

Run your whole roofing company from one screen.

Leads, satellite measuring, estimates, e-signatures, permits, production and getting paid — laid out in the order you actually work a job.

1 Lead

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2 Measure

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3 Estimate

>

4 Sign

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5 Permit

>

6 Build

>

7 Get paid

>

8 Grow

01

Leads & Customers

Every customer, every contact, one place.

- Customer records with homeowner, adjuster and extra contacts
- Flags a possible duplicate before you create it
- Full activity timeline on every job
- Search anything in the app instantly (Ctrl+K)

02

Measure from Satellite

No ladder. No per-report fees.

- Trace the roof on satellite imagery — squares calculate themselves
- Ridge, hip, valley, eave, rake, drip edge, step and headwall flashing
- Pitch pulled from satellite, then confirmed by you
- Printable measurement sketch for the job file

03

Estimates

Retail or insurance, built in minutes.

- Saved templates plus your own product catalog
- Insurance line items with RCV, ACV, depreciation and O&P
- Change orders tracked against the original contract
- Duplicate any estimate, or save it as a new template

04

E-Signatures

Homeowner signs from their phone.

- Send one estimate, or a packet of options with job photos
- Typed or drawn signature — time, IP and device recorded
- Signed PDF saved to the job automatically
- Signed estimates lock, so nobody can change them after the fact

05

Permits

Less paperwork at the permit counter.

- Permit checklist pre-filled from the job's measurements
- Satellite guesses flagged until someone confirms them
- Upload a permit and AI reads the details for you
- Final permit check before a job can close out

06

Production

Keep crews and materials moving.

- Calendar, appointments and tasks
- Work orders, plus material orders emailed straight to your supplier
- Job photos organized by project, shrunk automatically on upload
- Shareable photo gallery link for the homeowner

07

Get Paid

Invoice today. Get paid today.

- Invoices built straight from the signed estimate and change orders
- Deposit requests, deducted automatically on the final invoice
- Homeowner pays online by card or bank transfer
- Every payment tracked – paid, partial or overdue

08

Know Your Numbers

See what's actually making money.

- Reports: pipeline, close rate, sales by rep, job mix, money owed
- Job profit sheets with commission and custom deductions
- Snap a receipt – AI turns it into a job expense
- Reps see only their own jobs; owners see everything

Any device

Phone, tablet or desktop

Your brand

Emails go out under your company name

Your data

Walled off from every other company

Coming soon

Texting, QuickBooks sync, financing

Try it free for 30 days.

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