

From a job only an expert could quote to one *anybody* with a tape measure can

A bespoke survey, drawing, quoting and scheduling platform built for a UK fencing contractor. It removes the paper survey sheet, the ten minutes of calculator work in the van and the one-to-two-hour drawing back at base — but the real change is who can do the job.

SECTOR	Fencing and boundary contracting — domestic and commercial, UK
BUILT	A private web application for phones, tablets and desktops, with a drawing and pricing engine
REPLACED	Paper survey sheets · calculator pricing in the van · hand-drawn plans · a printed price list
VOLUME	14–15 surveys a week across the firm's surveyors
STATUS	Live in production, used on real customer visits
ELAPSED	11 days from first commit to live production
ENGAGEMENT	Phase one of a continuing build — development ongoing in sprints toward a full ERP

01 Executive summary

Quoting a fence used to happen twice. First in the garden, with a pen, a tape and a paper survey sheet. Then again in the van.

There the surveyor spent ten minutes with a calculator working out bays, posts, gravel boards and concrete — at rates held in their head or on a printed list beside them — before walking back up the drive with a number. The drawing came later: one to two hours at a desk, turning the paper sheet into something the customer and the crew could both read. The price the customer heard and the drawing they eventually received were produced hours apart, by hand, from the same tired sheet of paper.

The Project Studio collapses all of it into the survey itself. The surveyor draws the fence on a phone or tablet as they walk it — runs, corners, curves, gates, slope and access recorded once. The software derives the bill of materials from that drawing using the firm's own price book, prices it with VAT, and lets the surveyor adjust quantities, rates or labour on the spot. The ten minutes of calculator work becomes an instant, engine-checked figure; the one-to-two-hour drawing is simply already done, because the surveyor drew it while measuring.

From that single survey come three documents that cannot disagree with each other: the customer's quotation, the professional drawing, and a hi-vis job card the installation crew ticks through on site. Behind it sits the rest of the business — a booking diary, an installation calendar with crews, quotation revisions that freeze what each customer was actually quoted, and management analytics that finally make the pipeline visible.

This was the firm's single most time-consuming activity, so it was built first. It is phase one rather than the finished article: development continues in sprints — expanded material offerings, further modules, and ultimately a full ERP running on the same record the surveyor creates in the garden.

1–2 hrs → 0

drawing time per job,
eliminated

10 min → 0

calculator work in the van

11 days

first commit to live
production

3,341

automated tests guarding
the maths

THE CHANGE THAT ACTUALLY MATTERS

Quoting a fence used to require an experienced fencing person — someone who knew the products, the build details and the prices well enough to hold them in their head in a customer's garden. That made every surveyor a slow, expensive hire and put a hard ceiling on growth.

That knowledge now lives in the software. The specification questions are asked in the right order, the technical detail is derived from the drawing, and the prices come from one central book. A surveyor needs to know how to use a tape measure and talk to a customer — not how to price a fence.

02 The problem

The old chain is the one most fencing firms still run on — pen, paper and a calculator.

