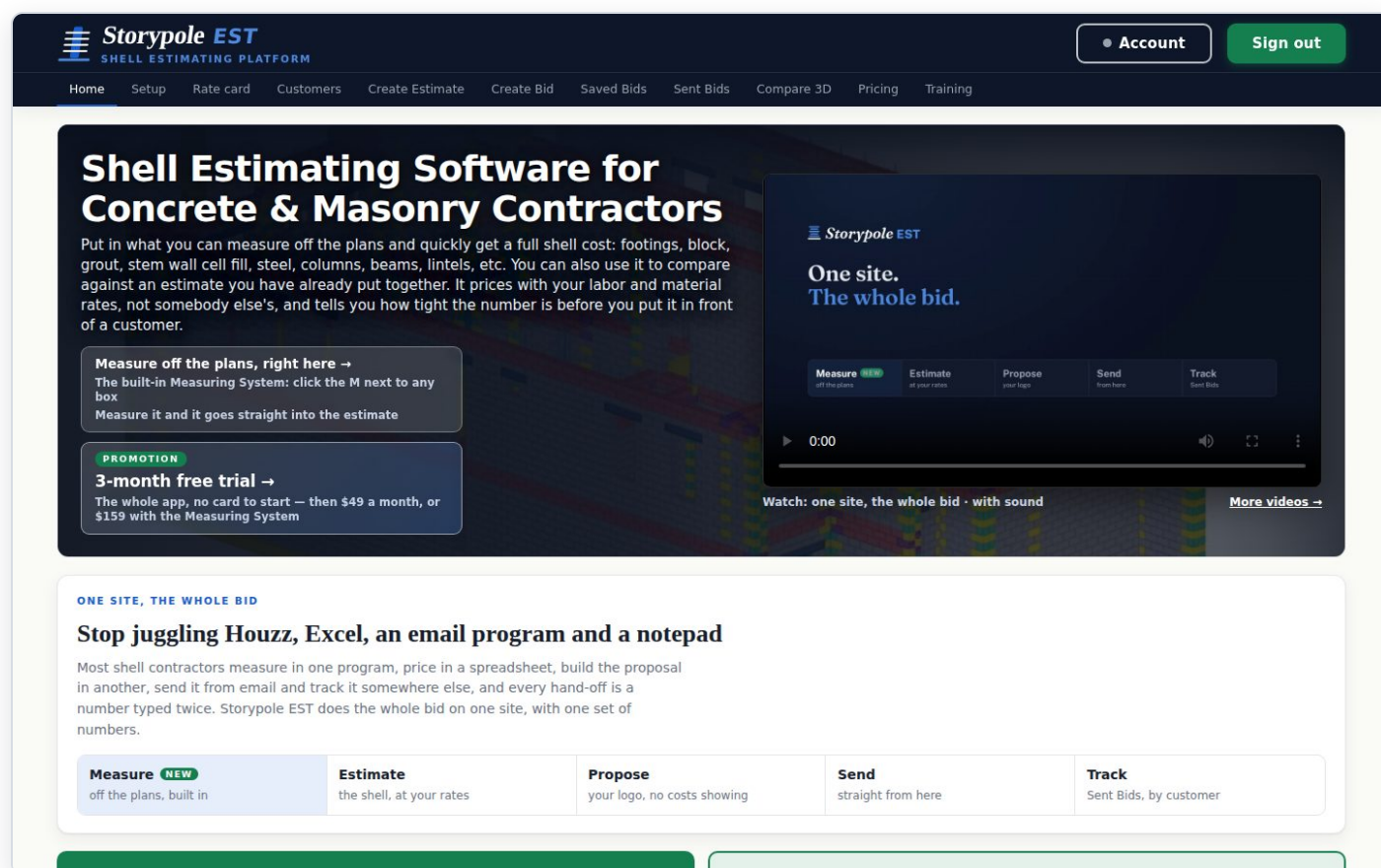


One site. The whole bid.

An estimating platform for concrete and masonry shell contractors — designed and built by a shell contractor, for shell contractors. Measure the plans, price the shell at your own rates, turn it into a proposal with your logo on it, send it and keep track of it. All in one place, with one set of numbers.

