



Garage Floor Marketing

A DIVISION OF USDURALAST

CRM built for floor coating contractors

QUICK START

Set up the CRM in **10 minutes.** Send your first bid in **15.**

No engineer, no consultant, no four-week onboarding. Each step here is a screen with a Save button. Follow them in order. By the end you'll be sending real bids to real customers.

10 min

TOTAL SETUP

12

STEPS, IN ORDER

3 clicks

TO SEND A BID

\$0

CONSULTANT FEES

i What you need before you start

A logo file (PNG or SVG), your brand color hex code, your default per-square-foot price for a flake floor, a Twilio account info if you have one (we'll provision one if you don't), and a sending email domain. That's it.

Setup, step by step.

Open the CRM, then walk these in order. Each step ends with a Save button.

1 Sign in & pick your password

Your account was provisioned for you. Use the email Jake sent. First sign-in forces you to set a real password and enroll 2FA if you're a superadmin.

30 seconds

2 Upload your logo, pick your brand color

Settings → Brand & defaults. One file, one color picker. Every customer-facing surface (bid PDFs, customer portal, emails, SMS sender name) picks up your brand instantly. Use your real brand orange, blue, whatever, this is what your customers see.

1 minute

3 Add your business info

Same page, scroll down. Address, business phone, default city. Used on the bid PDFs, in email signatures, and to pre-fill customer portal info. Skip nothing, this becomes your CRM's identity.

1 minute

4 Set your default pricing

Settings → Brand & defaults. Enter per-square-foot rate, stair price, vertical surface rate, repair line items. The new-lead form will auto-price every quote from these defaults. You can override any line on any job, but having defaults locks in 80% of the math for you.

2 minutes

5 Add a coating preset (optional but useful)

Settings → Coating presets. Save the coatings you sell most (Polyaspartic Flake, Epoxy Solid, Metallic). Per-preset pricing overrides the default rate for that coating. On the new-lead form you pick the coating, the right price loads automatically.

2 minutes

Wire up SMS, email, and integrations.

Each one is optional. The CRM still runs without them. But you'll want at least SMS so you can text customers their bid in one tap.

6 Connect Twilio for SMS

Settings → SMS (Twilio). Paste your Twilio Account SID, Auth Token, and phone number. If you don't have Twilio yet, the in-app "How to get this" dropdown walks you through provisioning (about 5 minutes, you'll need a credit card on Twilio's side). Once connected, every contact page has a "Send SMS" button.

3 minutes

7 Verify your email domain

Settings → Communications. We use Resend for transactional email. Add SPF and DKIM records at your DNS provider, the in-app instructions show you the exact values. Sends will work without this, but they may land in spam.

2 minutes (then DNS propagation)

8 Connect GoHighLevel (optional)

Settings → GoHighLevel. One click. Approve the Marketplace app. The AI Phone Receptionist, GBP Manager, Social Scheduler, Call Tracking, and Email Marketing all light up. If you don't use GHL, skip this, the rest of the CRM works without it.

1 minute

9 Link your AmazingGarageFloors.com account

Settings → AGF shop. Enter your AGF login email and password. We verify your account, save your customer ID and tier, then forget the password. From this point on, you can shop the AGF catalog from inside the CRM and your tier pricing follows you to checkout.

1 minute

From cold address to signed contract in 15 minutes.

You're configured. Now use the system the way you'll use it every day. Walk this once with a real lead, even a friendly homeowner you know.

10 Create your first lead

Bottom nav → Pipeline → "+ New lead" button (top right). Type the customer's name, address (autocomplete will fill the rest), and square footage. The price auto-fills from your defaults. Add a discount or override pricing if needed, then Save.

2 minutes

11 Send the bid

On the lead detail page, tap "Send proposal." Pick "SMS + Email" or just SMS. The customer gets a text with a one-tap portal link. They view the bid, pick their color, see your installer photo, and tap "Sign now" on their phone. No email account required.

30 seconds

12 Watch what happens when they sign

The instant they sign, the system: marks the lead Won, creates a Sale record at your sold price, sends them a "what happens next" email with their installer photo, drops the job on your schedule, texts the rep that owns the lead, and emits an invoice for the deposit via Stripe Connect. You did nothing. The CRM did it all.

Instant

That's it. You're live.

Day-to-day work is just creating leads and tapping Send. The rest of the system runs in the background, sending follow-ups, asking for reviews, scheduling jobs, posting to social, watching ChatGPT.

The CRM lives in your pocket.

Install it as a PWA: visit garagefloor.marketing on your phone, tap the share icon, then "Add to Home Screen." It opens like a real app.

Sign in at garagefloor.marketing

→ **Where you'll be 80% of the time**

Pipeline: see every active lead, sorted by stage.

Inbox: every SMS and email reply, in one stream.

New lead: the FAB (bottom-right + button) on any screen.

? **Where to get help**

Every settings screen has a "How to get this" dropdown. Settings → Account → How to use this app opens a full printable PDF walkthrough. Or call Jake.

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

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