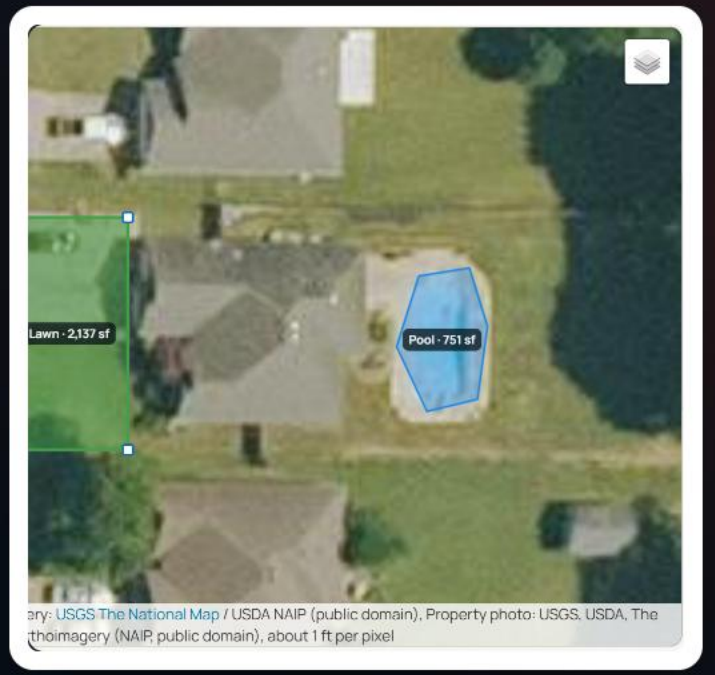
KardinalEye
BY ROI SYSTEMS

FOR EVERY TRADE EXCEPT ROOFING

If you measure it in feet, you can price it here.

- Measure on 1-ft USGS aerial photos
- Price from your own book: your materials, your labor
- Signed on screen, tracked to paid



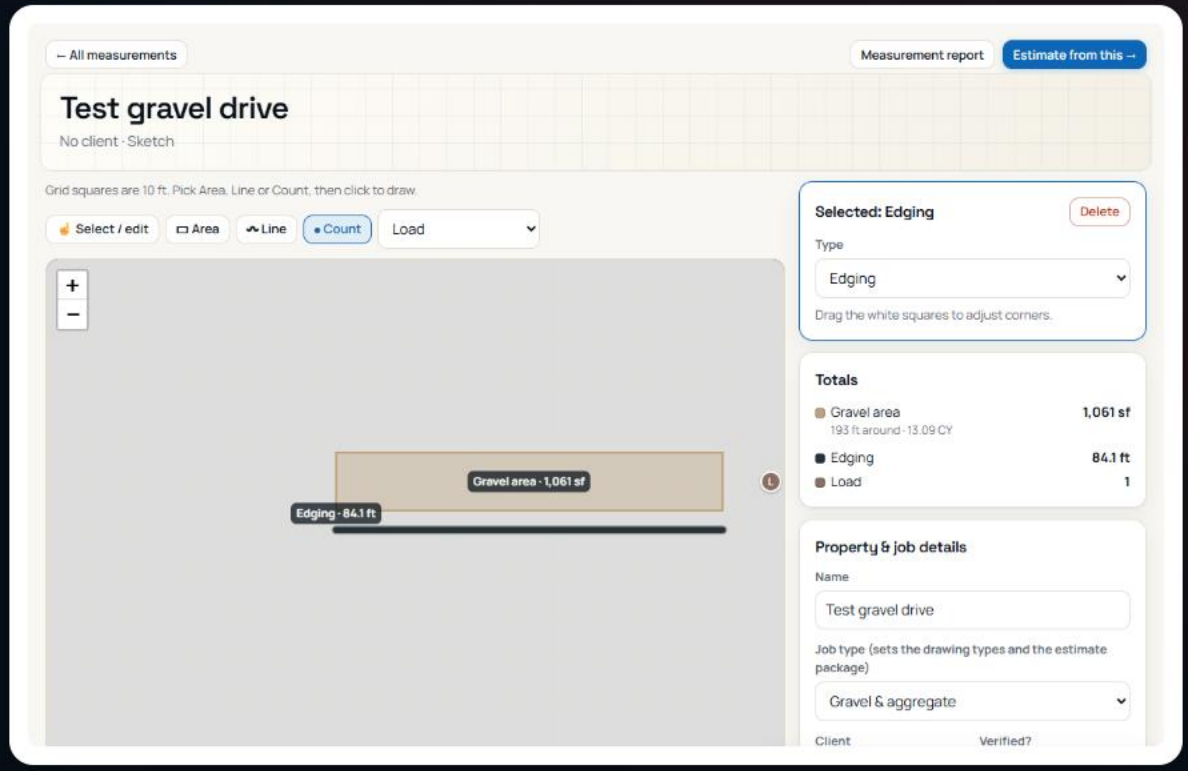
Aerial measuring in the app · USGS / USDA NAIP imagery (public domain)

KardinalEye
BY ROI SYSTEMS

MEASURE

Draw the job. Get the numbers right away.