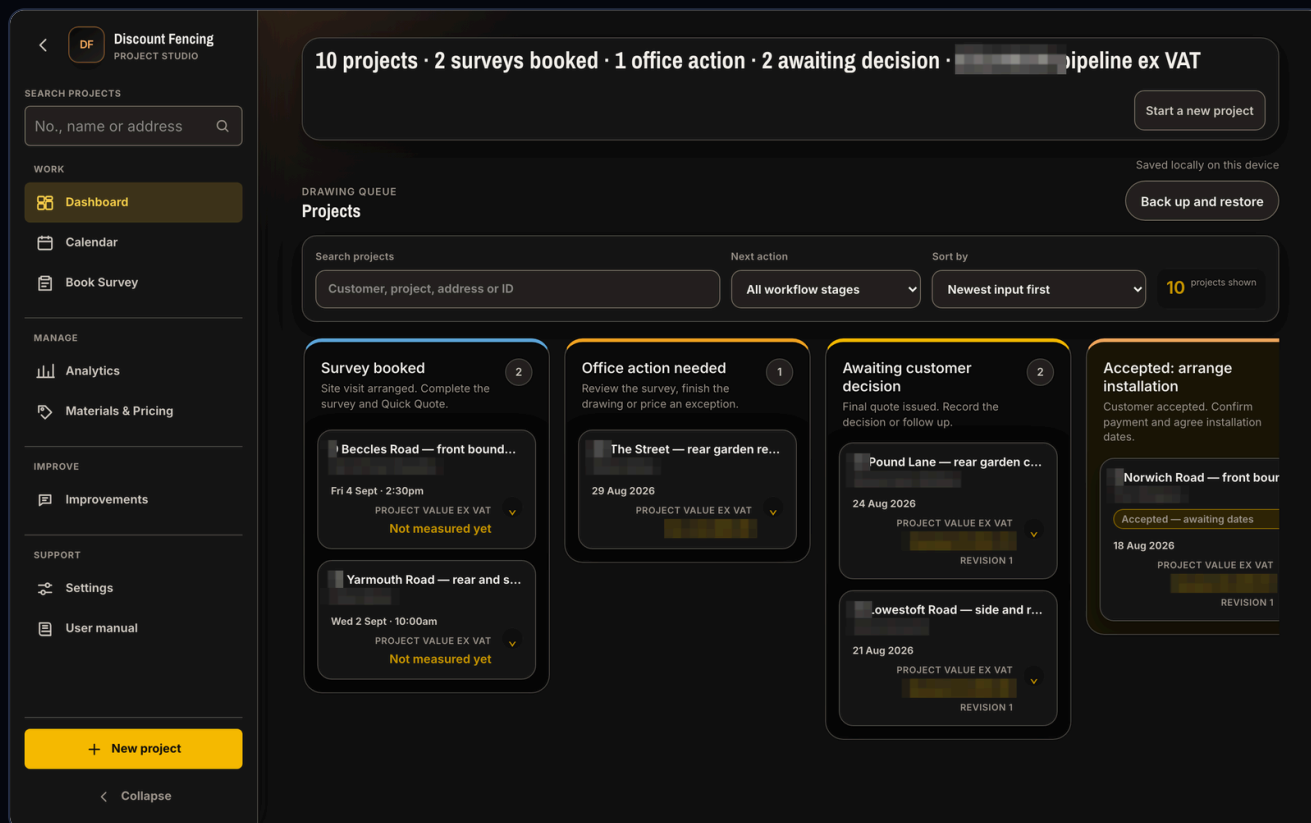
- **A booking was re-recorded twice.** A customer rang, the details went onto paper, the surveyor then typed the visit into his own calendar, and someone kept a separate record of it. Three versions of the same appointment, none of them the definitive one, and no way to see at a glance which days were already full.
- **The survey was a paper sheet.** Lengths, heights, gate positions and site conditions written down by hand, to be deciphered later by whoever drew and priced the job.
- **The price was ten minutes in the van with a calculator.** Bays, posts, gravel boards, concrete and labour worked out under time pressure with the customer waiting at the window, then carried back up the drive as a number nobody had the chance to check.
- **The rates came from memory, or a paper price list.** Whether a job was priced correctly depended on which surveyor took it, what they remembered, and whether the printed list in their van was the current one. A price rise only reached the customer when it reached every surveyor's memory — margin quietly leaked in the gap.
- **The drawing took one to two hours, later.** The same paper sheet redrawn at a desk into something the customer and the crew could read — the single most expensive piece of admin in the whole process, repeated for every job.
- **Nothing was visible.** No pipeline, no conversion rate, no record of what was quoted last month or why a job was lost.

The costs were the quiet kind: hours of skilled time per job spent redrawing what had already been measured, a price arrived at in ten pressured minutes rather than checked, crews working from a drawing made hours after the price was agreed, and no data at all about which jobs the firm actually won.

03 The system makes the decisions

A private web application the firm runs on phones, tablets and desktops. Every screen is built so the software carries the expertise and the operator carries the tape measure.

The screenshots throughout are the production software with representative job data; customer names, addresses and commercially sensitive figures have been removed.



The board: every job from booked survey through to completion, with the live pipeline value at the top. Cards never get dragged — a job moves when the work behind it is done.

The job is drawn, not described

The surveyor taps out the fence line on a touch canvas — straight runs, corners, curves, stepped ground — optionally calibrated over satellite imagery so the shape matches the real garden. Gates are placed on the run they belong to and sized through a checker that knows the firm's gate formula. One measurement sets the scale for the whole drawing: the accuracy comes from the tape, not from the tapping.

