InstaBid

MEDIA KIT · NOVEMBER 2026

The contractor operating system.

It answers the lead, interviews the job like a 30-year GC, prices it from real, regional costs or his own supply-house account, and books the start date — built for the small residential contractor everyone else skips.

> *"It's that deal all the way down to the bottom — all the way down to* **'you can call my cell at 1AM and cuss me out if you want.'** *That's 1950s authenticity versus this shiny SaaS six-dollar-Starbucks these punks are trying to sell."*

01 **The Product**
What it is, what's live, what it costs

02 **Paul**
The contractor page — who we build for

03 **The Moat & The Proof**
Six moats, and the numbers behind them

04 **The Network**
Enterprise, suppliers, financing partners

05 **The Founder & The Brand**
The story, the position, the boilerplate

06 **Fact Sheet**
Every citable number in one place

WHAT IT IS

Three ways in. One engine.

A multi-trade estimating engine plus **the entire close** — proposal, contract, deposit, booked start date. Built for the residential contractor who still estimates jobs himself and loses them to whoever answers first. **No setup fee, month to month.** Not enterprise software with a sales cycle.

25,533	11	<2 min	0%
HAND-WALKED PRICES	TRADES, CLIENT-FACING	JOB TO FINISHED ESTIMATE	OF THE JOB, EVER

Door one

The form LIVE

A ~5-line embed on his own site, his colors. The homeowner answers plain questions and gets a real itemized bid with a branded PDF.

He can add his own questions, wired to his own prices. "Semi-gloss +$150." "Extra can lights, $300 each."

Door two

InstaBid 411 — the dictate line LIVE

He calls his own line from a roof, a wedding, the truck. **Says the job out loud, and the estimate builds and sends.** No public number — the product is the capability.

A separate product from InstaBid Live. Included in the Shop tier.

Door three

InstaBid Live — the video walk LIVE

AI joins a video call, sees the room, and asks what a 30-year GC would ask — year built, cabinet grade, is that wall load-bearing. Counts fixtures, prices live, renders the finished room.

A separate product from InstaBid 411. Included in the Shop tier.

All three run through the same catalog, so all three produce the identical number. That's the part competitors don't have — and it's why a homeowner can start the process on their own instead of waiting on a contractor to sit down at a screen.

THE HALF NOBODY ELSE HAS

Closing the money.

The full close LIVE

Itemized proposal, contract, scope of work, before/after render of the finished space, Stripe deposit at his own percentage, and a start date on his own calendar — **one flow, no phone tag.**

He approves with **one tap from his phone** — signed review-and-send, no laptop. Nothing binds until he does, unless he switches on full auto.

Change orders LIVE

Mid-job scope priced at his numbers, branded email plus CO PDF, no-login signed approve or decline, one tap rolls it into the job total with the original bid frozen.

The single biggest money leak in contracting — change orders done on a handshake and never billed.

Follow-up that fires itself LIVE

Switch it on, and when an estimate goes quiet the follow-ups send themselves (day 3, 6 and 9 by default) — PDF re-attached, replies routed to him. Last one carries the honest line: **your prices are only good for 30 days.**

Plus a live board of quiet bids — money sitting there.

Subcontractor coordination LIVE

Win a job and the subs are notified automatically with real scope, trade-scoped. **The phone tag, gone.**

Bids come back in one table, cheapest first, one tap to award — and a margin guard means his subs never see his markup.

PRICING

SOLO · ONE TRADE

$99

/ month

The owner-operator. One trade, the full engine, the full close.

CREW · THREE TRADES

$249

/ month

The small crew running multiple trades and coordinating subs.

SHOP · EVERY TRADE

$499

/ month

Every trade, plus fully modeled GC jobs — kitchens, baths, additions. InstaBid 411 and InstaBid Live included.

10-day free trial, no card required. Month to month after that. InstaBid 411 and InstaBid Live are Shop only.

PLUGS INTO WHAT HE ALREADY USES

Supply houses

His account, his price. LIVE

He plugs in his own supplier account, and his negotiated pricing flows onto every estimate.

Everything else

QuickBooks, Slack, his CRM. LIVE

A **signed-webhook socket** that fires on estimate, change-order approval and deposit — into **Zapier, QuickBooks, Slack or his CRM**, so anything with an inbox can listen.

