THE EVERYTHING · FIELD GUIDES FOR TRADE BUSINESSES

The AI Glaziers Playbook

How to run a glass and glazing 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 glazing business meant a person on the phone, a bookkeeper, and still working out the measure and the glass grade on a scrap of paper at the kitchen table after the kids were in bed.

Today, a two-van glazing outfit with the right setup answers every after-hours call, quotes faster and gets paid quicker than a ten-truck mob across town — and spends zero nights on paperwork.

He's not smarter than you. He's not a better glazier. And he's definitely not a computer person — one of the best we've seen was working out cut sizes on a pad on the bonnet of the truck two years ago. He just worked out one thing before everyone else: **the boring half of the business** — the calls, the quotes, the measures written up, the invoices, the insurer chasing, the filing — can now do itself. So he put his energy where the money is: on the tools, and on the customer.

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 glaziers quit before it clicks. Read it start to finish and you'll run a tighter, more profitable glazing 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 signs off that a building complies, certifies that glass meets the safety-glass standard, or decides who owns the glass on a strata wall — and it never replaces your judgement, the certifier's, or the insurer's. It carries the admin. Where safety glass is required it's a life-safety call, and who pays is a legal one: both stay yours, start to finish.

What's inside

01 CHAPTER ONE

The New Playing Field

Someone standing in a room with a smashed window and glass across the floor can't tell if you're a good glazier. They judge you on what they can reach — and that's where most glazing outfits quietly lose the best work of the week.

Nobody wakes up wanting a new window. The phone rings because something *broke* — a break-in overnight, a storm through the front of the house, a kicked-in shopfront, a shower screen gone across the bathroom before guests arrive. They don't ring one glazier. They ring down the Google list until someone picks up — and the job goes to whoever gets three things right first:

1. **Did you actually pick up — at 9pm, on a Sunday?** The break-in and the smashed shopfront happen after hours, and they go to the first glazier who answers, not the best one. Ring out to voicemail and it's lost before you've asked a single question.
2. **Did you make it safe, fast?** Whoever secures the opening tonight owns the reglaze and the insurance job that follow. Boarding it up isn't the small job — it's the door to the big one.
3. **Was dealing with you easy?** Clear updates, the insurer handled, no chasing. Easy-to-deal-with wins the reglaze, the shower screen and the splashback after the make-safe.

Notice what none of those are about? How well you cut glass. All three are about being reachable and running the admin — the exact stuff you hate at the end of a day on the tools. And here's the bit nobody's telling you: the other side already runs on AI. The question isn't whether AI comes into glazing — 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 run committees, rollouts and training programs. You can decide on a Tuesday and be answering every call by Friday. The playing field just flipped: the small, fast, reachable glazier can now look and perform like the big outfit — without the big outfit's 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 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 glaziers are already good at that.

$300–1,000

+ per month

What most trade job-management and quoting software charges in AUD — and it still makes you do the typing and the measure write-up. One owner was paying a grand a month, some months three, for software his crew 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.

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 writes up the measure and types the quote. Someone rings the insurer about the claim. 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 offsider: say the outcome, let it work out the steps. One owner orders glass by sending one message from the trade counter — “grabbing the toughened for the Nguyen shower screen and the obscure for the bathroom reglaze” — 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 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 reglaze quote includes the make-safe when it's after hours, the tip run for the broken glass, and Grade A safety glass wherever the standard calls for it — 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
Break-in call comes in at 11pm	Voicemail. Job lost to whoever answered.	Answered, details captured, make-safe booked — the reglaze quote drafted by morning.
Glass delivery arrives wrong size	You notice on site, chase the factory, lose the install slot.	Flagged against the job, re-ordered automatically — you hear only if it slips again.
Supplier's price-list update lands	Buried under 200 emails. Old rates on your next quote.	Extracted, applied to your rates — “toughened and laminated up on six lines.”
Job finishes	Invoice “tonight”. Review never asked for.	Invoice sent from the truck. Review asked while they're still relieved.

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

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.

The highest-value jobs in glazing don't arrive at 10am with a polite enquiry. They arrive at 9pm as a break-in, in the middle of a storm, as a smashed shopfront the owner just got a call about — and they arrive while you're on the tools, driving, or asleep. The phone buzzes in the truck. It rings out. That caller — a make-safe tonight, a reglaze next week, an insurance job behind it — rings the next glazier on the list. Gone.

78%
book the first responder

Across the trades, most people book with the *first* business that answers — not the cheapest, not the most experienced. In glazing that's brutal: the person with a broken window isn't shopping, they want it made safe tonight. Whoever picks up and secures the opening owns the reglaze and the insurer's invoice behind it. Miss the call and you miss all three.

The customer with a smashed window doesn't leave a voicemail. They ring the next mob. Voicemail is where the best jobs of the week go to die. The AI-first fix is bigger — because a call is really two problems.