Discount Fencing PROJECT STUDIO

SEARCH PROJECTS
No., name or address

WORK
Dashboard
Calendar
Book Survey

MANAGE
Analytics
Materials & Pricing

IMPROVE
Improvements

SUPPORT
Settings
User manual

+ New project

CHECKS
Before this job is quoted ALL CLEAR
Anything that must be fixed blocks the quotation. Anything worth a second look does not.
Nothing to flag. The measurements, gates and prices all hang together.

Route confirmed REVISION 1
4 sections · 47.00 m · 1 gate

FENCE DETAILS Precision Builder
Apply construction details to every measured section.

Job domain
Domestic
Gardens, boundaries and domestic gates

Fencing family
Closeboard fence

Material
Timber

Enter measured sections as
Metres (measure)

Each section prices as complete bays using the configured panel module.

Measured sections 4/4 REVIEWED
Open each section to set its own construction specification. These choices drive drawing notes, material quantities and the installer sheet.

DRAWING STUDIO
Measured route CONFIRMED
Draw the boundary, place gates and map the site while the project details stay alongside it.

Locked - drag to move

Diagram labels: Rear-left corner, S2 · 18.2m, Rear-right corner, Retained hedge, S1 · 12.4m, Side access gate IN · LH, Apple tree, Garden store, S3 · 8.8m, Garage corner, S4 · 7.6m, Right-hand return, House corner, Driveway, House.

Controls
Uniform scale - dimensions in metres

47.00 m	46.10 m	4	3	1
TOTAL LENGTH	NET FENCE	SECTIONS	CORNERS	GATE

The drawing studio: a confirmed multi-run route with the intermediate posts drawn at their true bay positions, so the crew can see the panel count — and any cut-down panel — before they load the van.

The price comes from the drawing

The pricing engine turns the measured route into a bill of materials using the firm's own price book — 57 catalogue items and 29 rules, seeded directly from their existing spreadsheet. Panels, posts by type, gravel boards, feather-edge, concrete, ballast, fixings, labour, waste allowance and gates are all derived from the geometry, not typed in. Repairs and re-clads are priced as their own kinds of work.

WHERE THE EXPERTISE WENT

Every decision an experienced estimator used to make — which questions to ask, how the materials fall out of the measurements, what the rates are — is now a rule in the software. **The quality of the quotation stops depending on which surveyor turned up.**

ON SITE

The whole quote fits in one hand

This is the summary the surveyor reaches at the end of the walk-round, on a phone, in the garden: the cost of each run, the shared job costs, the total, and the two decisions that close the sale — how the customer intends to pay, and on what terms.

And it can be negotiated on the spot

Material quantities and rates, labour, added or removed items and the final agreed price are all adjustable here, with every figure recomputed by the same engine that produced the quote.

A customer asking for a keener price or a different specification gets a real number at the door, not a promise to ring back.

THREE DOCUMENTS, ONE TRUTH

The customer quotation, the professional drawing and the installation pack are generated from the same measured survey and the same priced take-off, so **they cannot contradict one another**. Each is A4, print-ready, and paginates intelligently — a short job fits one sheet, a long one flows without ever splitting a card or a table row across the fold.

Navigation: < DF (highlighted) [wallet icon] [calendar icon] [share icon] + (yellow)

QUICK QUOTE **£4,366.99**
EX VAT

Measured work **3 runs | 32.20 m**

Run 1	£836.10
Run 2	£1,254.15
Run 3	£557.40
Shared job costs	£1,719.34
Total ex VAT	£4,366.99

[Review drawing](#)
3 runs · 32.20 m · opens full screen

Costs and quote adjustments
Calculated from the price book
£4,366.99 ex VAT

Payment method
Record how the customer intends to pay if they accept.

Cash Card (highlighted)

Payment terms
When the money is collected if they accept. The standard is 100% on completion.

100% on completion (highlighted) Deposit schedule

The on-site quote summary at phone width — per-run costs, totals, payment method and payment terms, all above the fold.



— Established since 1979 —

DISCOUNT FENCING PROPOSAL · QUOTATION

**QUALITY FENCING.
CRAFTED TO LAST.**

Prepared for [REDACTED]

Quotation FEN-20260829-DEPO01 · Revision 1 · issued 29 Aug 2026 · valid for 30 days

PROPOSED WORKS

16.0 m boundary · 16.0 m fencing · 0.0 m gate openings

Supply and install closeboard fencing to the height, post, gravel-board, slope and trellis specification recorded for each measured run, including the configured gates and selected site allowances.