The pricing engine stays on our side; everything else plugs in through the socket.

One thing that isn't shipped yet: the consumer-financing button. It is the only item on this page still in progress — and it's in progress with a lending partner rather than built in-house, because the point of financing is the lender behind it, not the widget.

WHO WE BUILD FOR

Everybody loves Paul. Nobody builds for him.

> "Everybody wants to pitch the Procore gang. They all want enterprise. They want to land the big fish. **Nobody gives a shit about Paul.** Because Paul doesn't have that much money."
>
> JOHN DUDLEY · FOUNDER

Paul is a roofer. Owner-operator, one to ten crew, ten years in. He estimates himself — nights, weekends, pen and notepad. **He's earned Pro accounts at his supply houses, and no tool he's ever seen knows how to use them.**

His number

His price wins. Every time. LIVE

Every line is editable: labor, installs, materials, every multiplier, markup, tax, deposit percentage. **A price he saves survives every update and refresh** — that's enforced in code, not promised.

Most tools hand him a sell price with a margin baked in. This one hands him his cost, and the markup is his.

The job he's trying to do

Get a real number to the client first.

Six out of ten jobs go to whoever answers first. **Not the cheapest — the first.**

A Harvard Business Review study (2011) found **23% of companies never responded to a lead at all**, and another 24% took more than a day. He's on a roof when the phone rings.

What it's costing him

His evenings.

Bids get written at the kitchen table, on the weekend, hours at a time, after a full day on the job.

"The eight-hour write-up? I'd dodge it until the customer stopped waiting." — John Dudley

THE THREE SENTENCES

If he only hears one

You knew the number when you walked the job.

This writes it up, sends it, and books the deposit — **before you get off the roof.**

If he asks how he knows it's right

A bad number can't reach your customer unless you send it.

25,533 hand-walked prices. 230+ full estimates run through the engine automatically every day to catch our own drift. **Every field editable — and your edit wins permanently.** Nothing goes out without your tap.

If he asks what it costs

$99 for one trade. $249 for three. $499 for everything.

One saved evening pays for the month. One saved job pays for the year.

OPEN WITH

"Two minutes instead of your evening." The time, always the time.

For the three-trade shop: sub notifications and bid collection — the coordination hours.

For the GC: remodel wrappers, change orders, the client portal.

For the skeptic: **"You can edit every field, and nothing sends without your tap."**

NEVER OPEN WITH

Features. AI. Tiers.

Accuracy statistics — to the skeptic they read as a defense, not a proof.

The estimating engine, to a multi-trade shop. He assumes it already works.

The $99 price, in an enterprise room.

"Your rivals quote from retail. **You've earned Pro accounts.** We show your price on every estimate — the customer sees the number, and only you can profitably hit it."

THE CONTRACTOR LINE

THE MOAT IS THE STACKING

Six of them. Nobody else has all three doors on one engine.

01	**Contractor-scoped supplier pricing**	His own supply-house account, connected. His negotiated price on every estimate — not retail, not a regional average.
02	**Video estimating that sees the room**	The AI joins the walk, counts fixtures, flags real risk items, prices in-call.
03	**Cost, not sell**	The engine outputs his cost with zero platform markup. His margin goes on top, and we take zero percent of the job.
04	**The contract layer**	Scope, terms and change orders generated with the estimate, at the same price point.
05	**Review-then-send**	He sets the leash. Default: nothing reaches a customer without his tap. Trust UX and liability shield in one decision.
06	**Distribution he didn't have to buy**	A 30-year rolodex plus a nationally syndicated radio platform the founder co-hosts.

THE PROOF

Numbers that survive diligence.

THE CHECK	THE RESULT

Head-to-head vs a funded competitor
Concrete tile job, matched scope, their specialty
	`$59,770 ours`
	`$59,311 theirs`
	`within $459`

JLC Cost vs. Value industry survey Matched-scope kitchen, Seattle benchmark	`within 0.7%`
Automated checks Run on every release before it ships	`2,600+ checks`
Daily scenario watchdog Full estimates run automatically every day, with a drift alarm	`230+ / day`
Federal regional price parity BEA data behind the state multipliers	`51 states`

One note that matters when comparing: our numbers are contractor COST — the engine takes zero platform markup and his margin stays his. Most competitors publish SELL. A like-for-like comparison has to say which.

