The Blue Claw Group
A consulting firm for contractors

THE BLUE CLAW ECOSYSTEM · 2027

We built the system that runs our companies. Now it can run yours.

One login, one set of numbers, and every tool a landscape or specialty contractor needs, from the first estimate to the final invoice. Built inside a real contracting company before it was ever sold to one.

$12M+	6.5 yrs	30 yrs
ANNUAL REVENUE	TO BUILD IT	EXPERIENCE

INSIDE THIS BROCHURE

02 How the system fits together
03 The apps
04 Install pricing: BidClaw
05 Meet AI Jamie, your estimator
06 Maintenance pricing: RouteClaw
07 The Claw Suite of power apps
08 Our Consulting Services and how to start

JANUARY 2026

Ian as seen on Brad Lea's podcast "Dropping Bombs"

GET IN TOUCH
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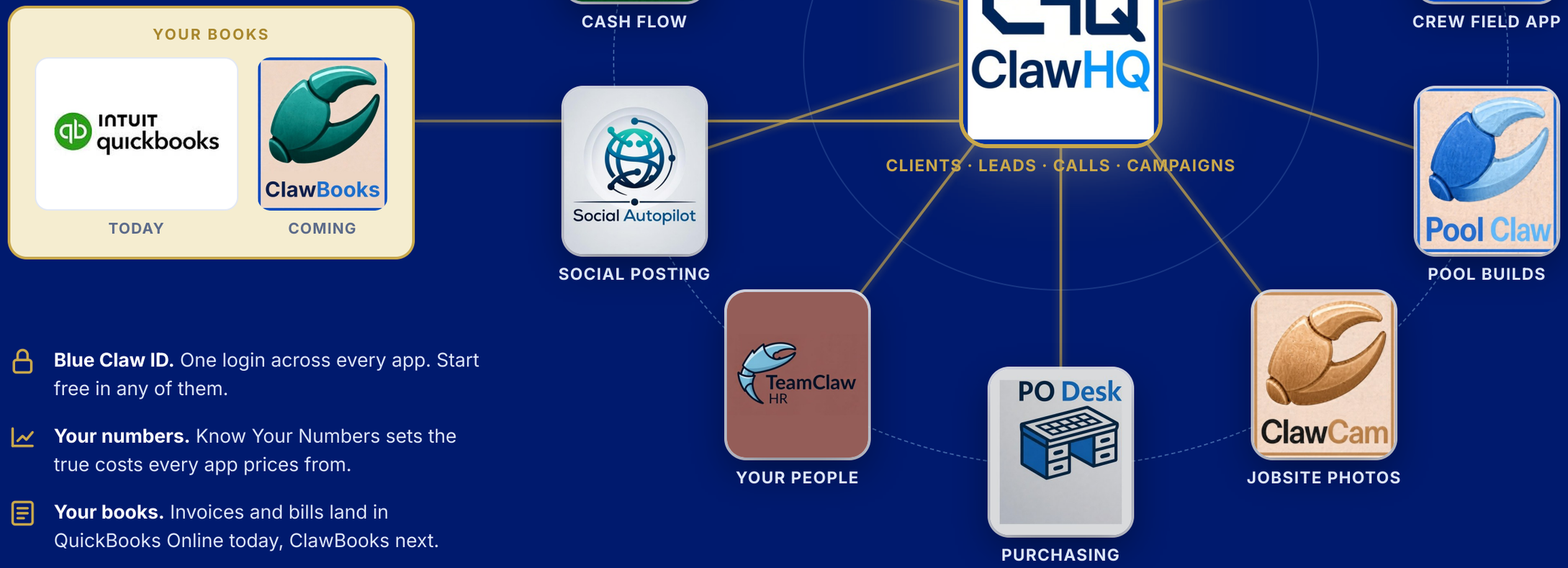
www.blueclawgroup.com · Osterville, Cape Cod, MA

02 · HOW IT FITS TOGETHER

Everything orbits ClawHQ

Each app stands on its own. Run one or all of them. Whatever you run plugs into ClawHQ, where every client, lead, call and campaign lives, and the money posts to your books.



- **Blue Claw ID.** One login across every app. Start free in any of them.
- **Your numbers.** Know Your Numbers sets the true costs every app prices from.
- **Your books.** Invoices and bills land in QuickBooks Online today, ClawBooks next.