☒ Closeboard
 ☐ 6ft panels
 ☐ 150mm concrete gravel boards

☐ Concrete posts
 ☐ Flat · no trellis

TOTAL INCLUDING VAT

£2,511.46

Net £2,092.88 · VAT at 20% £418.58

40%	30%	30%
Deposit	Drawing sign-off	Completion
£1,004.58	£753.44	£753.44

YOUR FENCE AT A GLANCE

From the measured survey · Revision 1

 16.0m BOUNDARY	 16.0m FENCING	 0.0m GATE OPENINGS	 10 POSTS	 11 GATES	 0 SECTIONS	 2 SECTIONS
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S1 Section 1 · 10.0 m closeboard · 6ft · Concrete posts · 150mm concrete gravel board · Flat · no trellis

S2 Section 2 · 6.0 m closeboard · 6ft · Concrete posts · 150mm concrete gravel board · Flat · no trellis

☒ A detailed fence plan drawing is provided on acceptance of this quotation.

DON'T COMPARE QUOTES ON PRICE ALONE.

Not every fencing quotation is like-for-like. Before choosing an installer, check exactly what you're getting.

☒ What type and size are the posts?	☒ Are concrete gravel boards included?
☒ What specification are the panels or boards?	☒ How are gates constructed?
☒ Is all gate furniture included?	☒ Is removal of the old fencing included?
☒ Is waste disposal included?	☒ Is VAT included or additional?
☒ What happens if there is a problem afterwards?	

£ A CHEAPER QUOTE ISN'T ALWAYS A CHEAPER FENCE.

TERMS AND COMPANY DETAILS

Prepared by	Discount Fencing
Established	1979
Registered address	Lothing House, 7 Quay View Business Park, Barnards Way, Lowestoft, Suffolk NR32 2HD
Company number	16289837
Telephone	01493 668926 · 01603 761501
Email	contact@discountfencing.co.uk
Website	www.discountfencing.co.uk
VAT registration number	To be supplied
Quotation valid for	30 days

Assumptions and status. This is a customer estimate quotation generated from revision 1. Boundary positions and underground services must be confirmed before installation. The prices shown are the prices issued with this revision and do not change if the price book is edited later.

Accept this quotation — sign and return, or reply by email. By signing you accept the total of £2,511.46 including VAT and the payment terms above.

CUSTOMER SIGNATURE _____ DATE _____

☎ 01493 668926 ☎ 01603 761501
 ✉ contact@discountfencing.co.uk 🌐 www.discountfencing.co.uk

ESTABLISHED SINCE 1979

Quotation FEN-20260829-DEPO01 · Revision 1 · issued 29 Aug 2026

The customer quotation: the firm's brand sheet, with the payment schedule broken out stage by stage, the fence summarised at a glance, and the terms the customer signs against. Customer name and address removed.

DOCUMENT THREE · THE CREW

Built for a hand in a glove

The installation pack is deliberately unlike the quotation. It is high-contrast, ticked as the work is done, gives the pick list grouped the way the van is loaded, and carries metric and imperial side by side. It deliberately carries **no customer prices** — the crew needs the specification, not the commercial terms.

DISCOUNT FENCING

DISCOUNT FENCING · INSTALLER COPY

INSTALLATION SPECIFICATION & PICK LIST

FEN-NOTCH-FIXTURE · Draft — not issued · Drawing FP-01

NO CUSTOMER PRICES

VERIFIED FINAL

SITE CONTACT

Notch Verification

1 Fixture Way, Testerton, TE5 7ER

BUILD SUMMARY

22.0 m

72ft 2in

BOUNDARY

21.0 m

68ft 11in

FENCING

1.0 m

3ft 3in

GATE OPENINGS

13

BAYS

19

POSTS

1

GATES

3

SECTIONS

FENCE SPECIFICATION

TYPECloseboard · Configured By Section

HEIGHTS6ft · 1.83 m

GRAVEL BOARDS13 gravel boards

BOARDSnot fully recorded

SITE CONDITIONS

ACCESSEasy Access

GROUNDLevel

EXCAVATIONSoil

CARRY DISTANCE10 m · 32ft 10in

BOUNDARYRecorded as clear

SET OUT

SECTION SCHEDULE, BOARDING AND OWNERSHIP

TICK EACH SECTION AS IT IS BUILT

	SECTION	LENGTH	HEIGHT & POSTS	BOARDS	OWNERSHIP	WORK	CONSTRUCTION
☐	S1	5.8 m 19ft 0in	6ft · 1.83 m · Concrete posts	Not stated	Not stated	New build	—
☐	S2	9.4 m 30ft 10in	6ft · 1.83 m · Concrete posts	Not stated	Not stated	New build	—
☐	S3	6.8 m 22ft 4in	6ft · 1.83 m · Concrete posts	Not stated	Not stated	New build	—