WHY NOW

> "The two halves of this each just got validated at venture scale — **by two different companies, each missing the other half.**"
>
> THE VALIDATION FRAME

One well-funded player proved AI can answer the phone and book the appointment — but a human still has to price it. Another proved AI can estimate — but has no front door, and asks the contractor to upload a measurement report first. **InstaBid is the fusion, and it's live.**

The asset

Software is the front end. The data is the asset.

Software alone is a modest business. **Software plus the pricing database is an order of magnitude different** — and the database is the part that takes years to build.

At scale, partner revenue subsidizes the $99 seat and every rival tool becomes economically hard to justify.

The scoreboard

Estimates delivered to homeowners per week.

Not revenue. Not signups. **A contractor who signed up and delivers zero estimates is a churn statistic wearing a subscription.**

Every delivered estimate is the moment the customer gets value. An enterprise partner would report the same number.

THE POSITION

We never take title to goods.

Every giant in this category owns inventory, which means every one of them has a reason to steer the contractor to a shelf. **We don't sell materials, so we have no reason to lie about a price.** That's the whole neutrality argument, and it's structural rather than a promise.

Rule one

Never sell inventory.

We're a tool, not retail. No title, no margin on goods, ever.

Rule two

Never margin-cut.

The engine outputs cost. The contractor's markup is his and we take no piece of his job.

Rule three

Never outcome-steer.

No preferred shelf, no thumb on the scale, no quiet default toward a partner's SKU.

FINANCING PARTNERS

The frame

Underwriting data at the point of intent.

Every InstaBid estimate is a structured, real-time credit signal — **itemized scope, real materials, real labor, at a known address** — not a referral link bolted onto a PDF.

Competitors offer financing as a lead-gen widget. **InstaBid generates the data layer a lender can actually price risk on** — itemized scope at a known address, before the homeowner has financing in hand.

SUPPLIERS & DISTRIBUTORS

The demand layer your rollup is missing.

The consolidators are rolling up **supply**. None of them owns **demand** — the moment the contractor decides what to buy.

That moment is an estimate line item, and it happens inside InstaBid. Neutrally brokered, contractor-retained.

Restoration & franchise networks.

A branded, financed, signed estimate **before the technician leaves the driveway** — deployable across every brand in a portfolio from one integration.

One corporate decision switches on hundreds of seats, and every one of them reports the same weekly number.

MANUFACTURERS

Three channels, one partner

The moment "a faucet" becomes a specific SKU.

InstaBid sits inside the estimate at the exact point a generic line item becomes **a named product at a named tier** — spec-in placement, plus media reach, plus a live install database. Three channels from one relationship.

Gated: this conversation opens only after the neutrality and disclosure framework ships. The neutrality position is worth more than any single placement, and we won't trade it for one.

THE FOUNDER

Thirty years with a hammer. Fifteen building tech.

John Dudley was the customer before he was the founder. He is Paul the roofer, and he is also the guy who built the tool for Paul — and that dual credibility is the part a funded team structurally cannot hire.

> "I'm going to die in this truck on this highway at this time of morning, and I will have never done the things I actually want to do."
>
> 4:30AM, PUGET SOUND — THE MORNING HE GAVE HIS TWO WEEKS' NOTICE

The through-line

"Who made this rule, and why do I have to follow it?"

The same question from a sunrise at fifteen to a 73-hour build at fifty-six. **"Same switch. Different battlefield."**

The authenticity moat

"They can copy your software. They can't copy you."

"The second you stop pretending to be the polished version, **you're a monopoly of one.**"

THE BRAND

Everybody else is selling a promise. We're selling a receipt.

A promise can be copied in an afternoon. A receipt takes years to accumulate. The contractor has been shouted at by every AI company on earth this year and believes none of them — **in a market where everybody's shouting, the quiet specific thing is the only thing audible.**

THE BIGGEST IDEA

The end of the crooks.

"The shittiest part about construction was that **the good guys don't win.** The crooks did."

