

THE EVERYTHING · FIELD GUIDES FOR TRADE BUSINESSES

The AI Demolisher Playbook

How to run a demolition business in the age of AI

— and become the demolisher builders trust with the site.

THE COMPLETE SYSTEM · NO FLUFF · FREE TO SHARE

THE EVERYTHING

Read this first

Ten years ago, running a proper demolition business meant someone on the phone, a bookkeeper, and still working out the scope, the disposal and the hazmat on a scrap of paper in the truck between sites.

Today, a small demolisher with the right setup answers every builder's call the moment it lands, quotes the whole job straight — the disconnections, the hazmat, the demo, the tip, the clean handover — and turns a handful of builders and developers into a pipeline of repeat knock-downs, while a bigger outfit across town is still returning voicemails. And he spends zero nights on paperwork.

He's not smarter than you. He's not a better operator. And he's definitely not a computer person — one of the best we've seen was still pricing jobs on a pad on the passenger seat two years ago. He just worked out one thing before everyone else: **the boring half of the business** — the enquiries, the follow-ups, the honest scoped quotes, the disconnection bookings, the hazmat clearance records, the tip dockets, the handover photos — can now do itself. So he put his energy where the money and the risk are: on site, running a safe job, and on becoming the demolisher a few good builders trust to clear a site and hand it back clean.

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 demolishers give up before it clicks. Read it start to finish and you'll run a tighter, safer, more profitable demolition business than you do right now, even if you never spend a cent on software.

A STRAIGHT WORD ON WHAT STAYS YOURS

Nothing in here decides how a structure comes down, tests or clears a hazard, or replaces the licensed people who handle it — and it never replaces your look at the site, your competence, or the standards you work to. It carries the admin. Whether a building holds asbestos or another hazard, and what it takes to make it safe, is a call for qualified testing and licensed removal, never a number a computer invents; how a structure is brought down safely, and how neighbours and the site next door are protected, is your judgement and your crew's; and the safety of the job — the disconnections confirmed, the hazard cleared by the right licensed people, the site left safe — is bound by the standards and stays with you. All of it stays yours, start to finish.

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01

CHAPTER ONE

The New Playing Field

A builder ringing round for a demo quote can't see your gear or watch your crew work. They judge you on what they can reach — and that's where most demolishers quietly lose the best builders of the year.

Your customer is often a builder or developer with a knock-down-rebuild clock ticking, or a homeowner clearing a block to build — someone who needs a site cleared safely, legally and on time so their project can start. And here's what makes missing the call so costly: they ring because their program can't start until the old structure is gone. The job goes to whoever gets three things right first:

- 1 Did you answer — and give a straight steer?** The first demolisher to pick up and talk through the job wins the site look. Let it ring out while you're running a machine and they ring the next mob — and may move their whole rebuild pipeline with them.
- 2 Will you turn up when you say, and is it safe and legal?** A builder needs the site cleared on program, with the hazmat handled by the right licensed people and the neighbours protected. Reliable and safe beats cheap and reckless every time — because a botched demo is their problem too.
- 3 Are you straight about what's in the price?** The disconnections, the hazard testing and removal, the demo, the disposal, the clean handover — named up front. A cheap number that quietly leaves out the hazmat and springs it mid-job loses the builder for good.

Notice what none of those are about? Being the cheapest number on the phone. All three are about being reachable, reliable and straight — the exact stuff that's easy to drop at the end of a day on site. And the other side already runs on AI. The question isn't whether AI comes into demolition — it's whether it's working for you or against you.

The good news? This is the first time the technology favours the small operator. The big firms rolling up the trade run committees, rollouts and training programs. You can decide on a Tuesday and be answering first by Friday. The playing field just flipped: the small, reliable demolisher can now look and perform like the national outfit — without the overheads, and without a builder ever getting a voicemail when they need a site cleared to start.

“But I'm not a computer person”

Neither are the trades doing this best. One of the fastest adopters we've seen is a trade-business owner 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 able to say what you want is the new requirement — and demolishers, who talk a builder through scope, hazmat and access every day, are already good at that.

**\$200–
800**
+ per month

What job-management software commonly charges in AUD — and it still makes you do the typing and the chasing. One owner was paying a grand a month for tools his team barely used. 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.