Measure NEW off the plans, built in	Estimate the shell, at your rates	Propose your logo, no costs on it	Send straight from the app	Track Sent Bids, by customer
--	---	---	--------------------------------------	--



Shell Estimating Software for Concrete & Masonry Contractors

Put in what you can measure off the plans and quickly get a full shell cost: footings, block, grout, stem wall cell fill, steel, columns, beams, lintels, etc. You can also use it to compare against an estimate you have already put together. It prices with your labor and material rates, not somebody else's, and tells you how tight the number is before you put it in front of a customer.

Measure off the plans, right here →
The built-in Measuring System: click the M next to any box
Measure it and it goes straight into the estimate

PROMOTION
3-month free trial →
The whole app, no card to start — then \$49 a month, or \$159 with the Measuring System

ONE SITE, THE WHOLE BID

Stop juggling Houzz, Excel, an email program and a notepad

Most shell contractors measure in one program, price in a spreadsheet, build the proposal in another, send it from email and track it somewhere else, and every hand-off is a number typed twice. Storypole EST does the whole bid on one site, with one set of numbers.

Measure NEW off the plans, built in	Estimate the shell, at your rates	Propose your logo, no costs showing	Send straight from here	Track Sent Bids, by customer
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The home screen, with the two-minute explainer video beside the title.

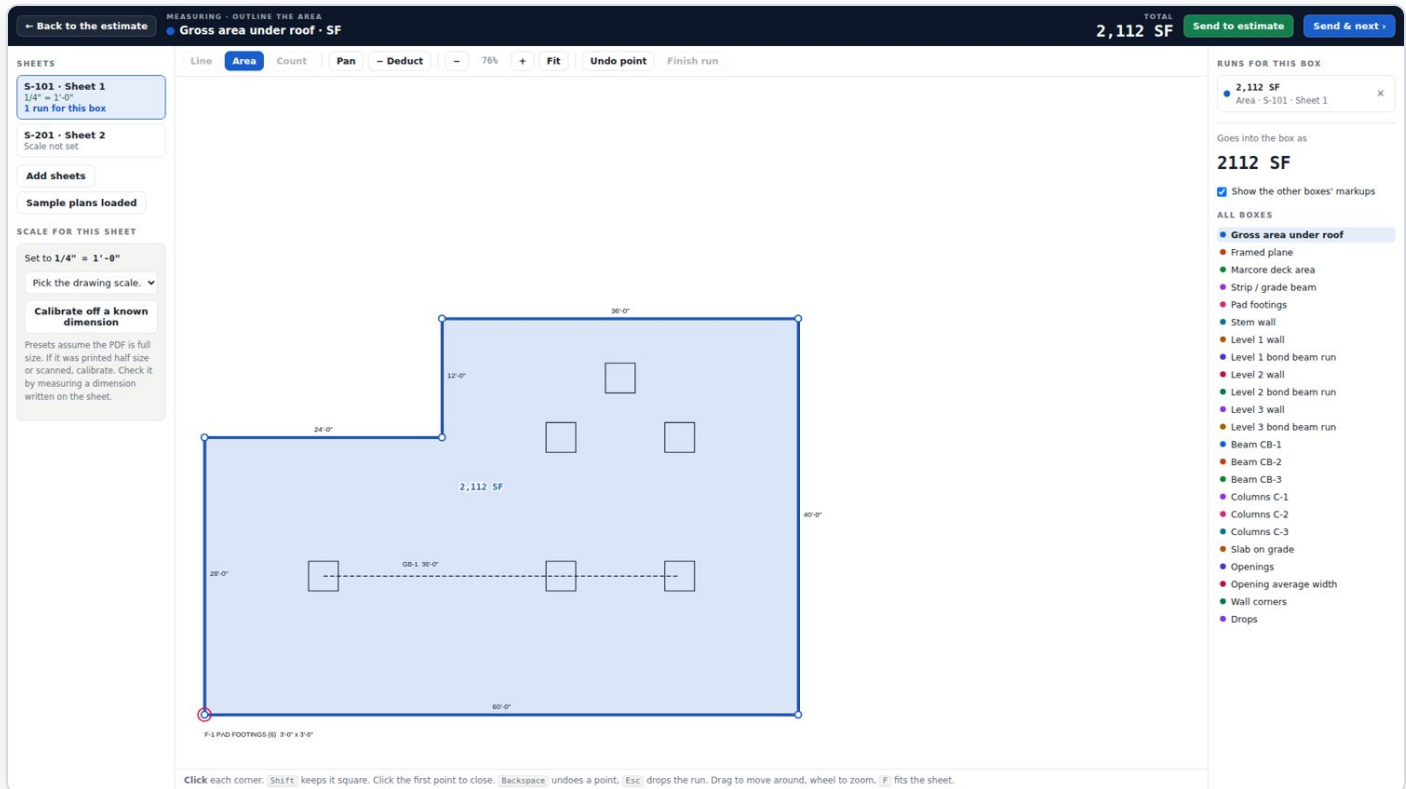
Houzz / Bluebeam
Excel
Word
Outlook
a notepad

