



Garage Floor Marketing

A DIVISION OF USDURALAST

The CRM and marketing stack built for floor coating contractors

TOOLS GUIDE

Every tool, explained. What it does. Why you need it. How to use it.

The platform ships with 26 tools across four categories: CRM core, bid-side helpers, white-label comms, and AI Search / Local SEO. Walk this guide once to know what's on the shelf.

26

TOOLS SHIPPED

7+

SAAS APPS REPLACED

1 tap

TO ACTIVATE A TOOL

1 day

FROM REQUEST TO LIVE

i Where each tool lives

Bottom nav covers daily-use tools (Pipeline, Inbox, Contacts, Schedule). The desktop /tools dashboard is the launchpad for everything else. /settings is where you wire in credentials and toggles.

What you'll use every day.

The five tools that justify the platform on their own. Built-in, no setup beyond the Quick Start.



Pipeline (Lead CRM)

Every lead, every channel, one board

WHY YOU NEED IT

Stop tracking leads in a spreadsheet, a notebook, and the Notes app. Pipeline gives you one source of truth, sorted by stage, with full history per lead.

HOW TO USE IT

Bottom nav → Pipeline. Tap a card to open the lead. Tap "+ New" to spawn one. Mark won/lost with a single tap. Drag between stages.

Stages · sort · search

Activity timeline

Photo capture

Notes



Inbox

SMS, email, and social DMs in one stream

WHY YOU NEED IT

Customers reply by text. Or email. Or Facebook Messenger. You can't watch four apps. Inbox shows every reply in one chronological feed, mapped to the right lead.

HOW TO USE IT

Bottom nav → Inbox. Tap a thread to reply. Auto-reply templates and macros are in Settings → Templates.

Two-way SMS

Email reply tracking

Quiet hours

Auto-reply



Invoicing & Estimates (Stripe Connect)

Quote on-site, get paid faster

WHY YOU NEED IT

Cuts 7 to 14 days off your accounts receivable. Customer signs the bid, deposit invoice goes out the door instantly, they pay on their phone, money lands in YOUR bank account directly (we never touch it).

HOW TO USE IT

Settings → Account → Connect Stripe. Stripe walks you through verification once (~10 min). After that, every won lead generates a deposit invoice automatically.

ACH + card

Auto reminders

Direct to your bank

Reporting and lead capture.



Reports & Insights

Where the money's coming from and going to

WHY YOU NEED IT

Know your win rate. Know your top lead source. Know which coating brings the highest margin. Know which day of the week your reps close the most. The data's already there, this surfaces it.

HOW TO USE IT

Settings → Reports for date-filtered revenue, win rate, sources, loss reasons. Settings → Insights for daily KPIs and conversion trends. Weekly digest email lands Sundays 7pm.

Revenue trend

Conversion %

Source attribution

Sunday digest



Funnels (Lead-capture pages)

Branded landing pages, ready in 10 minutes

WHY YOU NEED IT

"Free quote" page for your Google Ads. "Color picker" page for your Facebook campaigns. "Promo" page for your spring sale. Each generates leads straight into your CRM with the source tagged.

HOW TO USE IT

/funnels → pick a template → publish. Auto-styled to your brand. Use the published URL in any ad or QR code. Submissions show up as new leads.

8 templates

Auto-branded

Source-tagged leads



AI Closer

The play caller you didn't know you needed

WHY YOU NEED IT

Most contractors lose deals because they don't follow up at the right moment with the right message. The AI Closer watches every signal (portal opens, replies, time-on-page, mentions of competitors) and tells you what to send and when.

HOW TO USE IT

Open the daily 7am digest email or hit /closer. Each play has the customer name, why the AI is suggesting it, and the drafted SMS or email. One tap to approve, edit, or skip.

Daily digest

Engagement signals

One-tap send

Mobile push

Everything you need to put together a winning quote.



Flake catalog

317 colors, region filter, favorites

WHY YOU NEED IT

Customers pick a color on the bid. Without a catalog, you're showing them PDFs or pulling up another website. Bad sales. The catalog is in-app and the picker shows your favorites first.

HOW TO USE IT

Settings → Flake catalog to refresh from AGF. Settings → My favorites to pin your top sellers. On any lead form, the flake picker is right there.

317 colors

Region filter

Heart your top 12



Custom blend builder

Mix up to 12 flakes, live preview

WHY YOU NEED IT

Custom blends sell at premium pricing. Without a visualizer, customers can't picture it and don't bite. The live canvas shows them exactly what their floor will look like.

HOW TO USE IT

/custom-blend or on the new-lead form, tap "Mix custom blend." Pick flakes, drag the percentages, name it. Saves to the lead and renders on the customer portal.

Live preview

Saved per lead

Shows on portal & PDF



Contract template

Auto-fills on every won lead

WHY YOU NEED IT

No more retyping the customer's name, address, and scope onto your standard contract. Upload it once, the CRM fills it forever.

HOW TO USE IT

Settings → Contract template. Upload your standard contract (Word or PDF). Mark merge fields ({customer_name}, {address}, {scope}, {price}). Every won lead generates a filled contract for e-signature on the portal.

