

Do You Need AI or Just Better Software?

Four questions to find your answer

1

Can you describe the problem in one sentence?

Vague / general

Specific + named

2

Is someone doing this task well when they have time?

Nobody can

Yes, just no time

3

Does the fix need to adapt or just repeat?

Just repeat

Needs to adapt

4

Can you put a dollar amount on the problem?

Not really

Yes, \$X/month



You need better software

Your problem is organizational. Get the basics running first.

Jobber

QuickBooks

Housecall Pro



You need automation

Connect your tools so the repetitive stuff runs on its own.

Auto follow-ups

Review requests

Reminders



You need AI

High volume, variable data, and a specific dollar cost you can measure.

Smart lead routing

Adaptive follow-up

Revenue insights

Mostly "vague" answers?

Start with software

Clear problem, simple fix?

Automate what you have

Specific, expensive, variable?

AI is worth the investment