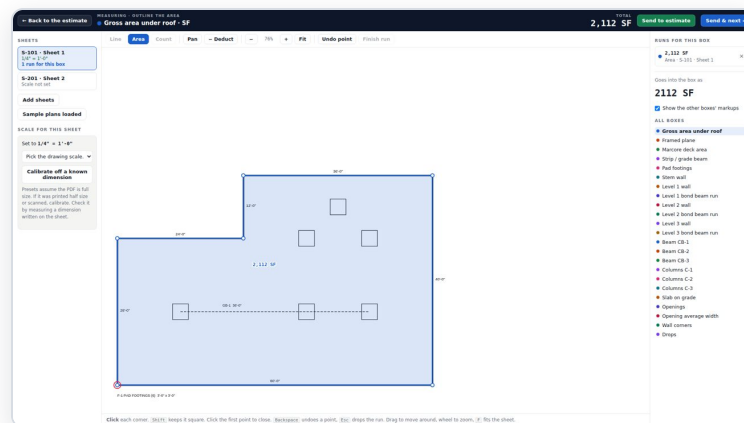


One site. The whole bid.

Measure the plans, price the shell at your own rates, send the proposal and track it — designed and built by a shell contractor, for shell contractors.

Measure NEW off the plans, built in	Estimate the shell, at your rates	Propose your logo, no costs on it	Send straight from the app	Track Sent Bids, by customer
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New: the Measuring System. Click the **M** next to a box, measure, and the number goes into the estimate.

Measuring built in

A line for LF, an outline for SF, a click for EA. The scale read off the sheet. Send & next fills the box.

Your rates, not somebody else's

Load your labour, material and equipment rates once and save them as a profile. Nobody else sees them.

It tells you how tight the number is

How far either side the real cost could land, based on what the drawings gave you.

Proposal, send, track

Your logo on it, your costs off it. Send it from the app; Sent Bids keeps track.

Houzz / Bluebeam

Excel

Word

Outlook

a notepad

Stop juggling five programs. Measure in one, price in a spreadsheet, build the proposal in another, send it from email, track it on a notepad — and type every number twice. Storypole EST does the whole bid on one site, with one set of numbers.

HOW IT WORKS

Set up once. Then price job after job.

1 • Setup

Logo, colours and details — the look of every proposal.

2 • Rate card

Your costs and margin. Change one, every number follows.

3 • Create Estimate

Measure the plans with the M; the shell cost builds as you go.

4 • Create Bid

The proposal — sent from the app, tracked in Sent Bids.

Shell Estimating Software for Concrete & Masonry Contractors

Put in what you can measure off the plans and quickly get a full shell cost: footings, block, grout, stem wall cell fill, steel, columns, beams, lintels, etc. You can also use it to compare against an estimate you have already put together. It prices with your labor and material rates, not somebody else's, and tells you how tight the number is before you put it in front of a customer.

Measure off the plans, right here →
The built-in Measuring System: click the M next to any box
Measure it and it goes straight into the estimate

PROMOTION
3-month free trial →
The whole app, no card to start — then \$49 a month, or \$159 with the Measuring System

One site. The whole bid.

Measure off the plans | Estimate at your rates | Propose your bids | Send from here | Track Sent Bids

0:00

Watch: one site, the whole bid · with sound

[More videos →](#)

The home screen. Compare 3D checks every finished job against what it really cost.

THE APP

Storypole EST

\$49/mo

after a 3-month free trial

- Estimate, proposal, send and Sent Bids
- Your rates, your logo, unlimited jobs
- Type the measurements in yourself

THE WHOLE BID

EST + Measuring System

\$159/mo

after the same trial — which includes it

- Everything in Storypole EST
- Measure the plans inside the estimate: the M next to every box
- No separate takeoff program

WHEN A JOB SCARES YOU

Storypole Modeling

\$0.50/sf

\$2,000 minimum · residential

- We model the shell in 3D and count it
- We estimate it: +\$0.15 / SF
- Reports and RFIs: \$99 each

3 months free

THEN \$49 A MONTH · \$159
WITH THE MEASURING SYSTEM
· NO CARD TO START

Load your rate card, measure and price a job you have already built, and see whether it lands where your number landed. You have three months to run that test.

storypoleestimating.com

Watch the 2-minute video:
storypoleestimating.com/marketing