Merge fields

E-signature

Auto on win

Reviews and materials.



Review Magnet

5-star reviews on autopilot

WHY YOU NEED IT

Reviews drive Google rankings and conversion. Most contractors get 1 review per 20 jobs. Review Magnet runs the ask for you and routes happy customers to Google.

HOW TO USE IT

Settings → Reviews. Paste your Google review URL. Mark a job complete on the schedule and the system texts the customer an hour later. 5 stars routes to Google. 4 or below routes to your inbox so you fix it before it goes public.

SMS + email ask

Smart 5★ routing

AI reply suggestions



AGF Shop (AmazingGarageFloors.com)

Buy materials at your tier pricing, from the CRM

WHY YOU NEED IT

Stop switching apps to order materials. Stop logging into AGF.com on a borrowed laptop. Browse the catalog from the truck. Your wholesale tier pricing follows you to checkout.

HOW TO USE IT

Settings → AGF shop. Enter your AmazingGarageFloors.com login (one time). We save your customer ID and tier. From then on, /shop browses the live catalog. Cart, ship-to, place order. Order appears on AGF under your account at your tier price.

Live AGF catalog

Your tier pricing

Local order history



Photo-to-Estimate AI

Customer sends a photo, AI drafts the bid

WHY YOU NEED IT

Cuts the bid time on remote leads in half. Customer texts you a garage photo. Tap "AI estimate." Claude pulls square footage and condition off the photo, drafts pricing.

HOW TO USE IT

On any lead, tap the photo → "Estimate from photo." Review and adjust. Send the bid.

Claude vision

Edits before send

How you talk to leads & customers.

SMS, email, voice, and social. Some are built-in. Some are white-labeled through our comms platform.



SMS Marketing

Text the leads you've been ignoring

WHY YOU NEED IT

90% open rate vs 20% for email. SMS re-engagement campaigns dig revenue out of your stale lead list. Drip campaigns nurture leads who aren't ready yet.

HOW TO USE IT

Settings → SMS (Twilio) to connect. Then bulk or drip campaigns from /campaigns. Two-way inbox replies show in /inbox. TCPA quiet hours and opt-out handling built in.

Bulk + drip

Two-way inbox

TCPA-compliant



Email Marketing

Newsletters, drips, & quote follow-ups

WHY YOU NEED IT

A weekly newsletter to your customer list keeps you top-of-mind for referrals and repeat work. Quote follow-up emails recover 20% of "ghosted" leads.

HOW TO USE IT

Settings → Templates → Email. Pick a trade-built template. Hit Send or schedule. Open rate and click reporting on each send.

Trade templates

Quote follow-up auto

List building forms



AI Phone Receptionist

Answers every call. Books the appointment.

WHY YOU NEED IT

You miss calls during installs, after hours, and on weekends. Each missed call is a lead going to your competitor. AI receptionist picks up 24/7, qualifies against your service area and price floor, and drops them on your calendar.

HOW TO USE IT

/tools/ai-phone → Activate. We configure the script, voice, and calendar sync with GHL behind the scenes. Forward your business number. Done.

24/7

Custom script

Calendar booking

Full transcripts

GBP, calls, and social.



GBP Manager

Google Business Profile, weekly

WHY YOU NEED IT

Google's local algorithm rewards GBPs that get fresh content. Weekly posts, photo uploads, and Q&A monitoring are the signals that move the needle. Doing it manually is a Sunday afternoon you don't have.

HOW TO USE IT

/tools/gbp → Activate. We connect to your GBP, schedule weekly auto-posts, upload your install photos (geo-tagged), monitor questions, suggest answers. You approve or let it run.

Auto weekly posts

Photo upload + geo

Q&A monitoring



Call Tracking

Which ad rang the phone?

WHY YOU NEED IT

You're spending money on Google Ads, Facebook, yard signs, mailers. Which one actually drives calls? Call tracking gives every channel a unique number so you know exactly.

HOW TO USE IT

/tools/call-tracking → Activate. We provision dynamic numbers per campaign. Drop them into your ads. The dashboard shows call volume, source, recording, and transcript.

DNI · dynamic numbers

Per-campaign attribution

Recording + transcript



Social Scheduler & Auto Social

Post once, cross-post to nine. Or have AI do it all.

WHY YOU NEED IT

Consistent social presence drives trust and referral traffic. But writing 40 posts a month is a job you won't get to. Auto Social writes them for you in your brand voice; Social Scheduler is the simple "post once, distribute everywhere" version.

HOW TO USE IT

Auto Social: /portal/auto-social. Drop in your website URL, the AI extracts brand voice, drafts 40 posts/month, you swipe approve. Social Scheduler: /tools/scheduler, manual posts with cross-platform schedule.

9 platforms

AI brand-voice drafts

Swipe to approve

Get found when customers ask ChatGPT, Gemini, and Perplexity.

Local search is shifting from Google's 10 blue links to AI-generated answers.

