



Garage Floor Marketing

A DIVISION OF USDURALAST

The CRM and marketing stack built for floor coating contractors

Your business **runs itself.** You run the jobs.

One login replaces seven tools. Quotes, contracts, payments, follow-up, reviews, calls, texts, social, and ads, all stitched together and humming in the background. You hit two buttons. It does the rest.

7+

TOOLS REPLACED

10 min

TO GO LIVE

3 clicks

LEAD TO SIGNED BID

24/7

ANSWER RATE

Automations running every minute, behind the scenes.

You don't push these buttons. The system does. You just see the results in your inbox.

✓ Quotes follow up on their own

Customer didn't respond in 48 hours? An SMS goes out. Still nothing in 5 days? An email with the proposal goes out. You don't lift a finger.

✓ Won leads become invoices

Mark a bid won, the deposit invoice goes to the customer, the contract is sent for e-signature, and the job lands on your schedule. Three actions, one click.

✓ Reviews ask themselves

After every install, an SMS goes out asking for a review. Five-star ratings bounce to Google. Four or below bounce to your inbox first so you can fix it.

✓ Inbound calls answered 24/7

The AI receptionist picks up nights, weekends, and during installs. It qualifies the lead against your service area and price floor, then drops it on your calendar.

✓ Texts route to the right rep

Customer texts back. The system knows who owns that lead and pings them. If they don't reply inside the quiet-hours window, it nudges them in the morning.

✓ Social posts schedule themselves

40 brand-tuned posts a month. You swipe approve. They auto-publish to Facebook, Instagram, TikTok, GBP, LinkedIn, X, Reddit, Pinterest, and Bluesky.

✓ Google Business Profile stays fed

Weekly posts, photo uploads, Q&A monitoring. The signals Google's local algorithm watches for, on a calendar you don't have to keep.

✓ AI watches what ChatGPT says about you

Daily checks across ChatGPT, Gemini, Perplexity, and Google AI Overviews. If you drop out of a recommendation, you get an alert.

✓ Citations stay consistent

75+ directories monitored. NAP conflicts auto-detected and fixed. Quarterly re-verification, no spreadsheet, no chasing.

✓ Pipeline reports itself

Weekly Sunday-night digest: won, lost, sitting too long, follow-ups due. Open the email, see the week.

Real workflows. Real click counts.

No 14-tab spreadsheets, no copy-paste, no app switching. Most of what you do takes two taps.

Customer signs a bid

Contract executed, deposit invoiced, job scheduled, rep notified by SMS, customer welcome email out the door.

Open lead → Tap Send proposal → Customer e-signs on their phone

New lead from a phone call

Contact, address, square footage, coating type, and price all on the bid, ready to send.

Tap mic, dictate the call → AI fills the form → Tap Save and send

Customer wants a different color

Bid updated, customer portal refreshes, both parties on the same page.

Open lead → Pick color from palette → Save

Scan a business card at a trade show

Contact, phone, email, company, title saved. Lead created. Follow-up scheduled.

Tap Scan card → Snap photo → Confirm

Texting a customer their bid

Personalized SMS with a one-tap portal link. They view, sign, and pay without an email account.

Tap Send SMS → Done

If a workflow takes more than three taps, we cut a tap.

The whole thing, configured by lunch.

No engineer, no consultant, no four-week onboarding. Each step is a form with a "Save" button.

1 Create your account

Email and password. You're in. The CRM is ready before you even pick your brand color.

30 seconds

2 Upload your logo, pick your brand color

One file, one color picker. Everything customers see, the bid PDFs, the portal, the emails, the SMS sender name, picks up your brand instantly.

1 minute

3 Connect your phone and email

Paste your Twilio info for SMS. Verify your sending domain for email. We give you the exact records to copy. If you don't have Twilio yet, the wizard provisions it.

3 minutes

4 Set your default pricing

Per-square-foot rate, stair price, vertical surface rate, repair line items. The bid form auto-prices every quote from these defaults. Override any line on any job.

2 minutes

5 One-click GHL connect (optional, for white-label tools)

Tap "Connect GHL." Approve the install. The AI phone receptionist, GBP manager, social scheduler, call tracking, and email marketing all light up. No agencies, no setup calls.

1 minute

6 Create your first lead

Walk through the new-lead form once. Save and send a bid to yourself to see exactly what your customers will see. The flow is the demo.

2 minutes

10 minutes, end to end. You're sending real bids before

READY TO GO

One login. Every tool. Built for the trade.

Stop stitching together apps that don't talk to each other. Garage Floor Marketing is the one platform that does.

Start free at garagefloor.marketing

garagefloor.marketing

Built by floor coating operators, for floor coating operators.
Mobile-first. Sun-readable. Glove-friendly.

GARAGE FLOOR MARKETING IS A DIVISION OF USDURALAST • DISABLED VETERAN OWNED