

THE AI PLAYBOOK FOR MIAMI CONTRACTORS

5 AI Systems That Win More Jobs,
Follow Up On Every Lead & Never Miss a Call

68%

Leads Lost to
No Follow-Up

5x

More Estimates
Booked

24/7

AI Answers
Every Call

READY TO IMPLEMENT? BOOK YOUR FREE AUDIT:

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Your Competition Is Slow to Respond. That Slowness Is Costing You \$10K+ Per Month.

The average Miami contractor loses **68% of inbound leads** because they respond too slowly, fail to follow up after the estimate, or simply miss the call entirely. In a market where homeowners get 3 quotes and go with whoever is most responsive and professional — speed and systems win.

This playbook covers the **5 AI systems** that top-producing contractors in Miami are using to capture every lead, automate their follow-up, and close more estimates without adding headcount.

68%	3x	\$15K+	24/7
Leads Lost to No Follow-Up	More Estimates Converted	Avg Monthly Revenue Recovered	AI Handles Inbound Calls

"I was losing jobs to contractors who I knew did worse work than me. Turned out they just responded faster and followed up more. Once I automated my follow-up, my close rate on estimates went from 20% to 45%." — Miami General Contractor

01 — AI LEAD CAPTURE & INSTANT RESPONSE

Be the first contractor to respond — every time, from every channel.

THE PROBLEM

A homeowner in Doral needs a kitchen remodel. They Google "contractors Miami," fill out 3 contact forms, and wait. The first contractor to call or text within 5 minutes wins the appointment 70% of the time. Right now, you're probably calling back hours later — if at all.

HOW IT WORKS

- **Instant Lead SMS:** Every web form, Google Business inquiry, and Facebook/IG message gets an automatic response within 60 seconds — before any competitor calls.
- **AI Qualifier:** AI asks 3 key questions (project type, budget range, timeline) so you only spend time on qualified leads ready to move forward.
- **Estimate Booking:** Qualified leads are automatically offered a time slot on your calendar for the on-site estimate — no back-and-forth.

TECH STACK

COMPONENT	DETAILS
Sources	Google Business, website form, Facebook Ads, IG DM, Angi, HomeAdvisor
Response	AI SMS via Twilio in <60 seconds
Qualify	3-question AI flow: project type / budget / timeline
Book	On-site estimate auto-booked to your calendar via Cal.com

RESULT

✓ **+70% contact rate on new leads. Estimate appointments booked without a single phone call.**

02 — AI ESTIMATE FOLLOW-UP SYSTEM

Most jobs are won in the follow-up. Most contractors never send one.

THE PROBLEM

You drive to the site, spend 45 minutes measuring and scoping, send a detailed estimate — and then hear nothing. You text once, no response, and move on. Meanwhile, that homeowner signed with someone who followed up 4 times over 2 weeks. This is the #1 revenue leak for contractors.

HOW IT WORKS

- **Automated Follow-Up Sequence:** After sending the estimate, AI sends 5 follow-up messages over 14 days via SMS and email — each adding value, not just "did you see my quote?"
- **Objection Handling:** If they say "too expensive," AI is pre-programmed to offer a tiered scope, financing options, or payment plan — keeping the deal alive.
- **Competitive Intelligence:** AI asks if they received other quotes and surfaces your key differentiators (warranty, timeline, reviews) in the follow-up.

TECH STACK

COMPONENT	DETAILS
Day 1	Estimate confirmation + what's included summary
Day 3	Social proof SMS: "Here's what a past client said about a similar project"
Day 7	Value-add: "3 things to look for when comparing contractor quotes"
Day 10–14	Final follow-up + easy booking link to discuss

RESULT

✓ **Estimate close rate increases from ~20% to 35–45%. Recovered revenue: \$8K–\$20K/month for active contractors.**

03 — AI INBOUND CALL AGENT

Every missed call is a job that went to your competitor. AI answers 24/7.

THE PROBLEM

You're on a job site, can't hear your phone, or it's 7 PM on a Saturday. A homeowner calls your business number with an urgent project. It rings, goes to voicemail, they call the next contractor on Google. In trades, inbound callers are hot leads — they already made the decision to call.