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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 builder's call. Someone works out the scope, the disposal and the hazmat. Someone tracks the disconnection bookings, the clearance certificates, the tip dockets. 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:

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 leading hand: say the outcome, let it work out the steps. One owner reorders consumables by sending one message from the supplier counter — “grabbing gear for the Nguyen knock-down” — and the order, the expense and the books sort themselves.

Shift two — AI first, you second

The AI does the first pass of everything, and you approve, tweak or overrule. The scoped quote is drafted before you sit down. One customer described it: **“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.

Shift three — corrections are investments

With normal software, you fix the same mistake forever. With AI, you fix it once. Tell it a standard quote always names the disconnections, the hazard testing and removal, the demo, the disposal and the clean handover — and that you never give a firm figure on a hazmat job sight-unseen — and it answers, **“I’ll remember that from now on.”** Every correction compounds. Six months in, it quotes 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
Builder rings while you're running a machine	Voicemail. They ring the next demolisher.	Answered and qualified, site look booked — a straight scoped figure drafted by morning.
Hazmat turns up that wasn't visible on the walk-through	Awkward mid-job call, builder feels ambushed.	Flagged the moment it's found, the builder told what the licensed removal costs before the work goes ahead.
Supplier or tip price update lands	Buried under 200 emails. Old disposal rates on your next quote.	Extracted, applied to your rates — “tip fees up, disposal line adjusted.”
A job's finished	Handover photos on the phone, clearance certs somewhere in the ute.	Handover pack assembled against the job, next knock-down chased from the builder.

Every chapter from here is just this exercise applied to one part of your business.

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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.

The highest-value work in demolition doesn't arrive as an emergency. It arrives as a call from a builder or developer whose rebuild program can't start until the old structure is gone — and it's perishable in a way that's brutal: whoever answers first wins the site look, and whoever's slow doesn't get a second chance, because they ring the next demolisher on the list. The call buzzes in the cab at 4pm while you're running a machine mid-strip. It rings out. That builder rings the next mob, books the site look with them, and now they're the go-to. Gone — and not just this job, maybe every knock-down that builder has next.

First in

wins the site

A builder rings because their program can't start until the site's clear. A missed call isn't a deferred sale — it's the job, and often the whole knock-down-rebuild pipeline behind that builder, handed to whoever picked up. And slow response drags your search ranking down, so it costs you the next one too.

The builder ready to book doesn't leave a voicemail. They ring the next mob. Voicemail is where the best relationships of the year go to die. The AI-first fix is bigger — because an enquiry is really two problems.

Problem one — the call you couldn't take

An AI receptionist answers in your business's name, 24/7, sounds calm and normal on the phone, and captures every detail — where the site is, what's coming down, the age of the building, the access, whether services are still live — while you're on a machine or asleep. And it does the thing that wins the job: it answers first, every time, so you're the demolisher who books the site look while the others are still on voicemail.

Problem two — the relationship nobody built

A demolition business isn't won on one job — it's won on becoming a few good builders' and developers' go-to. Most demolishers quote a job and never think past it. The one who answers first every time, turns up when he says, runs a safe job and hands the site back clean is the one that builder calls for the next knock-down, and the one after, and puts onto the developer they work for.

- ✓ Every enquiry answered in your business's name — including 6pm, including Sunday, including the week every builder in town wants a site cleared at once.
- ✓ A searchable record of every call — “what did we agree on scope and the hazmat for the Rossi knock-down?”
- ✓ Follow-ups that keep you in front of the builders and developers who matter — so when their next site comes up, you're the demolisher they ring, not a number they've lost.
- ✓ Job details from the enquiry — site, building age, access, live services — flow straight into the job, not re-typed three times.

The phone stops being the thing that costs you the best builders and becomes the thing that books the site look — and keeps you the go-to they call for every knock-down.

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CHAPTER FOUR

Quote the Whole Job Straight — Hazmat and All

Demolition has a quoting shape most trades don't: the number on the phone is never the job. A demo price is a *scope* — the disconnections made safe, the hazardous material tested and licensed-removed, the structure brought down, the material carted and tipped, and the site left clean and safe — and the danger lives in what a cheap quote quietly leaves out.