Boards: not fully recorded

FEN-NOTCH-FIXTURE · DRAFT — NOT ISSUED · INSTALLER COPY · NO CUSTOMER PRICES

The installer's job card: hi-vis, tick-as-you-go, with the section schedule, the drawing, the pick list grouped by material type and the sign-off strip.

Quotations are versioned, not overwritten

Every issued quotation freezes what that customer was quoted — the figures, the specification, the company details and the payment terms — so a reprint months later shows exactly what they agreed to, even after the price book has moved on. If prices do change underneath a live quote, the office is warned rather than silently re-quoting.

The diary knows the working week

Survey bookings show which days already hold visits, in 30-minute slots across the working day, with the address filled in from a postcode lookup. Installations are booked to crews across multiple days, moved with a confirmation, and exported to the calendar the crews already read. The booking is captured once, on the call, and that record is the definitive one.

The screenshot displays the 'Discount Fencing PROJECT STUDIO' interface. On the left is a sidebar with navigation links: SEARCH PROJECTS, WORK (Dashboard, Calendar, Book Survey), MANAGE (Analytics, Materials & Pricing), IMPROVE (Improvements), and SUPPORT (Settings, User manual). A 'New project' button is at the bottom of the sidebar.

The main content area is titled 'Chandler' and includes a dropdown for 'Who is taking the visit'. Below this is a 'Visit: Wed 2 Sept 2026 at 10:30am' status. The 'Project and site' section contains a 'Project name' field with the text '— rear boundary'. The 'Find the address' section has a 'Postcode or street, then Search' input and a 'Search' button. Below this is a note: 'A result fills the address, town, county and postcode below — all four stay editable, and typing them in by hand always works.' The 'Site address' field is empty. The 'Town or city' field is 'Poringland' and the 'County' field is 'Norfolk'. The 'Postcode' field is empty. The 'Project type' dropdown is set to 'Domestic'. There is a 'Notes from the call' section with a 'Record voice note' button and a text area containing: 'Rear boundary collapsed in the gales — about 24 m. Dog in the garden, ring before arriving.'

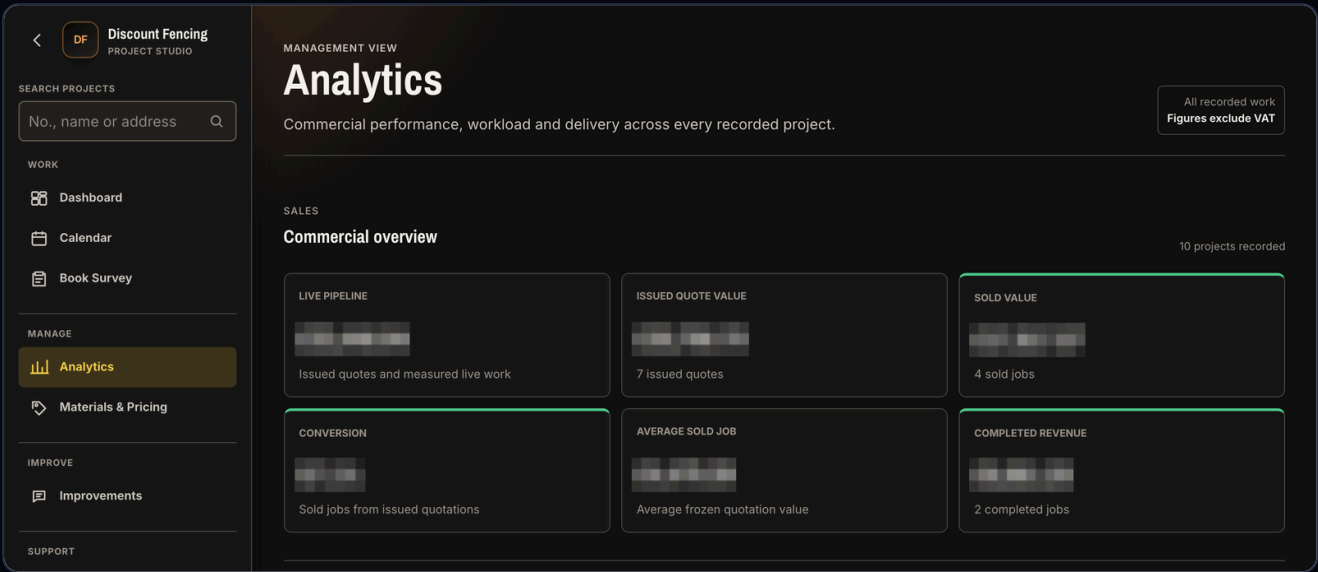
On the right, there is a calendar view for 'August 2026'. A yellow ring highlights the 2nd of August. Below the calendar is a detailed view for 'Wed 2 Sept 2026' showing 30-minute time slots from 8:00am to 4:30pm. The 10:30am slot is highlighted in yellow. At the bottom of the time slots is a button that says 'No day agreed — I'll ring back'.