HOW IT WORKS

- **AI Voice Receptionist:** Answers every inbound call professionally in your name — handles FAQs, captures project details, and books the estimate call.
- **Emergency Triage:** If caller says "water leak," "roof damage," or any urgency keyword, AI immediately fires an SMS alert to you directly.
- **After-Hours Coverage:** AI handles all calls outside your working hours — no jobs slip through overnight or on weekends.

TECH STACK

COMPONENT	DETAILS
Voice AI	ElevenLabs — sounds professional and human
Urgency keywords	Water damage, roof, emergency, flooding, fire → immediate SMS to you
CRM	All call details logged to GoHighLevel automatically
Booking	Non-urgent leads booked to Cal.com estimate calendar

RESULT

✓ **Zero missed inbound calls. 55% of after-hours callers book an estimate without you ever picking up the phone.**

04 — AI REVIEW & REFERRAL ENGINE

Google Reviews are how new homeowners decide which contractor to call first.

THE PROBLEM

You do great work. Clients are happy. But they never leave a review — and you never ask at the right moment. Meanwhile, competitors with 80+ reviews are getting called first on every Google search, while you're invisible with 12. One automated review request campaign changes this within 30 days.

HOW IT WORKS

- **Post-Project Review Request:** 48 hours after project completion, AI sends a thank-you text with a one-tap Google Review link. Perfect timing — while they're still living in the result.
- **Referral Automation:** Clients who leave 5-star reviews get an immediate follow-up asking if they know any neighbors or friends planning a project.
- **Portfolio Request:** AI asks if you can use project photos for your Google Business and social profiles — builds your visual portfolio automatically.

TECH STACK

COMPONENT	DETAILS
Trigger	48 hrs after marked complete in CRM
Message	Thank-you SMS + Google Review deep link
5-star response	Referral ask message auto-fired
Photo request	Automated photo permission + request

RESULT

✓ **4–10 new Google Reviews per month. Contractors with 50+ reviews get 3x more inbound calls from Google Maps.**

05 — AI PROJECT COMMUNICATION SYSTEM

Keep clients informed automatically. Fewer calls, fewer complaints, more referrals.

THE PROBLEM

Homeowners get anxious when they don't hear from you. They call to check on status, micromanage your crew, or leave bad reviews when communication breaks down — even if the work is solid. Proactive AI communication eliminates this entirely.

HOW IT WORKS

- **Project Update Texts:** AI sends automated progress updates at key milestones (materials ordered, work started, halfway, final walkthrough scheduled) — clients feel informed without you stopping to call.
- **Delay Notifications:** Weather delay, material backorder, permit issue? AI sends a pre-drafted explanation and new timeline before the client even knows something changed.
- **Final Walkthrough Booking:** AI automatically schedules the final walkthrough and payment collection appointment when the job is near completion.

TECH STACK

COMPONENT	DETAILS
Milestones	Materials ordered / work started / midpoint / completion
Trigger	CRM stage change → auto SMS to client
Delays	Pre-written delay templates by category (weather, materials, permits)
Final step	Automated walkthrough booking + payment link

RESULT

✓ **Client satisfaction scores increase 40%. Callbacks and status check calls drop by 65%.**

From Chasing Leads to Full AI Pipeline in One Month

WEEK	WHAT YOU ACTIVATE	SETUP TIME	WHAT CHANGES
Week 1	AI Lead Capture + Instant Response	2–3 hrs	Stop losing leads to slow callbacks
Week 2	AI Inbound Call Agent + Estimate Booking	3 hrs	Zero missed calls, estimates filling up
Week 3	Estimate Follow-Up Sequence (14 days)	2 hrs	Close rate jumps from 20% to 40%+
Week 4	Review Engine + Project Comms	2 hrs	Reviews stacking, clients stop calling

Total setup: **9–12 hours** over 4 weeks. Most contractors recover that in the first job won from AI-qualified leads.

READY TO BUILD THIS?

We Set It Up. You Close the Jobs.

AI Speeding is a Miami-based AI automation agency. We build and deploy these systems for contractors, remodelers, roofers, plumbers, and general contractors across South Florida. You handle the craft — we handle the pipeline.

WHAT YOU GET IN YOUR FREE AUDIT CALL

- ✓ We map your current lead flow and find the exact revenue leak
- ✓ We identify which system has the fastest ROI for your trade and market
- ✓ You get a custom build plan — whether you work with us or not
- ✓ 30 minutes. No pitch. Just numbers and a plan.

BOOK YOUR FREE AI AUDIT →
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