Stop juggling five programs. Measure in one, price in a spreadsheet, build the proposal in another, send it from email, track it on a notepad — and type every number twice. Storypole EST does the whole bid on one site, with one set of numbers.

01 THE MEASURING SYSTEM • NEW IN REV 129

Measure off the plans. Right inside the estimate.

Every box on Create Estimate that comes off a drawing has an **M** next to it. Click it and your plans open with the right tool already picked. Measure, click **Send & next**, and the number is in the box — and you are on the next one. No Bluebeam, no JobTread, no Houzz, and nothing typed twice.



The Measuring System: the footprint outlined corner by corner on the sample foundation plan. 2,112 SF, scale read off the sheet.

The right tool, picked for you

A line for LF (wall runs, strip footings, beams), an outline for SF (slabs, area under roof), a click per item for EA (pads, columns, openings, corners).

The scale, read off the sheet

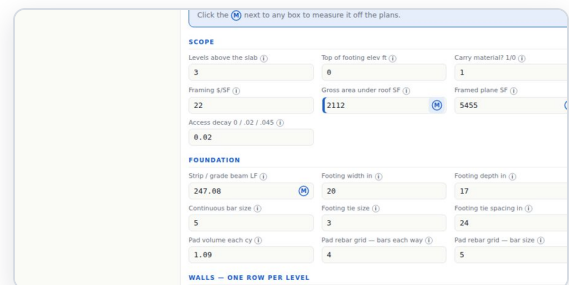
If the scale is printed on the sheet, it is found for you. Otherwise pick it, or calibrate off a dimension you know. Each sheet keeps its own.

Where the number came from

The markups stay on the sheet in that box's colour and save with the estimate. Move a point and the box follows.

Your plans, your computer

PDF plan sets, photos or scans. The plan file stays on the computer you uploaded it on; the markups go with the job.



Back on Create Estimate: the boxes filled from the plans carry a colour tab, and the M beside each one.

\$159 a month with the Measuring System, instead of \$49. The 3-month free trial includes it.

02 SETUP • FIRST THING

Set up your company. Once.

What you put here is what a builder sees when a proposal from you lands in his inbox — your logo at the top, your name, your phone and email in the footer, your colours running through it. Nothing on this page changes a number; your costs live on the rate card. Set it once and every proposal looks like it came from you.

FIRST THING

Set up your company

This page is about **your company**, not about any one job. What you put here is what a builder sees when a proposal from you lands in his inbox — your logo at the top, your name, your phone and email in the footer, and your colours running through it. Set it once and every proposal you ever send out of Storypole EST comes out looking like it came from you.

Nothing on this page changes a number. Your costs live on the [rate card](#) and the job itself is built on the estimate sheet. This is purely what the document looks like when it leaves your hands.

It follows you. All of this is kept with your account rather than in this browser, so it is there on the laptop, the office machine and the tablet in the truck without setting it up again.

YOUR LOGO

Goes on every proposal you send. PNG, JPG or SVG — a wide lockup works better than a square icon. It is resized to fit and kept with the app, so it follows you to another device.

Best size: 900 × 240 pixels (about 3.75 wide to 1 tall). PNG with a transparent background. It prints at roughly 2 1/8 inches across, so anything under about 600 × 160 goes soft when a customer prints the proposal. Bigger than 900 is fine — it is scaled down. An SVG is better still: it stays sharp at any size.

Add your logo 900 × 240 px

Click to choose a file, or drop one here

HOW IT WILL LOOK

Your company name

The line that goes under your name on a proposal

727-657-4678

This is the band across the top of every proposal. The message under the name is yours — one line about what you build and where, not a slogan.

YOUR COLOURS

Two colours carry the whole thing: a dark one for the band across the top of a proposal, and an accent for headings, links and the bid figure. Pick a preset or set your own.

These are your **proposal colours**. They go on the document your customer sees and on the copy you email — they do not repaint Storypole EST itself.