03 · THE APPS

One login, every tool

Available now · Early access

YOUR NUMBERS

Know Your Numbers

The KYN workshop method as an app: budget, overhead and pricing blueprint.

- True labor and overhead cost
- Retail rate per man-hour
- Exports My Numbers to BidClaw

ESTIMATING

BidClaw + Jamie

Estimates and proposals on your own numbers, with Jamie the AI estimator.

- Typed scope, plan or job-walk estimates
- Leads-to-signed pipeline
- Job cost and work tickets

CLIENTS & MARKETING

ClawHQ

Contacts, campaigns and call history across every app you use.

- Segments and email campaigns
- Ad and mail audience exports
- AI phone agent coming

MAINTENANCE

RouteClaw

Routing, scheduling and billing for landscape and pool maintenance.

- Printable route sheets
- Recurring visits and service patterns
- Invoices out to QuickBooks

CREW FIELD APP

CrewClaw

The phone app your crews use in the field, even with no signal.

- Time against the job or T&M
- Add materials on the fly
- Photos from every visit

POOL BUILD MANAGEMENT

PoolClaw

Runs the pool build after the sale, built at Blue Water Pools & Spas.

- Every phase on one schedule
- Selections with due dates
- Client progress portal

JOBSITE PHOTOS

ClawCam

Photo documentation on every job, tied to the client and the project.

- Before, during and after
- Shared with office and client
- Feeds proposals and portals

YOUR PEOPLE

TeamClaw

Employee onboarding and HR in one portal for every crew member.

- Time-off requests
- Paystubs and accruals
- Benefits and HR messages

PURCHASING

PO Desk

Crews text for a PO number at the supply counter; receipts become coded bills.

- PO by text message
- Receipt upload from the field
- Vendor bills into QuickBooks

SOCIAL POSTING

Social Autopilot

Your job photos and videos posted to every channel on a schedule.

- Every channel, on a schedule
- Uses your own job photos
- Runs without you touching it

CASH FLOW

CashClaw

Weekly cash flow for one company or several, in place of the spreadsheet.

- Bills, payroll and deposits by week
- See low-cash weeks coming
- Every company side by side

MIX AND MATCH

Start with one. Add more as you grow.

Every app runs on one Blue Claw ID login and reports into ClawHQ.

04 · INSTALL PRICING

Install jobs. Start free, add what pays.

One subscription per account. Upgrading replaces the plan below it, and you keep everything you had. AI features include a monthly usage allowance. **Save up to 16% on annual plans.**

FREE FOREVER

BidClaw Free

$0

- 5 estimates a month
- Try Jamie (watermarked demo)
- One Blue Claw ID login

PRO

BidClaw Pro

$39 /mo

- Unlimited estimates
- Proposals and leads pipeline
- Job cost and work tickets

PRO + KNOW YOUR NUMBERS

Add your real numbers

$79 /mo

- Everything in Pro
- KYN budget and pricing blueprint
- Your rates feed every estimate

PRO + KYN + ASSISTANT

Add Jamie on every screen

$119 /mo

- Everything to the left
- Talk or type: "build me an estimate"
- Tuck him away anytime

TOP TIER

AI Jamie Estimating

$499 /mo

- Jamie builds the estimate for you
- From scope, plan or job walk
- Know Your Numbers and CrewClaw included

WHERE TO START

1 Start with Know Your Numbers

Build your budget first: true labor cost, overhead, crew efficiency and the rate you need per man-hour. $79/mo, BidClaw Pro included.