Booking a survey: customer details, address lookup, a month view marking the days that already hold surveys, and the free slots for the chosen day. Address and postcode removed.

WORTH NOTING

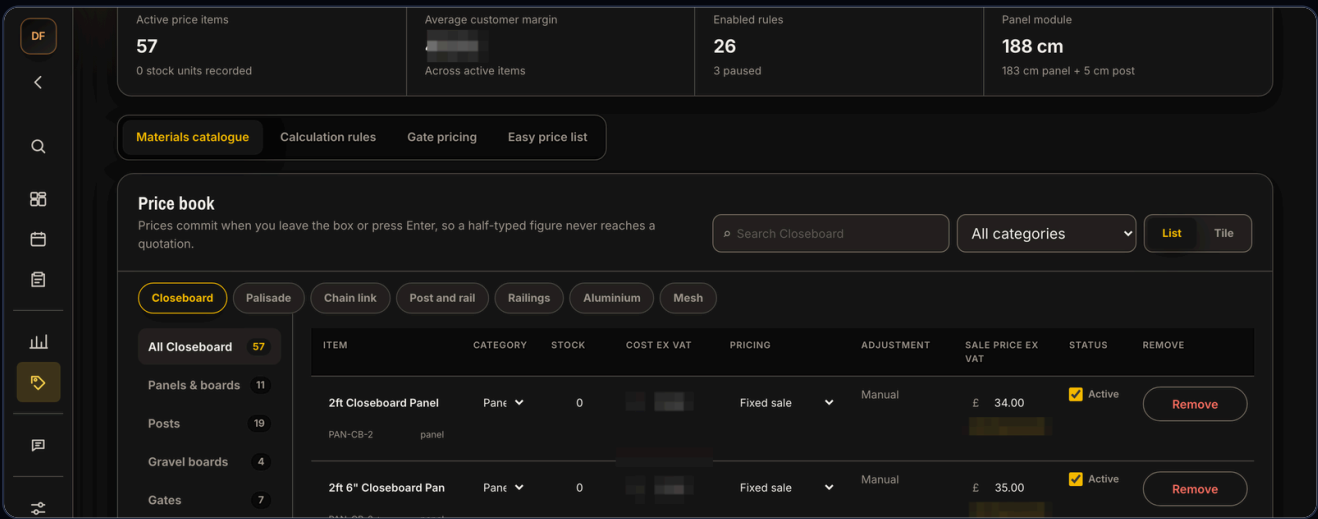
None of this asked the firm to change how it works. The vocabulary is theirs — "measure the opening in three places and enter the smallest" is in the software **because that is how the job is actually done.**

Management can finally see the pipeline



Pipeline by stage, issued quote value, conversion, average sold job and the current workload — none of which existed before. Commercial figures removed.

One price book, applied by every surveyor



The price book the whole system quotes from — organised by fencing family, with cost, sale price and margin per item. This is the estimator's knowledge, held once and applied to every job. Cost and margin figures removed.

A supplier increase is entered once and applies to every quote from that moment — while quotations already issued keep the figures the customer agreed to.