These tools track and influence what the AIs say about you.



GEO Rank Tracker

Track ChatGPT, Gemini, Perplexity & AI Overviews

WHY YOU NEED IT

When a homeowner asks ChatGPT "best garage floor coater near Bismarck," does it recommend you, your competitor, or nobody? Without tracking, you have no idea. With it, you know daily.

Daily checks

4 AI engines

Competitor compare

HOW TO USE IT

/tools/geo-rank → Activate. Tell us your tracked keywords and competitors. Daily checks. Get an alert when you drop or get newly mentioned.



AI Answer Monitor

What the AI actually said about your business

WHY YOU NEED IT

Tracking that you're "mentioned" isn't enough. You need the actual answer text, scored for sentiment and accuracy, with misinformation flagged so you can correct the underlying source.

Verbatim logging

Sentiment score

Misinformation flag

HOW TO USE IT

/tools/ai-monitor → Activate. We screenshot and log every AI answer for your tracked queries. Weekly digest of changes. Sentiment + accuracy scoring.



Content Studio

Blog posts the AI wants to quote

WHY YOU NEED IT

AIs lift answers from structured, citation-heavy long-form content. Most contractor blog posts are too thin to ever be quoted. Content Studio writes the format AIs actually use.

Q&A blocks

Comparison tables

Internal-link plan

HOW TO USE IT

/tools/content → Activate. We map topic clusters to AI queries you want to rank for, draft 2 long-form posts a month, publish to your blog with Q&A blocks and tables.

Mentions, citations, and rank by neighborhood.



Backlink Builder

Mentions where the AI is reading

WHY YOU NEED IT

Als and Google both weight mentions on Reddit, niche forums, supplier sites, and local press. Random link-building services aim at the wrong targets. We aim at the sources that move AI training data.

Trade outreach

Reddit + forums

Local press

HOW TO USE IT

/tools/backlinks → Activate. We run trade-specific outreach, Reddit and forum seeding, local press placements. Monthly link velocity report.



Citation Builder

75+ directories, one click

WHY YOU NEED IT

Inconsistent NAP (Name, Address, Phone) data across directories tanks your local Google ranking. Doing it manually means a half-day in front of a spreadsheet every quarter.

75+ directories

Auto NAP fixes

Quarterly re-verify

HOW TO USE IT

/tools/citations → Activate. We submit and maintain NAP across 75+ directories Google and the Als trust. Auto-detect and fix conflicts. Quarterly re-verification.



Rank Grid Heatmap

Rank by neighborhood, not just by city

WHY YOU NEED IT

You might rank #1 from your office but #15 three miles away. Heatmap shows you exactly where the map pack is leaving you out so you can target underperforming pockets with ads or service-area pages.

5x5 or 9x9 grid

Weekly

Competitor compare

HOW TO USE IT

/tools/rank-grid → Activate. We track a 5x5 or 9x9 grid per keyword weekly. Compare to 3 competitors. Underperforming pockets highlighted.

Pages for every city you serve.



Service Area Page Builder

One page per city, in minutes

WHY YOU NEED IT

Google rewards businesses with location-specific pages for every city they serve. Writing them all is days of work. The builder generates them at scale, AI-drafted with proper schema.

HOW TO USE IT

/tools/service-pages → Activate. List the cities you serve. We generate localized pages with FAQ blocks, schema markup, and image slots. Human-reviewed before publish.

AI-drafted

Schema + FAQ

Mapped to service area

Activation is one click per tool.

/tools/[tool-slug] in the CRM shows a hero, what it does, and an "Activate" button. We get notified, spin up the white-label backend on our comms platform, and email you when it's live (usually inside one business day).

i How tiers work

Starter (\$297/mo): CRM, inbox, Stripe invoicing, customer portal, 3 seats, 500 SMS, Review Magnet.

Growth (\$697/mo): Everything in Starter plus 5 white-label tools of your choice (GBP, AI Phone, Email Marketing, Call Tracking, Social Scheduler), 10 seats, 2,000 SMS.

Scale (\$1,497/mo): Everything in Growth plus all AI Search tools (GEO Rank, AI Monitor, Content Studio, Backlinks, Citations, Rank Grid, Service Pages), unlimited seats, 10,000 SMS.

Every tool you pay for, in one place.

Stop stitching together seven SaaS subscriptions that don't talk to each other. Garage Floor Marketing is the one platform built for the floor coating trade.

Open the tool dashboard at garagefloor.marketing

→ **Browse the live showcase**

/portal on the marketing site shows the public demo of every tool. /tools inside the CRM is your operator dashboard.

→ **Activate any white-label tool**

Inside the CRM, hit /tools, pick the tool, tap "Activate." We provision the white-label backend and email you when it's live, usually inside one business day.

? **Not sure where to start?**

Pair the CRM with Review Magnet, GBP Manager, and the AI Phone Receptionist. That trio alone replaces three SaaS subscriptions and an answering service. Add GEO Rank and Content Studio when you're ready to play in AI search.

Built by floor coating operators, for floor coating operators.

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