- Lines, areas and counts, each with its own map color
- A 1-ft property photo is saved with each measurement, for offline use
- Your own photos, drone shots and sketches work too



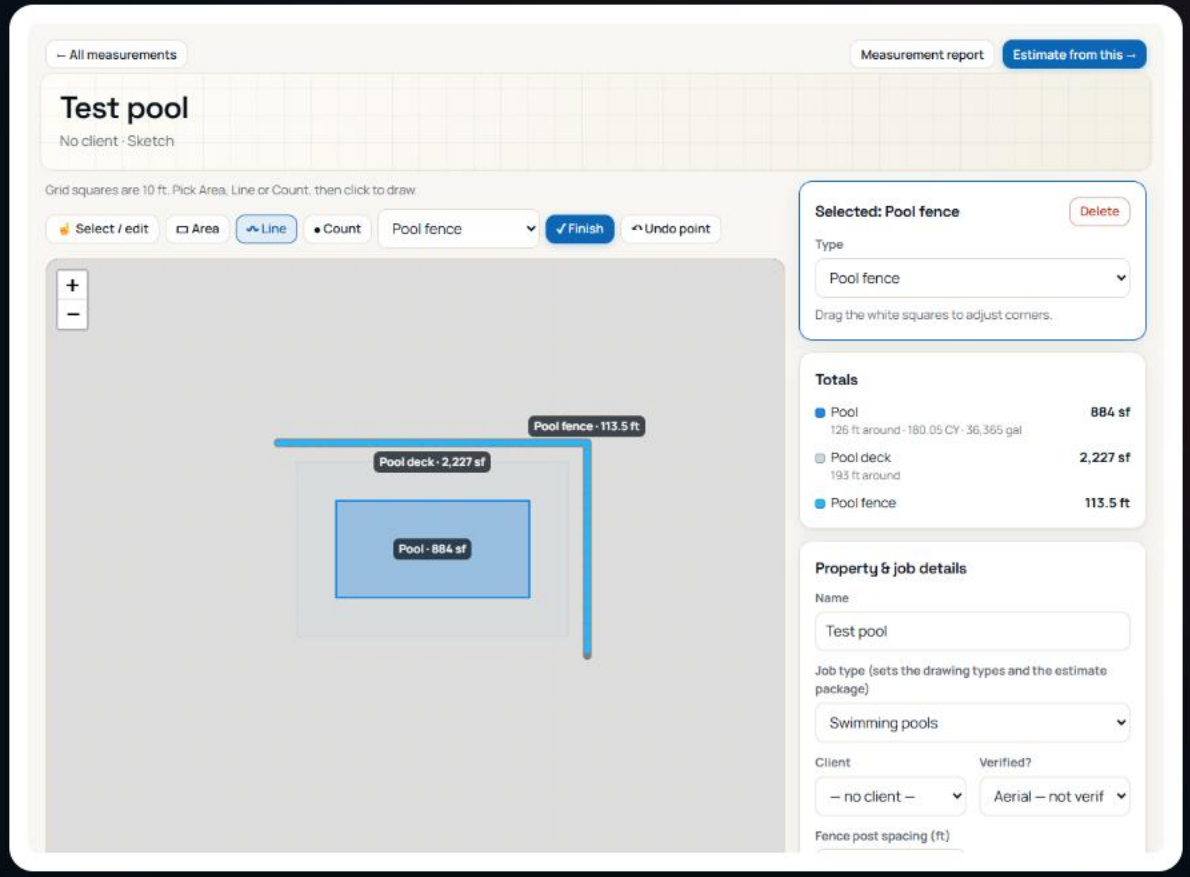
Gravel drive: 1,061 sq ft, 13.09 CY, 84.1 ft of edging (test data)

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FEET BECOME MATERIALS

Add a depth. Square feet become yards, tons and gallons.