"In two years the numbers are going to be inconsequential, because everybody's going to know. Everybody from my grandma to Mrs. Smith to Paul is going to know what a roof costs. Tell them different and they'll tell you you're full of it, because three other guys just told them."

"Now it's down to reputation. Now it's down to being a good dude, because you can't get away with it anymore."

DISTRIBUTION

Radio — real reach

1M+ weekly reach.

Syndicated across **200+ stations**. The founder co-hosts the show.

He isn't advertising on the show. He is the show — and the tool is built by the co-host.

Podcast — a subset

Top-ranked home-improvement podcast.

The podcast is a **subset** of the radio audience, roughly 1,200 downloads a week, and consistently top-ranked in its category.

The two numbers are never conflated. Radio reach and podcast downloads measure different things.

BOILERPLATE

InstaBid is a US-based contractor operating system — a multi-trade estimating engine plus the full close, built for small residential contractors and the trades. Founded by a 30-year general contractor, it turns a job scope into an itemized, defensible, contract-ready estimate in under two minutes, from a web form, a phone call, or a live video walkthrough. Pricing starts at $99/month with a 10-day free trial.

Media contact: John Dudley — (541) 442-2520, his cell, not the 411 line · press@instabid.pro · **Assets:** logo, product screens, founder photo available on request.

EVERY CITABLE NUMBER

One page. Nothing stale.

CATEGORY	FACT
Catalog	25,533 hand-walked prices across 11 client-facing trades, built and maintained by a working general contractor
Speed	Under two minutes from describing the job to a finished, itemized estimate
Accuracy record	Within 0.7% of the JLC Cost vs. Value Seattle benchmark on a matched-scope kitchen; head-to-head within $459 on a $59K job against a funded competitor's own specialty
Integrity loop	2,600+ automated checks on every release; 230+ full estimates run automatically every day with a drift alarm; ruled prices refuse to change at the database level
Regional	State-level multipliers across 51 states, grounded in federal BEA regional price-parity data
Pricing	Solo $99/mo, one trade · Crew $249/mo, three trades · Shop $499/mo, every trade incl. modeled GC remodels, InstaBid 411 and InstaBid Live · 10-day free trial, no card, month to month after
Integrations	Plug in your own supplier account · signed-webhook socket on estimate, CO approval and deposit, into Zapier, QuickBooks, Slack or his CRM
Distribution	1M+ weekly radio reach across 200+ stations; home-improvement podcast (~1.2K weekly downloads, a subset of radio reach)
Founder	John Dudley — 30 years as a general contractor, 15 years building software, co-host of a nationally syndicated home-improvement radio show
In progress	Consumer financing button — the one capability not yet shipped, moving with a lending partner

Company	Instabid LLC · Portland, Oregon, USA. Every feature above is live today.

THE FIVE TESTS, BEFORE ANYTHING PUBLISHES

01 · The Grandma test

Would she have said it twice?

If it explains, hedges, justifies or repeats — cut it.

02 · The check test

Is it true enough to survive being checked?

Not "is it defensible." **"What happens when somebody actually looks."**

03 · The refusal test

What did we refuse to claim?

If the answer is nothing, it's a brochure.

04 · The forward test

Would a contractor send this to another contractor?

Nobody forwards a rant and nobody forwards an ad.

Everybody's fast now. Everybody's transforming your business. **We're the ones who'll tell you what we can't do — and that's the only reason to believe the rest.**

THE ONE-LINE VERSION

> **Claims checked November 5, 2026** against the InstaBid fact sheet. InstaBid ships faster than this page can describe it. Everything here was true on that date — if you're reading this more than a couple of weeks out, ask. It's probably grown.

Status as of November 5, 2026: every feature in this kit is live today. Anything we can't yet show working was taken out rather than softened; the consumer-financing button is still in progress and says so. InstaBid 411 and InstaBid Live are marketed as two separate products, apart from the web form, and no public 411 number appears anywhere — the product is the capability.

Deliberately absent: no legal-cover claims about contracts, no dollar figure attached to ad inventory pending confirmation, no multi-supplier comparison language, no big-box named in supplier copy, no exit figure other than the canonical one, and no founder location. Radio reach and podcast downloads are cited separately and never conflated.