How a 90% Reduction in Quote Time Is Helping a Commercial Waterproofing Firm Win More Work — Faster

For a 19-year-old Central Florida building envelope contractor, speed was the competitive edge they didn't know they were missing. Their quotes were accurate, their reputation was strong, and their niche was well-defined — but complex proposals were taking up to 20 hours to complete, bottlenecking sales and pulling the division owner away from higher-priority work. Practical Edge AI, a division of Mountains to Sea Media, built a custom mobile-accessible quoting tool that cut quote time from 20 hours to just 2 — a 90% reduction — unlocking the capacity to process 5x more quotes and pursue an estimated $1M+ in additional annual project revenue.

Client Introduction

With nearly two decades of experience, this Central Florida waterproofing contractor has built a focused reputation in a demanding niche: building envelope services for healthcare facilities and multi-tenant commercial properties. Operating as a specialized division of up to 40 employees at peak capacity, the company has developed deep expertise in the precise, high-stakes work of protecting complex structures from water intrusion — a critical concern in Florida's unforgiving climate.

Their client roster demands a high level of technical accuracy and professionalism at every stage of engagement, including the proposal process. In a niche this specialized, relationships and trust carry significant weight — and so does the quality and speed of every client touchpoint.

The Challenge

Building envelope estimating is not a simple calculation. A single commercial project can involve hundreds of linear feet of joint sealants, multiple window and door transitions, varying wall heights, and a layered set of material, labor, and equipment requirements — all of which must be accurately scoped before a proposal can be delivered. For projects in the $25,000–$100,000 range, precision isn't optional.

For this contractor, that complexity had a real operational cost. Generating a complete quote required up to **20 hours of work**, and the process was so technically involved that the division

owner had become a necessary checkpoint in the workflow — particularly for larger or more complex jobs. Junior staff and field representatives lacked the tools to produce accurate quotes independently, which meant every proposal was dependent on senior-level time and attention.

The result: a quoting pipeline that moved slowly, consumed leadership bandwidth, and — critically — delayed getting proposals into clients' hands. In a relationship-driven niche where responsiveness signals professionalism and client schedules move fast, the lag between site visit and delivered proposal was quietly costing the company opportunities to close.

The Solution

Practical Edge AI, operating under Mountains to Sea Media, designed and deployed a **custom web-based quoting tool** built specifically around the contractor's existing estimating logic and real-world field workflows. Implementation was completed in approximately **two weeks**.

The solution centered on three core design principles:

1. Field-First Accessibility The tool lives directly on the company's website, making it fully accessible from any smartphone or tablet. Field representatives can now initiate and complete a quote from the job site — immediately after taking measurements — without returning to the office or waiting for a senior estimator.

2. Radical Simplification of Data Entry Rather than navigating complex spreadsheets, reps simply input basic site measurements: wall length, wall height, window dimensions, and quantity counts. The tool handles everything else. On the back end, it maps those inputs to the company's proprietary estimating spreadsheet, automatically calculating materials required, labor hours, equipment needs, and total project costs — using the company's own pricing and margin structures.

3. Dual Output: Internal and Client-Ready Once submitted, the tool generates two outputs simultaneously. The field rep receives a **detailed internal spreadsheet** showing full pricing and margin breakdowns for review. They also receive a **formatted, client-ready proposal** that can be edited or sent directly — with no additional production work required.

The system was built to match the company's existing numbers exactly, meaning no recalibration of pricing logic was required after launch.

Results at a Glance

- ⏱️ **90% reduction in quote turnaround time** — from 20 hours to 2 hours per proposal

- 📈 **5x increase in quoting capacity** — same team, same hours, dramatically more output
- 💰 **$1M+ in addressable annual project revenue** — enabled by increased quote throughput across a $25K–$100K average project range
- 📱 **100% field-accessible** — quotes initiated and completed from a mobile device at the job site
- 👥 **Junior staff now operate independently** — owner removed from day-to-day quoting workflow
- ⏳ **Two-week implementation** — fully operational with zero disruption to existing workflows

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Detailed Results

The impact of the quoting tool was immediate and multi-layered. The most significant measurable outcome was the reduction in quote turnaround time — from a process that consumed the better part of three business days to one that a field rep can complete in approximately two hours, start to finish.

That shift directly addresses what had been an invisible drag on the company's ability to close work. In a niche market where client relationships are strong and project schedules move quickly, a delayed proposal creates space for hesitation. A fast one signals confidence and readiness. By compressing the time between site visit and delivered proposal, the team is now consistently striking while client interest is at its peak.

The efficiency gain also translates directly into capacity. With quotes now taking 90% less time to produce, the same team can realistically handle **5x the quote volume** within the same operational bandwidth — no additional headcount required. For a contractor whose projects typically range from **$25,000 to $100,000**, that expanded capacity represents a significant opportunity: with the right project volume, the tool positions the company to pursue an estimated **$1M or more in additional annual revenue** that the previous workflow simply couldn't accommodate.

Equally significant is the internal operational shift. Previously, the division owner was a required step in the quoting process for any job of meaningful complexity — a bottleneck that limited output and pulled leadership focus away from business development and client relationships. The new tool encodes that estimating expertise directly into the workflow, empowering junior staff and field representatives to produce accurate, margin-correct proposals without escalation.

> *"This tool has made my life so much easier. It allows my team to process quotes that I was having to be involved in before — now they can work through it without needing me."* — **Division Owner, Central Florida Building Envelope Contractor**

The client-ready proposal output has also elevated the professionalism of every sales touchpoint. Rather than a manually assembled document that varies in format and detail, every proposal now arrives in a consistent, polished format — reinforcing the company's reputation for precision and reliability at the exact moment a client is evaluating whether to move forward.

Strategic Insights

This case demonstrates a principle that applies well beyond the waterproofing industry: **the most powerful efficiency tools are the ones that meet your team exactly where they work.** By building the quoting tool for the field — mobile-accessible, measurement-simple, and mapped to existing pricing logic — Practical Edge AI eliminated the friction points that were slowing the sales process without disrupting the underlying system that was already working.

For specialty contractors in any trade that involves field-based estimating, this approach offers a replicable model. Any time a company's most experienced people are being pulled into routine tasks because the tools aren't there to support junior staff, there's an automation opportunity. The goal isn't to replace expertise — it's to encode it into a system that multiplies it across the team.

The two-week implementation timeline is also worth noting. This was not a large-scale enterprise technology overhaul. It was a targeted, well-scoped solution built around the company's real workflow and real numbers. That's the Practical Edge AI approach: practical by name, practical by design.

For building envelope contractors, commercial construction firms, and specialty trade companies navigating the challenge of scaling estimating capacity without scaling headcount, a custom field quoting tool may be the most direct path to faster closes and a more empowered team.