Band colour: [Dark Blue] Accent: [Light Blue]

[Reset](#)

Setup: logo, colours and details, with a live preview of how the proposal will look.

Your logo

PNG, JPG or SVG — a wide lockup, about 900 × 240 pixels. An SVG stays sharp at any size.

Your colours

A dark band across the top and an accent for headings and the bid figure. Pick a preset or set your own.

Your details

Company name, the line under the logo, phone, email, website, city — the footer of every proposal.

It follows you

Kept with your account, not in the browser: the laptop, the office machine and the tablet in the truck.

03 RATE CARD · SECOND THING

Your costs, not somebody else's.

Every builder loads his own. These are costs, not the method — change one here and every number in the app follows. Leave a box blank and it prices at the starting rate. Save the card as a profile and every new job starts on it. Nobody else sees it.

The screenshot shows the 'RATE CARD' interface with 'SAMPLE VALUES' loaded. It includes a 'YOUR MARGIN' section with a gross margin of 30% and a markup of 42.86%. Below this is a 'LINE RATES' section with various input fields for costs like concrete material, footing labour, mesh, block material, and mortar material.

YOUR MARGIN

Gross margin % (1) Same thing as a markup % (1)

ON \$100,000 OF COST
 Bid \$142,857 of which \$42,857 is yours.
 Marking cost up by 30.0% instead would bid \$130,000 — that is a 23.1% margin, not 30.0%.

Type either one — the other follows. It is a divide: selling = cost ÷ (1 - margin). Set it once here with the rest of your costs and every new job starts on it. A single job can be moved off it on the Create Bid screen without changing anything here.

LINE RATES

Concrete material \$/cy (1) 185	Pad footing labour \$/ea (1) 200	Strip footing labour \$/LF (1) 20	Misc / mesh \$/SF (1) 0.75
Termite \$ per row (1) 750	Block material \$/ea (1) 2.1	Mortar material \$/bag (1) 10	Cell fill material \$/cy (1) 220
Cell fill labour \$/cy (1) 40	Lintel material \$/LF (1) 32	Lintel labour \$/ea (1) 40	Marcoveck material \$/SF (1) 0
Marcoveck labor \$/SF (1) 0			

BLOCK LAYING — THE CARD DERIVES \$/BLOCK PER LEVEL FROM THESE

The rate card: margin, line rates and the block-laying build-up.

Your margin

Type a gross margin or a markup — the other follows. Selling = cost ÷ (1 - margin).

Line rates

Concrete, footing labour, mesh, termite, block and mortar, cell fill, lintels, deck.

Block-laying build-up

Production per mason per day, hours, mason and tender rates, mixer — the card derives \$/block per level.

Slabs, columns, beams, rebar

Slab labour by thickness, formed columns and CIP beams from form man-hours, rebar by bar size #3–#11.

04 CREATE ESTIMATE · THE WORK

Answer what the drawings tell you. The cost builds as you go.

The question sheet asks for what you can measure off a plan set — levels, wall runs, openings, slabs, columns, beams, steel. With the Measuring System, every one of those boxes fills straight off the plans. Every row derives its own rate from its own geometry, and the recommendation at the side updates with every answer.

Create Estimate — View Help

HOW THIS PAGE WORKS, START TO FINISH — HOVER OR CLICK

Need help? Storypole EST can get you started or consult with you on your estimate

GET A QUOTE — PER SQUARE FOOT

THE JOB

SCOPE

Levels above the slab ①

3

Top of footing elev ft ①

0

Carry material? 1/0 ①

1

Gross margin (0.30) — this job only ①

0.3

Framing \$/SF ①

22

Gross area under roof SF ①

5959

Framed plane SF ①

5455

Marcro deck area SF ①

0

Access decay 0 / .02 / .045 ①

0.02

FOUNDATION

Strip / grade beam LF ①

247.08

Footing width in ①

20

Footing depth in ①

17

Continuous bars ea ①

3

Continuous bar size ①

5

Footing tie size ①

3

Footing tie spacing in ①

24

Pad footings ea ①

13

Pad volume each cy ①

1.09

Pad rebar grid — bars each way ①

4

Pad rebar grid — bar size ①

5

Pad rebar grid — bar length ft ①

4

WALLS — ONE ROW PER LEVEL

Perimeter is per level; the house is not the same shape at every floor. Courses come from the elevations. Bond beam courses come out of the total, not on top of it. A level with no wall LF is inactive.