- Area plus depth gives cubic yards, tons or gallons
- Trench lines give trench yards and bedding stone
- Fence lines give posts at your spacing, concrete bags and panels or rolls



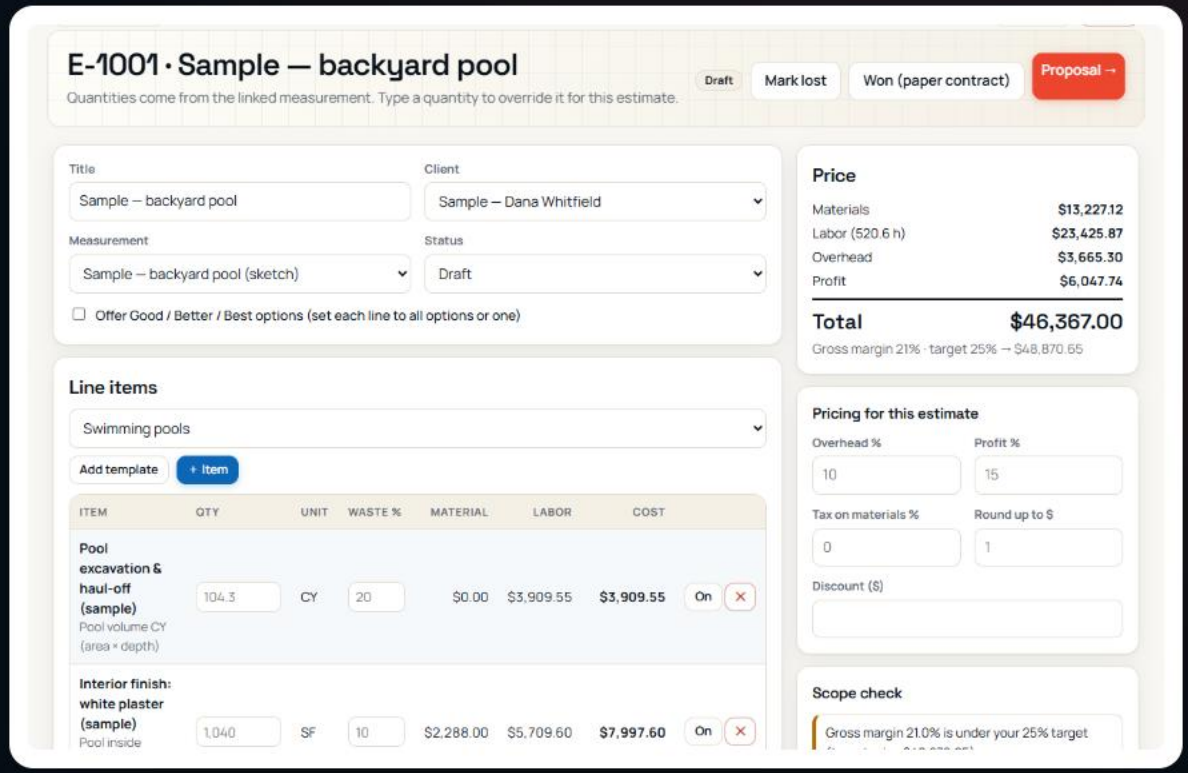
Pool sketch: 884 sq ft, 180.05 CY, 36,365 gal; 113.5 ft of fence (test data)

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ESTIMATE

Priced only from your own book.

- Your materials, labor hours and crews, waste, overhead and profit
- Every number traced, plus a scope check for common misses
- 15 job types and 157 starter items. You set every price.