Scope, not a number

and the hazmat is the tell

A demo job is five things, not one price: the disconnections (power, water, gas, comms made safe), the hazard — asbestos or other material that must be tested by someone qualified and removed by the right licensed people *before* the machine touches it, the demolition itself, the cart-and-tip disposal, and the clean, safe handover. The lowballer “forgets” the hazmat and the disposal to look cheaper, then springs a dangerous, expensive blow-out mid-job. Name all five, price the hazard honestly, and you're the demolisher a builder trusts with their site.

Here's the honest truth of this trade: **a firm price down the phone, sight-unseen, is the red flag — not the reassurance.** Nobody can price a knock-down properly without seeing the structure, the services, the access and, above all, what's in the building. The honest move is to give a rough steer, then book a site look — check the structure, the live services, the access for machines and trucks, and get the hazardous material tested — before you commit a scoped figure.

AI-first quoting makes that easy: the AI *qualifies* the job before a machine rolls. Here's what that looks like in a real demolition business today.

- ✓ **It asks the right questions first.** From the enquiry, the AI works through what actually sets the price — what's coming down, the age of the building, whether services are live, the access, the likely disposal — so you book the site look with the right information in hand.
- ✓ **It prices from YOUR structure.** Feed it your past jobs and it learns your scoped rates and your disposal costs — and drafts a straight, itemised figure with the hazmat named as its own line, not a flat number that hides it.
- ✓ **It catches what a tired quote drops.** It doesn't forget the disconnections, the tip fees, or the fact that an older building almost certainly needs the hazard tested before anyone commits a price.

The hidden hazard

the line you never leave off

Here's the trust-killer — and the danger — of this trade: an operator quotes a cheap knock-down, says nothing about the asbestos or other hazard likely in an older building, wins on price, and then either springs a big “extra” mid-job or, far worse, cuts the corner. The honest demolisher says it plainly up front: an older building has to be tested, and anything hazardous has to be removed by the right licensed people before the machine touches it — and that's a real cost that a straight quote names and a cheap one hides. Refusing to price a hazard blind isn't you being difficult. It's the whole reason a good builder should pick you.

The site look on a hazmat job isn't friction — it's the sell

For any older structure, the move is to give a rough steer, book the look and get the hazard tested before you commit the number. Framed right, that's not a delay — it tells a builder you won't under-quote their site and then come back cap in hand, or worse, cut a corner on something dangerous. “I'll give you a ballpark now, and a firm scoped price once I've seen the site and had the hazardous material checked, so the number I give you is one you can build your own program on” turns your honesty into the reason they picked you.

Then the bit everyone skips — staying in front of the builder. One message after a job: “Site's cleared, handover pack and clearance records are with you — what's the next one?” That single habit wins more repeat knock-downs than dropping your price ever will. AI-first, that follow-up isn't a thing you remember. It's a thing that just happens.

THE POINT ISN'T THE SOFTWARE

It's the standard: quote the whole scope straight, price the hazard honestly, book a look before you commit a firm number, and hand the site back clean and safe. A demolisher with a notepad who hits that standard beats one with an app who doesn't. The AI just makes the standard effortless.

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CHAPTER FIVE

Get Paid Without the Awkward Chase

You've won the job. Now you've got to get the money — and in demolition that's rarely one invoice. There's a deposit to mobilise, the milestones as the job moves, and the disposal costs you carry along the way — and a builder who hates a surprise on the bill even more than most.

Deposit + milestones

no surprise variation

The single most reassuring thing you can do for a builder is be straight and steady on the money: a deposit to mobilise, progress claims as the job hits its marks — services disconnected, hazard cleared, structure down, site cleaned — and any variation had as a *conversation before the work*, not sprung after. A surprise “extra” on a demo bill — especially a hazmat one — is the exact thing that turns a repeat builder into a one-off. Steady, predictable billing isn't just fair — it's your strongest reason to be kept.

The chasing is a system problem, not a people problem. Fix the system and you never have the awkward conversation again.

- 1 Take the deposit to mobilise.** A clear deposit request when the job's booked and the site look's done beats “here are our bank details” — and it commits the builder and covers your first costs.
- 2 Claim on the milestones.** Progress claims as the job moves — disconnections done, hazard cleared, structure down, site handed over — so nobody's carrying the whole job on trust, and the builder always knows where the number's at.
- 3 Have the variation conversation early.** If something turns up on site that wasn't visible — more hazardous material, a services surprise — the builder hears what it costs and why *before* the work goes ahead. A conversation, not an ambush at invoice time.
- 4 Escalate the tone only if you have to.** Most pay on nudge one or two. You stay the good guy the whole way.