LEVEL	CMU 1/0 ①	PROD OVERRIDE ①	WALL LF ①	T.O. ELEV FT ①	VERT O.C. IN ①	VERT SIZE ①	SOLID FILL 1/0 ①	BB COURSES ①	BB RUN LF ①
Stem Wall	1	0	235	2.667	16	5	1	0	0
Level 1	1	0	260	12.667	16	5	0	1	425
Level 2	1	0	133	22.667	16	5	0	1	196

RECOMMENDATION

SUGGESTED BID — SHELL PADDED, EXTRAS NOT ①

\$114,579

Unpadded ① \$403,682 Pad everything ① \$423,866

Shell cost — the uncertain part

\$152,567.21

Extras — quoted, not predicted

\$130,010.00

Tier detected

Structural set with

Estimated accuracy — low to high

±3–5%

PER SQUARE FOOT

Shell per SF under roof	\$25.60
Shell per SF of slab	\$90.52
Total cost per SF of slab	\$167.66
Total cost per SF under roof	\$47.42
Bid per SF under roof	\$69.57

EVIDENCE ON THE SHEET

9 of 9 — the tier is detected from what is actually filled in, not from what you say you have.

- ☒ Wall LF entered per level
- ☒ Level elevations entered
- ☒ Vertical bar spacing per level
- ☒ Beam sections with LF
- ☒ Beam stirrup size and spacing

Create Estimate: the job on the left, the suggested bid, accuracy and per-SF figures on the right.

Suggested bid

Shell padded, extras not — with the unpadded and pad-everything figures beside it.

How tight the number is

A plain give-or-take figure, from what is actually filled in on the sheet, not what you say you have.

Checks before you send it

The evidence on the sheet, nine items, ticked or not — and the cost line by line.

Storypole EST · One site, the whole bid · Tampa Bay, Florida · 727-657-4678

storypoleestimating.com · Page 5 of 8

05 CREATE BID AND SENT BIDS · THE PROPOSAL

The number the builder sees. Nothing else.

Your costs, your margin and the accuracy range are deliberately not on the proposal. Pick the customer, take either end of the suggested range or type your own number, add the scope and exclusions, and send it — from the app. Sent Bids keeps every bid that has gone out, by customer, and every estimate still waiting.

The screenshot shows two side-by-side panels. The left panel, titled 'PROPOSAL', displays a form for a 'SHELL CONSTRUCTION PROPOSAL' for '5408 Spoonbill Way'. It includes fields for 'PREPARED FOR', 'PREPARED BY' (727-657-4678), 'DATE' (September 24, 2026), and 'VALID UNTIL' (October 24, 2026). Below this is a 'SCOPE OF WORK' section with a list of items: Strip footings and grade beams — 247 LF, Pad footings — 13 each, Concrete slabs — 1,685 SF, Masonry walls — 6,353 block, laid, grouted and reinforced, Cast-in-place columns — 33 each, Cast-in-place beams — 370 LF, Reinforcing steel — 15,181 lb, furnished and installed, Lintels — 31 openings, and Also included — Trusses and lumber, Lull.

The right panel, titled 'BID DETAILS', contains a 'SET YOUR MARGIN HERE' section with 'Gross margin %' set to 30 and 'Same as markup %' set to 42.86. Below this is a 'Customer' dropdown menu set to 'NONE' and an 'Add' button. Further down are fields for 'Project / address' (5408 Spoonbill Way), 'Client company', 'Client contact', and 'Prepared by'. At the bottom, there's a 'BID AMOUNT' section with a 'SUGGESTED BID RANGE' showing 'LOW END \$392,784', 'YOU ARE BIDDING \$414,579', and 'HIGH END \$414,579'. A 'What I'm bidding' section at the bottom states: 'This is the number the builder sees. Nothing else on this page is the bid.'

Create Bid: the proposal in your colours, and the bid range beside it.

Suggested bid range

Low end — everything goes your way. High end — covers the estimate being wrong. It is your bid; the estimate does not move.

Send it from here

Send bid asks you to confirm the amount, then it goes. Or put it in your own mail unsent.

Track it

Sent Bids: who it went to and when. Not sent yet: every saved estimate still waiting, so nothing slips.

06 COMPARE 3D • CALIBRATION

Find out how close you were. Every job.