04

Full capability list

AREA	WHAT IT DOES
Survey booking	Three-panel booking page with postcode and address lookup that fills the customer record; month view ringing days that already hold surveys; 30-minute slots across the working day; "no day agreed" bookings held in a to-book tray
On-site survey	Guided quick-quote flow: draw the runs, place and size gates, record heights, gravel boards, trellis, slope, access, excavation and carry distance; photos and pinned notes; works offline on the device
Drawing	Touch canvas with corners, curves and stepped ground; optional satellite calibration; intermediate posts drawn at true bay positions with cut panels visible; section chips tagged clear of the route
Pricing	Bill of materials derived from the drawing against the firm's own price book (57 items, 29 rules); panels, posts, gravel boards, feather-edge, concrete, ballast, fixings, labour, waste and markup; formula-priced gates with a size checker; new build, repair and re-clad work types; VAT
On-site adjustment	Quantities, unit rates, added and removed materials, labour and the final agreed price — all editable in the garden, all recomputed by the pricing engine
Documents	Customer quotation, professional drawing and installer job card from one survey; A4 print with intelligent pagination; per-run cost breakdown; metric and imperial throughout the job card
Payment terms	Deposit schedule or 100% on completion, per job, set on site or at the desk; stages split the VAT-inclusive total to the penny and freeze into each issued revision
Revisions	Every issue frozen and reprintable; stale-price warnings when the book moves under a live quote; full revision history with the reason each supersession happened
Scheduling	Survey and installation diary, crews and surveyors, multi-day bookings, move-with-confirm, working week and bank holidays, calendar export
Management	Pipeline by stage, issued quote value, conversion, average sold job, completed revenue, current workload; declined jobs recorded with a reason and excluded from the pipeline
Platform	Secure login, multi-device sync with photo storage, office and surveyor roles, dark and light themes, in-app improvements board, built-in user manual and learning mode, backup and restore

05

Before and after

	BEFORE	AFTER
Taking the booking	Paper, then typed into the surveyor's own calendar, then a separate record kept	Captured once on the call — customer, address and slot — and it is the record
Seeing the diary	Ask the surveyor what he has on	The month shows which days already hold surveys, and the free slots on each
Getting the job to the surveyor	He typed it in himself	It appears on his device with the address and the customer's details
Recording the survey	Pen, tape and a paper survey sheet	Drawn on the device as the surveyor walks the job
Working out materials	Ten minutes in the van with a calculator	Derived from the drawing the moment it is measured
Producing the drawing	One to two hours at a desk, per job	Already done — it is the survey
Where the rates came from	The surveyor's memory, or a printed list in the van	One price book , the same for every surveyor, every job
Applying a price rise	Reprint the list and hope everyone uses it	Changed once ; every new quote follows immediately
Checking the figure	No opportunity — the customer is waiting	Engine-derived and test-guarded before it is spoken
Customer questions	Re-do the sums on the spot, or ring back	Adjusted on the spot , recalculated instantly
The crew's information	A drawing made hours after the price was agreed	A hi-vis job card from the same survey — pick list, drawing, tick boxes, sign-off
Cut panels and post counts	Worked out on site, sometimes wrongly	Drawn on the plan before the van is loaded
Reprinting an old quote	Whatever the numbers say today	Exactly what that customer was quoted , frozen at issue
Knowing the pipeline	Nothing	Live value , conversion, workload and lost-job reasons

06

Value delivered

Based on the firm's own account of the workflow this replaced: a paper survey sheet, roughly ten minutes of calculator work in the van, and one to two hours producing the drawing afterwards. Weekly figures are based on the firm's actual diary of 14–15 surveys a week.

TASK	BEFORE	AFTER	TIME RETURNED
Producing the drawing	1–2 hours per job, at a desk	Drawn while measuring	14–30 hrs/week
Working out the price	~10 min per job with a calculator	Instant, from the drawing	≈ 2.5 hrs/week
Re-pricing a change	Start the sums again	Seconds, recalculated live	Every negotiation
Briefing the crew	Hand the drawing over and explain	Printed job card from the same survey	Fewer wasted trips

THE ONE THAT CHANGES THE BUSINESS

The workforce becomes scalable.

The system makes the decisions that used to require a specialist. Surveying is now a job for anyone who can measure accurately and talk to a customer, so the firm recruits from the whole labour market instead of the narrow pool of experienced fencing estimators, and **trains in an afternoon rather than over seasons**. Growth stops being capped by how many experts the business can find, keep and afford.