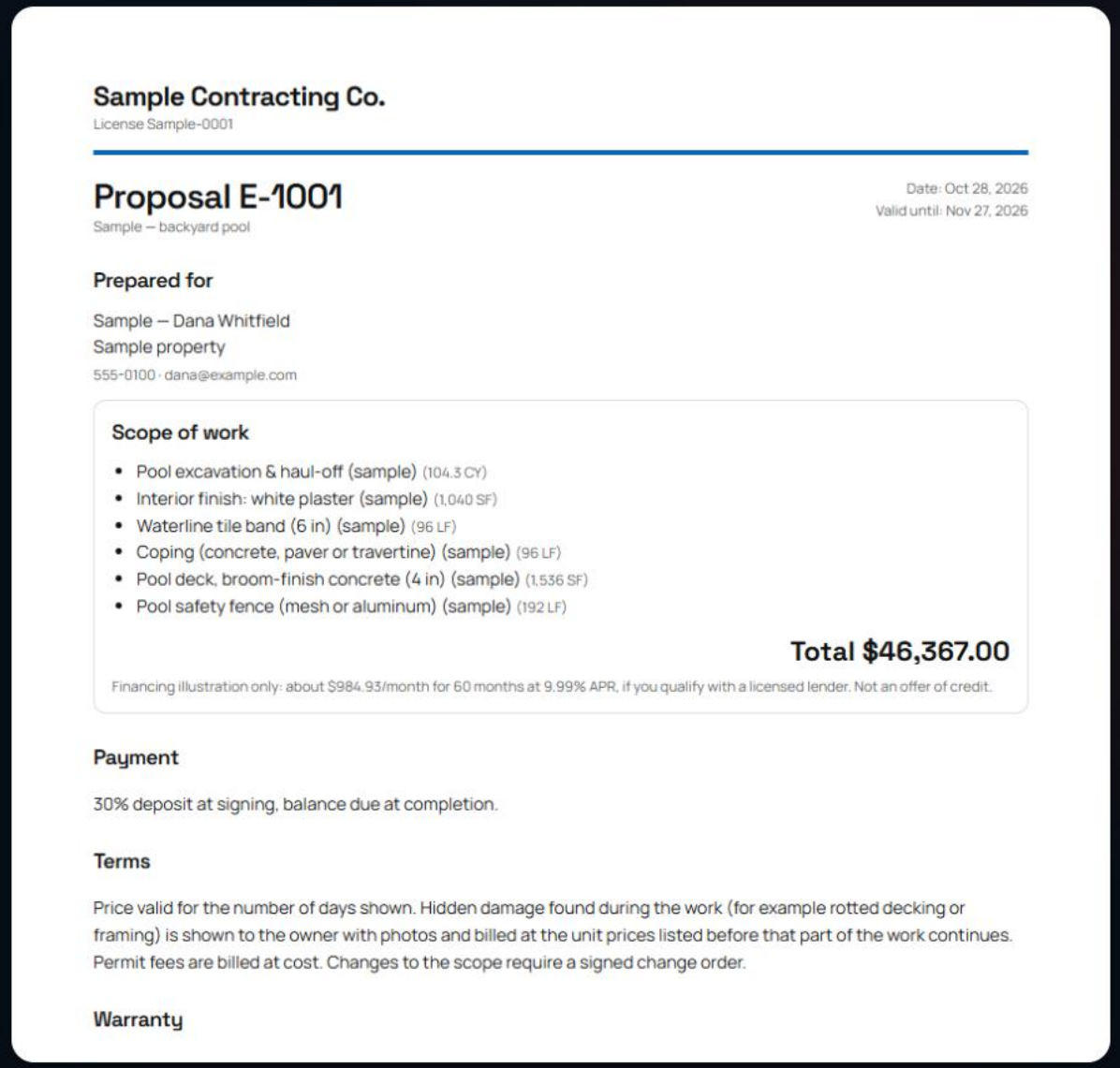
Estimate built from a measurement (sample data)

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BY ROI SYSTEMS

PROPOSAL

Good, Better, Best. Signed on screen.

- The customer signs on screen
- A tamper seal and a Doc ID on every proposal and invoice
- Won jobs move across a build board from scheduled to paid



Sample Contracting Co.
License Sample-0001

Proposal E-1001

Sample — backyard pool

Date: Oct 28, 2026
Valid until: Nov 27, 2026

Prepared for

Sample — Dana Whitfield
Sample property
555-0100 · dana@example.com

Scope of work

- Pool excavation & haul-off (sample) (104.3 CY)
- Interior finish: white plaster (sample) (1,040 SF)
- Waterline tile band (6 in) (sample) (96 LF)
- Coping (concrete, paver or travertine) (sample) (96 LF)
- Pool deck, broom-finish concrete (4 in) (sample) (1,536 SF)
- Pool safety fence (mesh or aluminum) (sample) (192 LF)

Total $46,367.00

Financing illustration only: about $984.93/month for 60 months at 9.99% APR, if you qualify with a licensed lender. Not an offer of credit.

Payment

30% deposit at signing, balance due at completion.

Terms

Price valid for the number of days shown. Hidden damage found during the work (for example rotted decking or framing) is shown to the owner with photos and billed at the unit prices listed before that part of the work continues. Permit fees are billed at cost. Changes to the scope require a signed change order.

Warranty

The proposal the customer signs (sample data)

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THE HONEST PRICE

$120 for 30 days. Every user, every device.

- Or $1,200 for a year, or any length from 1 to 12 months
- One payment per key. Nothing renews automatically.
- Try it free for 7 days first

Site plumbing	Concrete	Fencing
Metal buildings	Paving	Landscaping
Hardscape	Irrigation	Drainage
Pools	Dirt work	Gravel
Tree service	Lawn care	Site electrical