You bid a job off the drawings. Later it gets modelled and priced for real, or built. Put the two numbers side by side: off by dollars, off by percent, and whether that was inside the range the app gave you.

COMPARE 3D

What this is. You bid a job off the drawings. Later, the job gets modelled and priced for real. This screen is where you put those two numbers side by side and find out how close you were.

Why it matters more than it sounds. Every estimate comes with a figure saying how close it should be — give or take 12%, give or take 5%, depending on how much the drawings told you. Until you check one against a real job, that is a promise somebody else made. Check one and it becomes something you measured. Check six and it is *yours* — measured on your buildings, at your rates, with your crews — and you can say so to a builder and mean it.

How to use it. Put in what the job really cost. The app tells you how far off it was, in dollars and in percent, and whether that was inside the range it gave you. Do it on every finished job. Two things come out of the habit: a figure you can defend, and an early warning when your costs have moved — a run of estimates all missing the same way is not bad luck, it is a rate that needs changing.

What the job really cost \$	Off by \$	Off by %
149489.73	\$3,077.48	2.06%

Inside the range — predicted \$152,567.21 against \$149,489.73, a miss of 2.06% on a $\pm 5\%$ tier. One run is consistent with that range; it does not establish it. Keep saving them.

Where the real number comes from. Two places. Best is a 3D model of the job and its material lists — that is a count, not an estimate, and it is exact. Failing that, use what the job actually cost when it was built: the labour that went into it and the material that came off the trucks. Either one works. What does not work is comparing one estimate to another estimate.

What good looks like. One job landing where it should tells you very little — anyone gets lucky once. Six of them is something you can put in front of a general contractor. And a miss is not a failure; it is the only free information in this business. A job that came in 9% over when the app said give or take 5% is telling you something specific about your rates, or about that kind of building, and it is telling you now rather than after four more bids.

Check a job against the rates it was priced on, not today's. If you have changed your rate card since that job was

Compare 3D: the real total against the estimate, and whether it landed inside the range.

Why it matters

Give or take 12%, give or take 5% — until you check one against a real job, that is a promise somebody else made. Check six and it is yours.

The early warning

A run of estimates all missing the same way is not bad luck; it is a rate that needs changing.

Check against the right rates

Saved estimates keep the price and rate card they were saved with, so you compare like with like.

WHAT IT COSTS

Five programs, or one site.

List prices for one person, per month, September 2026. The do-it-yourself stack costs less in dollars and more in hours: every hand-off is a number typed again, and none of it prices a shell.

OPTION	MEASURE	PRICES A SHELL	PROPOSAL, SEND, TRACK	PER MONTH
Storypole EST + Measuring System	Yes, built in	Yes	Yes	\$159
Storypole EST	Type it in	Yes	Yes	\$49
JobTread	Yes	No	Yes	\$199
Houzz Pro (takeoffs on the quoted Custom plan)	Custom plan	No	Yes	\$399+
Bluebeam + Excel/Outlook + PandaDoc + HubSpot	Yes	Your own sheet	Four logins	about \$76

THE APP

Storypole EST

\$49/mo

after a 3-month free trial

- Estimate, proposal, send and Sent Bids
- Your rates, your logo, unlimited jobs
- Type the measurements in yourself

THE WHOLE BID

EST + Measuring System

\$159/mo

after the same trial — which includes it

- Everything in Storypole EST
- Measure the plans inside the estimate: the M next to every box
- No separate takeoff program

WHEN A JOB SCARES YOU

Storypole Modeling

\$0.50/SF

\$2,000 minimum · residential

- We model the shell in 3D and count it
- We estimate it: +\$0.15 / SF
- Reports and RFIs: \$99 each



WHEN A JOB SCARES YOU

Use the app until a job needs more. Then send it to us.

A prediction is right about the drawings. A structural model is right about the building — every block, bar, column and beam counted from geometry. The one with the odd geometry or the thin drawings is the one to send: storypolemodeling.com.

3 months free

THEN \$49 A MONTH · \$159
WITH THE MEASURING SYSTEM
· NO CARD TO START

Load your rate card, measure and price a job you have already built, and see whether it lands where your number landed. You have three months to run that test.

storypoleestimating.com

Watch the 2-minute video:
storypoleestimating.com/marketing

Competitor prices from their published pricing pages, 27 Sep 2026; Houzz Pro does not publish takeoff pricing.