



QUOTES SENT THIS MONTH

14

↑ 5 vs last month

AVG QUOTE TURNAROUND

1.3 days

↓ from 8 days in Q1

WIN RATE

38%

↑ from 24%

OPEN PIPELINE VALUE

\$312k

6 active quotes

Active quote pipeline

6 active

Tue 5:30 PM consult

The Hendersons · Full gut, 1990s kitchen

Quartz island, sink relocation, new cabinet run. Scope dictated from the truck.

Draft ready

Review & send today

Scoped by AI

\$52k-\$61k

Mon

D. Pruitt · Galley refresh + counters

Cabinet refacing, butcher block, keep layout. Proposal opened twice.

Sent

Opened · 2 views

Quote sent

\$28k

Jun 18

S. & M. Okoro · Open-concept remodel

Wall removal, slab quartz, panel-ready appliances. Quiet 8 days.

Nudge queued

Value-engineer offer

Follow-up due

\$74k

Jun 16

R. Calloway · Cabinets + backsplash

Replied to follow-up with a timeline question → routed to you.

Needs you

Reply re: schedule

Question routed

\$41k

Jun 9

The Vances · Full kitchen + pantry

Signed after second follow-up. Deposit collected, on the build calendar.

Won

Starts Jul 14

Won

\$63k

AI scope → estimate · Hendersons

Draft

Cabinets (Shaker, mid line)

\$18,400

Quartz counters · 54 sf

\$6,750

Plumbing · move sink to island

\$3,900

Electrical · island circuits

\$2,600

Demo + disposal

\$3,200

Labor + margin

\$17,150

Itemized total · good-better-best

\$52k-\$61k

Follow-up sequence · Okoro

Auto

Day 0

Proposal sent under your brand ✓

Day 2

"Any questions on the breakdown?" ✓

Day 6

Offer to value-engineer cabinets a tier ✓

Day 12

Final check-in, then hand to you

Win rate by lead source

90 days

Referral / past client

61%

Google / GBP

44%

Houzz / directories

29%

Paid search

22%