, claim and variation. The client can't tell which is which — so the small operator who bothers gets treated like the big one, and can charge like it. When someone is about to hand over \$400,000, presentation isn't vanity: it's the only evidence they have that you'll run the job properly.

The referral flywheel — on purpose, not by accident

- R Retain** — make the whole build easy and clear, so they'd have you back without thinking twice. On a nine-month job, communication *is* the product as far as they're concerned.
- R Review** — ask for the Google review at the moment they're happiest, right after handover when they're walking their new space, automatically, with the link. Reviews win you the next ten jobs while you sleep.
- R Refer** — happy clients refer if you make it easy and remind them. Their neighbours watched your trucks for six months. "Know anyone else thinking about an extension? We'd look after them like we looked after you."
- R Resell** — the garage conversion they said they'd do "in a couple of years"; the bathroom they ran out of budget for — it's in the call transcript, remember. A reminder at the right time turns one job into three.

This engine is pure gold and almost nobody runs it — because it means doing the boring thing at the perfect time, every time, forever. Which is exactly what a system does perfectly and a busy human never does.

START TODAY — EVEN WITH ZERO TECH

Ask every happy client for a review before you hand over the keys, and send tidy progress photos with every claim — the client who can see what they're paying for pays faster and rings you less. An extension photographs like a dream from empty site to finished room — use it. The flywheel doesn't care how it's turned. It just needs turning.

09

CHAPTER NINE

The 30-Day Switch

Everything above works. The reason most builders don't get it working is they try to do it all at once, get overwhelmed mid-job, and go back to the old way. So: one thing at a time, without stopping work.

1

Week 1 — Stop the biggest leak: the phone

Every call answered, every call captured, promises pulled out automatically. This one starts paying for the whole exercise immediately, and it's the one you'll feel first.

2

Week 2 — Fix estimating

The AI drafts the take-off from your site walk-through and your past pricing; you correct it — and every correction is a lesson it keeps. Turnaround inside the week, with the three-day follow-up. Watch your win-rate move.

3

Week 3 — Fix getting paid

Claims out the day you hit the stage, variations written up before the work starts, automatic reminders, retentions tracked — with you approving everything money-related until it's earned the leash. The week your bank balance starts looking different.

4

Week 4 — Hand over the back office

Inbox triaged and drafted, morning brief running, subbies confirmed the night before, job files building themselves, reviews asked automatically.

Why all four? Because one process never feels like much. One automated process gets a shrug. Three is where the "holy hell" moment happens — because that's when the pieces start talking to each other. The call becomes the estimate. The estimate becomes the contract and the claim schedule. The site voice note becomes the signed variation. The handover becomes the review. That's when it stops being a tool and starts being a system.

The trust dial — how to hand over without losing sleep

You don't put a new subbie on the hardest part of the job in his first week. Same here:

1

Weeks 1–2: it asks about everything

Every email draft, every claim, every variation — "here's what I'd send, OK?" You approve, correct, teach.

2

Weeks 3–4: it asks about the important stuff

Routine replies and subbie confirmations just go; money, variations and new clients still get your nod.

3

Month two onward: it asks about exceptions

You've watched it be right for weeks. Now it runs, and you get the morning brief and the flags. You're still the boss — you've just stopped being the bottleneck.

The mistakes that make good builders quit before it clicks

- **Doing all four weeks at once.** Don't. One a week. Each banks a win before you add the next.
- **Bolting AI onto the old process.** If you're still typing every take-off into the same old estimating software and asking AI to "help", you've missed the point. Re-draw the process (Chapter 2).
- **Treating it like software instead of staff.** Software you configure once and curse forever. This, you teach — and it gets better every week. The builders getting the most out of it talk to it all day, like their best foreman.
- **Waiting for perfect.** A rough system running today beats a perfect one you'll set up "when this job's finished". This job is never finished — there's always another one.



BEFORE YOU PUT THIS DOWN

The 2-Minute Leak Audit

Be honest. Tick the ones that are true right now.

- ☐ I regularly miss calls while I'm running the site — and I don't know how many jobs it's cost me.
- ☐ I've promised someone a price or a callback this month — and forgotten until they chased me.
- ☐ My estimates take longer to get out than I tell the client they will.
- ☐ I don't always follow up after sending an estimate.
- ☐ There's work on a job right now that was never written up as a variation.
- ☐ My progress claims go out later than the day I hit the stage.
- ☐ I couldn't tell you, off the top of my head, how much retention is being held on me right now.
- ☐ My inbox stresses me out, and important stuff — like a drawing revision — gets buried.
- ☐ If a client rang about a job from last year, it'd take me a while to find the details.
- ☐ My plans, approvals, inspection records and subbie insurances live in a glovebox, a ute console and four text threads.

0–2

Tight ship. A few tweaks and you're flying.

3–6

You're leaking real money in the boring half — and it's all fixable. Start with Week 1.

7+

Mate, you're doing a second job for free every week. Good news: it's exactly the stuff that's now easiest to fix.

Whatever your number — your biggest tick is your biggest opportunity. Start there.

Want it set up for you?

Everything in this playbook, you can build yourself — and you should, if you've got the time and the patience. Plenty do. If you'd rather it was just done — the AI that answers your phone, captures every promise, drafts your estimates, writes up your variations, gets your claims out and runs your back office, all in one, working in your building business this week — that's what we build. It's called The Everything.

- ✓ 14-day free trial. Cancel anytime. No lock-in, no contracts.
- ✓ Nothing important — an estimate, a variation, a claim, a client message — ever goes out without you seeing it first.
- ✓ It lives in Microsoft Teams and the tools you already use.

See it working on your own jobs at the-everything-app.com — no credit card to look.

Honest note: this won't fix a broken business, and it won't make the building decisions, sign off a stage or carry your defects liability — that's still you and your licence. What it fixes is the office job you've been doing for free after dark.