Problem one — the call you couldn't take

An AI receptionist answers in your business's name, 24/7, sounds normal on the phone, and captures every detail — what broke, where, who's paying — while you're still asleep or up a ladder.

Problem two — the promise you couldn't keep

The second half of a missed call is the promise nobody wrote down. “I'll get you booked in for the make-safe.” “I'll ring your insurer Monday.” The AI captures the promise and chases it — you, or the customer — until it's done.

- ✓ Every call answered in your business's name — including 9pm, including Sunday, including mid-storm when every phone in town is ringing at once.
- ✓ A searchable transcript of every call — “what did we agree about the make-safe and the excess?”
- ✓ Promises land somewhere that chases you — not a notebook, not your memory at the end of a 12-hour day.
- ✓ Job details from the call — glass type, size, who's paying — flow straight into the job, not re-typed three times.

The phone stops being the thing that costs you the best jobs and becomes the thing that books them — even at 3am, even when both hands are full.

04 CHAPTER FOUR

Quote Before You Leave the Driveway

Glazing has a quoting trap most trades don't: the customer sends a photo of a broken window and asks "how much?" Answer with a number and you've already lost — one way or the other.

One photo
can't price glass

Two broken windows that look identical in a phone photo can differ by a big multiple in real cost — annealed or toughened, single or a sealed double-glazed unit, the thickness the size demands, a Low-E coating to match, ground floor or two storeys up. Quote a flat number sight-unseen and you either lose the job when the real price lands higher, or win it and eat the loss when the glass turns out to be laminated.

Worse: on toughened and made-to-size glass, a wrong measure isn't a fixable mistake — it's a write-off. Toughened can't be trimmed once it's made; 3mm too big and the whole piece is scrap, re-ordered and re-paid. That's why quoting off a text photo is one bad assumption from eating the glass.

AI-first quoting flips it: the AI *qualifies* the job before a truck rolls. Here's what that looks like in a real glazing business today.

- ✓ **It asks the right questions first.** From the call or the photo, the AI works through what actually sets the price — glass type, size, single or double-glazed, safety-grade, access and who's paying — so you roll a truck to a measure, not a maybe.
- ✓ **It prices from YOUR history.** Feed it your past quotes and it learns your rates by glass type and grade, your make-safe charge, your after-hours call-out, your margins.
- ✓ **It catches what you forgot.** It doesn't get tired at 9:30pm and leave off the tip run for the broken glass, the safety-grade the standard requires, or the second-storey access.

Same day

quote, done right

A trade-business owner — 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.

The site measure isn't bureaucracy — it's the sell

Because toughened and laminated are made to size and can't be re-cut, the honest move is to secure the opening now and confirm the glass after a proper measure. Framed right, that's not a delay — it's the reason the glass fits first time. “We measure on site so your glass fits first time — no wrong-size hold-ups” turns your margin discipline into a trust signal, and quietly explains why it's two visits, not one.

Then the bit everyone skips — the follow-up. One message, two days later: “Just checking you got the quote for the reglaze.” That single message wins more jobs than dropping your rate ever will. 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: qualify before you roll, measure before you commit a price, never quote toughened off a photo, follow up every time. A glazier with a notepad who hits that standard beats one with an app who doesn't. The AI just makes the standard effortless.

05 CHAPTER FIVE

Get Paid Without the Awkward Chase

You've done the work. Now you've got to get the money — and in glazing that's rarely as simple as one customer and one invoice.

Who pays?

ask before you cut

The person who rings isn't always the one who pays. A reglaze might be billed to the owner, the landlord or property manager, the strata that owns the glass on a common wall, or the insurer on a claim. Get that wrong and the invoice bounces around for weeks. Get it right up front and the money follows the work.

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

1. **Invoice the right payer the second the job's done.** One sentence from the truck: “invoice the Wilson reglaze.” On a claim it bills the insurer direct where you can, so the customer's only out their excess.
2. **Handle the insurer's paperwork for you.** The photos, the itemised damage report and the make-safe as its own line — captured on the make-safe visit, drafted for the insurer, so the claim doesn't stall.
3. **Make paying stupidly easy.** A “pay now” link gets paid faster than “here are my bank details”, and the polite reminders at day 3, 7 and 14 send themselves.
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.

06 CHAPTER SIX

The Inbox That Runs Itself

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

Supplier statements, insurer claim numbers, glass orders, price-list updates, the builder chasing a variation on a shopfront fit-out, a strata manager asking who signs off the reglaze — all mixed in with junk, all landing while you're up a ladder with a suction cup in each hand. One store manager 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 insurer approving the claim on the shopfront.”
- ✓ **Drafted.** Routine replies — “yes we do shower screens”, “we're booked till the end of the month” — written and waiting. You glance, tweak, send.
- ✓ **Answered on demand.** “What's the current price update from the glass supplier?” — and it finds the latest 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.