- **The drawing stops costing anything.** One to two hours per job disappears entirely — the largest single time saving here, and it recurs on every job the firm quotes. At the firm's real volume of 14–15 surveys a week that is **16–32 hours returned every week**: at a loaded surveyor cost of around £17 an hour across a 48-week year, roughly **£13,000–£26,000 a year** recovered from the drawing board alone.
- **The ten pressured minutes become a checked figure.** Bay counts, post counts, gravel boards, concrete and waste now come from one tested engine — 3,341 automated tests stand behind the money maths — instead of mental arithmetic done with a customer watching from the window.
- **The crew builds what was sold.** One survey drives the quote, the drawing and the job card, so the fence that gets built is the fence that was priced.
- **Margin stops depending on memory.** Every surveyor quotes from the same price book rather than from what they recall or what the printed list in their van happens to say.
- **The business becomes measurable.** Pipeline, conversion, average job value and lost-job reasons now exist where previously there was nothing.

07

What software like this normally costs

This is a genuine trade platform: a geometry and drawing engine, a rules-driven pricing engine over a real price book, three print-quality document generators, a scheduling diary, multi-device sync with photo storage, and an analytics layer.

Indicative UK market rates for a build of this scope in 2026:

APPROACH	TYPICAL COST	TIMELINE	NOTES
UK software agency	£50,000 – £120,000+	3–6 months	Discovery workshops, sprint teams, project management overhead
Established freelance developer	£18,000 – £40,000	2–4 months	Single developer at £350–£600/day across 40–80+ days
Off-the-shelf field-service SaaS	£1,200 – £5,000 / year	Ongoing	Per-user, per-month pricing; generic fit — no fence take-off, no drawing engine, no gate formula, no job card. The spreadsheet survives alongside it.
This build	From £8,000	Days, not months	Delivered feature by feature against the firm's real working day; live in production and carrying real jobs

Ranges are indicative UK market figures for comparable scope and should be validated against current quotes. The point stands anywhere in those ranges: the traditional routes cost tens of thousands of pounds and a quarter to half a year of elapsed time — and the off-the-shelf route never actually knows what a gravel board is.

08

How it was delivered

- **Built against a real trade, not a specification document.** The price book came from the firm's own spreadsheet. The gate pricing follows their formula. The panel and gravel-board vocabulary is the one their surveyors already speak.
- **Field-tested and corrected in the open.** The software was walked end to end against realistic jobs repeatedly during the build; every issue found — from unreadable text in sunlight to a quotation that disagreed with its own rows — was fixed and pinned with a test so it cannot come back.
- **Production from the start.** Cloud-hosted with a custom domain, secure login, a database and persistent photo storage; the firm's surveyors have used it on real customer visits.
- **Iterated in conversation.** Changes raised in the morning ship the same day — the payment terms, the job card design and the drawing notches in this document all began as a sentence from the owner.
- **Deliberately durable.** 3,341 automated tests, roughly 84,000 lines of typed code, and a hard rule that the quoting maths lives in plain tested modules rather than in the screens — so the numbers can be trusted and changed safely.
- **Phase one, not the finished article.** The survey-to-quote-to-drawing chain was attacked first because it was the business's most time-consuming activity. Sprints continue: expanded material offerings and fencing families, further modules across the operation, and a full ERP built out from the same foundation.

09 Could your trade use this?

The question worth asking is not "how much admin could we save?" — it is who in your business is allowed to quote a job, and what happens to your growth when you cannot hire another one of them.

That is how this engagement started, and it is why it has not stopped: the biggest time-consuming activity was taken out first, it paid for itself, and the build has continued in sprints from there — one bottleneck at a time, toward a system that runs the whole business.

Most trades have the same bottleneck. The person who can price the work is experienced, expensive and scarce, and everything queues behind them. Move the decisions they make — which questions to ask, how the materials fall out of the measurements, what the rates are — into software, and the constraint disappears. The work can then be done by anyone you can train to measure properly, while the quality of every quotation stays exactly as good as your best estimator made it.

THE PATTERN GENERALISES WELL BEYOND FENCING

Landscaping · decking · driveways · roofing · guttering · flooring · glazing · groundworks — **any trade that measures something on site, derives materials from those measurements, prices them from a book and hands the customer a document.**

Days

to a working first version, not months of discovery

Yours

built around your working day, not a generic template

Live

in production and carrying real work from week one