InstaBid

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The contractor operating system, built for the small contractor everyone else skips.

It answers the lead, interviews the job like a 30-year general contractor, prices it from real regional costs or the contractor's own supply-house account, and books the start date. One engine, three ways in, the same number every time.

25,533
hand-walked prices, 11 client-facing trades

<2 min
from describing the job to a finished, itemized estimate

0%
of the job taken, ever. The engine outputs his cost; the markup is his

51
state multipliers, grounded in federal BEA price-parity data

THREE DOORS, ONE ENGINE

- **The form.** A 5-line embed on the contractor's own site. The homeowner answers plain questions and gets a real itemized bid with a branded PDF.
- **InstaBid 411, the dictate line.** He calls his own line from a roof or the truck, says the job out loud, and the estimate builds and sends.
- **InstaBid Live, the video walk.** AI joins a video call, sees the room, asks what a 30-year GC would ask, counts fixtures and prices live.

THE HALF NOBODY ELSE HAS: THE CLOSE

Itemized proposal, contract, scope, before/after render, Stripe deposit at his own percentage, start date on his calendar. Change orders priced at his numbers with one-tap approval. Follow-ups that send themselves when a bid goes quiet. Subs notified with real scope; bids back in one table. Nothing reaches a customer without his tap.

PRICING

Solo $99/mo, one trade · **Crew** $249/mo, three trades · **Shop** $499/mo, every trade plus modeled GC remodels, InstaBid 411 and InstaBid Live. 10-day free trial, no card, month to month.

Sale Special: prepay 90 days and get a free 5-page website, a year of hosting, and InstaBot, the contractor's admin assistant.

NEUTRAL BY STRUCTURE

We never sell inventory, never cut his margin, never steer him to a shelf. He plugs in his own supplier account, so his negotiated price lands on every estimate.

WHO IT'S FOR

Paul is a roofer. Owner-operator, one to ten crew. He estimates himself, nights and weekends, at the kitchen table. Six out of ten jobs go to whoever answers first; he's on a roof when the phone rings.

> *"Everybody wants to land the big fish. Nobody gives a shit about Paul, because Paul doesn't have that much money."*
> *John Dudley, founder*

PROOF THAT SURVIVES BEING CHECKED

Head-to-head vs a funded competitor, their specialty, matched scope: $59,770 ours, $59,311 theirs	**within $459**
JLC Cost vs. Value survey, matched-scope kitchen, Seattle benchmark	**within 0.7%**
Automated checks on every release before it ships	**2,600+**
Full estimates run automatically every day, with a drift alarm	**230+ / day**

Our numbers are contractor cost, zero platform markup. Most competitors publish sell price. A like-for-like comparison has to say which.

THE FOUNDER

John Dudley: 30 years as a general contractor, 15 years building software, co-host of a nationally syndicated home-improvement radio show (1M+ weekly reach, 200+ stations). He was the customer before he was the founder.

> *"They can copy your software. They can't copy you. Everybody else is selling a promise. We're selling a receipt."*

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. Instabid LLC, Portland, Oregon.

Media contact: John Dudley · (541) 442-2520 (his cell) · press@instabid.pro · Full media kit, logo, product screens and founder photo at instabid.pro/media.

Claims checked November 5, 2026 against the InstaBid fact sheet. Every feature above is live today; the consumer-financing button is the one item still in progress. InstaBid ships faster than this page can describe it: if you're reading this more than a couple of weeks out, ask.