07 CHAPTER SEVEN

Your Digital Office Manager

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

+20 jobs
in one week

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 — and we've had probably an extra 20 jobs come in through this week.” Not survive the week. Their biggest week.

The morning brief

Before you turn the key: today's jobs in order, which reglaze is waiting on glass from the factory, which make-safe needs to become a measure, who to chase for payment, and the one thing that'll bite you if you forget it. Two minutes with a coffee — and your offsider knows too.

Job files that build themselves

Every photo, quote, invoice, measure and insurer email attaches itself to the right job — so when the customer rings in eight months about the same window, the whole history's there. The break-in photos, the measure you took, the claim number, the email where the strata said yes — all in one place.

The paperwork without the dread

The insurer's damage report, the safety-glass call on a low pane beside a door, the strata approval before you touch a common wall — prompted, captured against the job, and kept where you can find it. Never invented for you, and never a substitute for a certifier's sign-off — just stopped from going missing.

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” is presentation — and presentation is now nearly free.

A one-van glazier and a fifty-person outfit can send the identical, spotless, branded quote and claim report. The customer can't tell which is which — so the small operator who bothers gets treated like the big one, and can charge like it.

The referral flywheel — on purpose, not by accident

1. **Retain** — make the whole job easy and clear, insurer handled, so they'd have you back without thinking twice.
2. **Review** — ask for the Google review at the moment they're happiest, right after the new glass is in and the mess is gone, automatically, with the link.
3. **Refer** — the make-safe you did on the shopfront gets seen by every business on the strip; the strata job gets you the next unit in the block.
4. **Resell** — the shower screen they mentioned, the fogged double-glazed unit in the other room, the splashback before Christmas — it's in the call transcript. A reminder at the right time turns one job into three.

START TODAY — EVEN WITH ZERO TECH

Ask every happy customer for a review before you pack up the van, and send tidy before-and-after photos with every invoice. A smashed window gone and clean new glass in photographs like a dream — use it.

09 CHAPTER NINE

The 30-Day Switch

Everything above works. The reason most glaziers 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 after-hours phone.** Every call answered, every break-in and storm job captured, promises pulled out automatically. This starts paying for the whole exercise immediately.
2. **Week 2 — Fix quoting.** The AI qualifies the job and drafts the quote from your history; you correct it — and every correction is a lesson it keeps. Same-day quotes with the two-day follow-up.
3. **Week 3 — Fix getting paid.** The right invoice to the right payer, insurer paperwork handled, easy payment, 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 building themselves, reviews asked automatically.

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 make-safe. The make-safe becomes the reglaze. The reglaze becomes the invoice and the review.

The trust dial — how to hand over without losing sleep

You don't hand a new offsider the van and a job on day one. Same here:

1. **Weeks 1–2: it asks about everything.** Every email draft, every invoice — “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, insurers and new customers 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 glaziers 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 measure into the same old 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.
- ✓ **Waiting for perfect.** A rough system running today beats a perfect one you'll set up “when things quiet down”. Things never quiet down.

BEFORE YOU PUT THIS DOWN

The 2-Minute Leak Audit

Most glaziers aren't short of skill or hours — they're losing jobs they already had a shot at winning. Lift your close rate on the same enquiries and you add hundreds of jobs a year before buying a single new lead. Be honest — tick the ones that are true right now.

- ✓ I regularly miss calls after hours and on weekends — and I don't know how many jobs it's cost me.
- ✓ A break-in or storm job has gone to voicemail and I never knew the phone rang.
- ✓ I've quoted a reglaze off a photo without a proper measure.
- ✓ I don't always follow up after sending a quote.
- ✓ I've started work before I confirmed who was actually paying — owner, landlord, strata or insurer.
- ✓ I leave the insurer paperwork to the customer instead of handling it.
- ✓ My invoices take longer than two weeks to get paid.
- ✓ I've sent an awkward “just chasing that invoice” message in the last month.
- ✓ My inbox stresses me out, and important stuff gets buried.
- ✓ If a customer rang about a job from last year, it'd take me a while to find the details.

0–2	3–6	7+
Tight ship. A few tweaks and you're flying.	You're leaking real jobs in the boring half — and it's all fixable. Start with Week 1.	Mate, the best jobs of the week are walking to whoever answers next. Good news: it's exactly the stuff that's now easiest to fix.

The biggest lever isn't more leads — it's closing more of the calls you already get. Your biggest tick is your biggest opportunity. Start there.

ONE LAST THING

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 at 3am, captures every break-in and storm job, qualifies and quotes the reglaze, handles the insurer and chases the invoice, all in one, working in your glazing 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 — a quote, an invoice, a customer 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 sign off that a building complies, decide who owns the glass, or make the safety-glass call — that's still you, the certifier and the insurer. What it fixes is the office job you've been doing for free after dark.