Money is money: this is the one place you keep the AI on a short leash at the start. It drafts, you approve — until you've watched it be right for a month.

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CHAPTER SIX

The Inbox That Runs Itself

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

Hazmat reports, a builder confirming a start date, a services authority confirming a disconnection, tip weighbridge dockets, clearance certificates, a developer asking if you can fit their next site in — all mixed in with junk, all landing while you're on a machine with dust in the air. One trade owner 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."

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 the hazmat clearance for the Rossi site, you're cleared to start."
- ✓ **Drafted.** Routine replies — "yes, we handle the disconnections", "we can start Thursday once the hazard's cleared" — written and waiting. You glance, tweak, send.
- ✓ **Answered on demand.** "What did we scope the Rossi knock-down at, and did the hazmat come back?" — and it finds it instantly.

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." Another had a supplier accidentally invoice at a 50% discrepancy — flagged automatically before it was paid.

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CHAPTER SEVEN

Your Digital Office Manager

Every demolition business has an office manager. Usually it's you, doing it badly at 10pm.

One week

no office admin

One trade business'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." It ended up being one of their strongest weeks — not survive the week, one of their best — because the follow-ups and the chasing didn't stop when she did.

The morning brief

Before you turn the key: today's site looks and start dates in order, which sites are waiting on a hazard clearance before you can start, which disconnection you're waiting on, which builder should get a follow-up today, who to chase for a progress claim, and the one neighbour notification or clearance record that'll bite you if you forget it. Two minutes with a coffee — and your leading hand knows too.

Job files that build themselves

Every photo, quote, hazmat report and docket attaches itself to the right job — so when the builder rings in three months for their next site, the whole history's there. The enquiry, the scope, the disconnection confirmations, the clearance certificates, the tip weighbridge dockets, the handover photos — all in one place.

The paperwork without the dread

The hazard clearance record, the disposal dockets, the handover photos and sign-off, the neighbour notifications — prompted, captured against the job, and kept where you can find it. Never invented for you, never a substitute for licensed removal or your own competence — just stopped from going missing when it matters most.

08

CHAPTER EIGHT

Look Twice as Big as You Are

Here's a secret the big firms rely on you not knowing: most of “looking professional” — and “looking like a demolisher a builder can trust with a site” — is presentation, and presentation is now nearly free.

A small demolisher and a fifty-person outfit can send the identical, spotless, branded scoped quote — and show the same fast response, the same hazmat clearance records, the same clean handover packs, and the same real reviews from builders. In a trade where a builder is trusting you with a dangerous job on their program, the small operator who looks reliable, safe and organised gets trusted like the big one — and kept.

The referral flywheel — on purpose, not by accident

- 1 **Retain** — answer first, turn up when you say, run a safe job and hand the site back clean, so you're the demolisher that builder calls for the next knock-down without shopping around.
- 2 **Review** — ask for the Google review the moment a builder's happiest, the day you hand back a clean site with the clearance records, automatically, with the link. Reviews and fast response lift your ranking — and a builder choosing a demolisher leans on both.
- 3 **Refer** — demolition sits at the front of a web of trades on every knock-down-rebuild. The builder who found you reliable and safe puts you onto their developer, their next site, their network. It's one of the strongest referral webs in the trades.
- 4 **Resell** — this is the whole game. One good builder or developer isn't a job, it's a pipeline of knock-downs: the next site, and the one after. It's all in the job file. A follow-up at the right time turns one relationship into years of work.

START TODAY — EVEN WITH ZERO TECH

Ask every builder for a review the day you hand back a clean, safe site, and always ask the one question that opens the ladder — “what have you got coming up next, and who else on your jobs needs a site cleared?” A builder who just watched you run a safe job and hand it back clean is the most receptive you'll ever find them.

