

What Custom AI Tools Cost

Ballpark ranges for a small business, from the smallest build to the largest

	<p>● Single Automation One workflow that runs itself</p>	<p>● Custom Dashboard The numbers your software won't show</p>	<p>● Connected System Several tools working together</p>
TYPICAL PRICE	Low four figures	A few thousand	Five figures
BUILD TIME	About a week	A few weeks	Several weeks or more
WHAT'S INCLUDED	One automated sequence (quote → follow-up texts → team alert), wired into tools you already use	A live view of your data — margin by job type, close rate by lead source — pulled from your systems	Multiple tools plus real AI decisions and CRM / phone integrations (capture → qualify → route → follow up)
BEST FOR	Closing one expensive, nameable gap on a tight budget	Owners flying blind on the one metric that drives decisions	A whole process no off-the-shelf tool was built to cover

After the build: a modest monthly amount covers hosting and upkeep, not a per-seat subscription. You own the tool instead of renting it.