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CHAPTER NINE

The 30-Day Switch

Everything above works. The reason most demolishers 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 missed call.** Every enquiry answered and qualified, a straight steer given, the site look booked. This starts paying for the whole exercise immediately.
- 2 **Week 2 — Fix quoting.** The AI qualifies the job and drafts a straight, itemised scope with the hazmat named as its own line from your structure; you correct it — and every correction is a lesson it keeps. Site look before any firm number on an older building, follow-up after every job.
- 3 **Week 3 — Fix getting paid.** The deposit to mobilise, progress claims on the milestones, variations flagged early, automatic reminders — with you approving everything money-related until it's earned the leash.
- 4 **Week 4 — Hand over the back office.** Inbox triaged and drafted, morning brief running, job files and hazmat/handover records building themselves, reviews asked automatically, the next site chased from the builder network.

Why all four? Because one process never feels like much. Three is where the “holy hell” moment happens — because that's when the pieces start talking to each other. The call becomes the site look. The look becomes the scoped job. The job becomes the clean handover, the review and the next knock-down from the same builder.

The trust dial — how to hand over without losing sleep

You don't hand a new operator the keys to the excavator on day one. Same here:

- 1 **Weeks 1–2: it asks about everything.** Every email draft, every quote — “here's what I'd send, OK?” You approve, correct, teach.
- 2 **Weeks 3–4: it asks about the important stuff.** Routine replies just go; money, new builders, and anything with weight — scopes, hazmat lines, start dates — still get your nod.
- 3 **Month two onward: it asks about exceptions.** 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 demolishers 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 job into the same old software and asking AI to “help”, you've missed the point. Re-draw the process (Chapter 2).
- ✓ **Reaching for fake urgency.** The flaky operators use “sign today”. You've got a real lever — booked capacity: “I can get a crew on your site the week you need it cleared” — so use that honest one, and let it do the pushing.
- ✓ **Competing on price by cutting the scope.** The moment you win by quietly leaving the hazmat or the disposal off the number, you're the dangerous one-off. A builder pays for a demolisher who clears the site safely, legally and on time — being trusted with the job wins the repeat, not the lowest number.



BEFORE YOU PUT THIS DOWN

The 2-Minute Leak Audit

Most demolishers aren't short of skill — they're losing builders. Your money isn't in winning strangers on a cheap number; it's in becoming a few good builders' and developers' go-to, because one relationship is a pipeline of knock-downs and referrals across every trade on their sites. That's the tell: answer first, be reliable, run a safe job, hand back a clean site. Be honest — tick the ones that are true right now.

- ✓ I'm often slow to answer calls — and I don't know how many builders the delay has cost me.
- ✓ A builder's call has rung out and I never knew, and they went to the next demolisher.
- ✓ I've given a firm price down the phone on a job I hadn't seen — and worn the loss.
- ✓ I've won a job on a cheap number that quietly left the hazmat or the disposal off.
- ✓ I've sprung a builder with a mid-job “extra” they never saw coming.
- ✓ I don't stay in front of good builders and developers between jobs, so they lose my number.
- ✓ My clearance certificates, tip dockets and handover photos live in the ute, not in one place.
- ✓ I've missed a start date and left a builder's program waiting without a heads-up.
- ✓ My inbox stresses me out, and important stuff — a hazmat clearance, a disconnection — gets buried.
- ✓ If a builder rang about a past knock-down, it'd take me a while to find the scope and the records.

0–2

Tight ship. A few tweaks and you're the go-to for more builders.

3–6

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

7+

Mate, you're doing the hard, dangerous work and handing the builder to whoever answered first. Good news: it's exactly the stuff that's now easiest to fix.

The biggest lever isn't a cheaper number — it's answering first, running a safe job, and turning each builder into a pipeline of knock-downs and referrals across their sites. 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 the moment a builder rings, qualifies the job and books the site look, drafts a straight, itemised scope with the hazmat named honestly as its own line, takes the deposit and claims on the milestones and flags a variation before it bites, keeps the hazard clearance and handover records, and chases the next knock-down from the builders and developers who already know you turn up when you say and hand the site back clean — all in one, working in your demolition business this week — that's what we build. It's called .

- ✓ 14-day free trial. Cancel anytime. No fixed contracts, no catch.
- ✓ Nothing important — a quote, an invoice, a builder's 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 decide how a structure comes down, test or clear a hazard, or replace the licensed people who handle it — that's still you, your look at the site, and your competence. What it fixes is the office job you've been doing for free after dark.