2 Run your work on those numbers

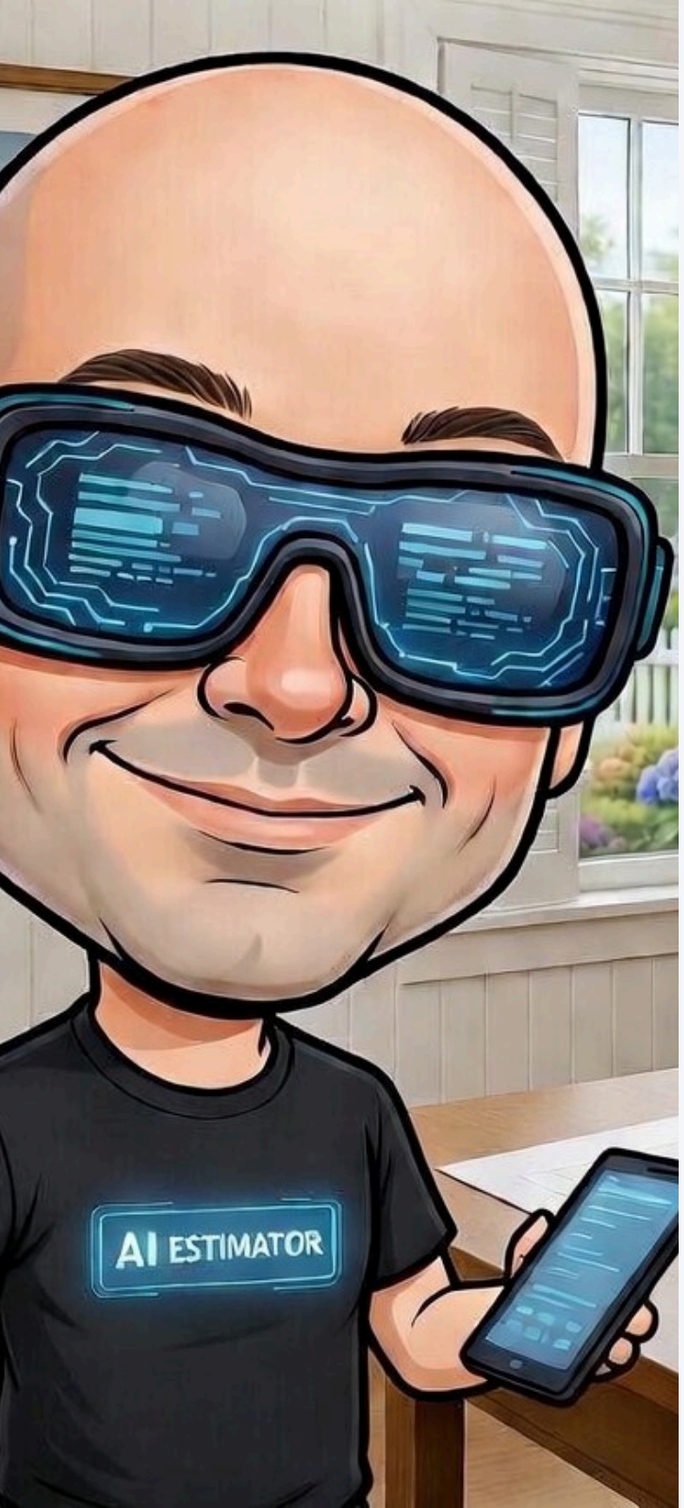
Install jobs: estimate and propose in BidClaw.

Routed maintenance: schedule, track and bill in RouteClaw.

Either way, every price covers your costs and your profit.

3 Add the apps you run

Put your crews on CrewClaw for $39/mo (free with AI Jamie). Maintenance pricing is on page 6; the rest bolt on from the Claw Suite.



05 · MEET AI JAMIE

Jamie builds the estimate. You check it and send it.

Jamie is the AI estimator inside BidClaw. Nothing goes to a client until you approve it. Give him the job three ways:

1. Type the scope

Plain words, like you would tell a foreman.

2. Drop in a plan

PDF or photo. He reads the dimensions and labels.

3. Walk the job

Record it on your phone and talk it through.

WHAT'S IN BIDCLAW NOW

Proposal Studio

Design the proposal: 4 styles, cover photo, letter, Good/Better/Best packages and a schedule. See which pages the client read.

Measure to scale

Set the scale on a plan, then measure areas, lengths and counts. Jamie suggests the takeoff and you confirm. Aerial map measuring in early access.

Renderings

Jamie paints the finished work onto a site photo, two versions in about a minute, ready for the proposal.

Jamie on every screen

Talk or type: "build me an estimate." He moves around BidClaw for you. Tuck him away anytime.

WIP journal entries

Each sold work area posts its journal entry to Construction WIP in QuickBooks. No hand-keyed entries.

Priced on your numbers

Every line uses your Know Your Numbers rates: your labor cost, overhead and margin.

JAMIE THE ASSISTANT +$40 /mo

Add to Pro or Know Your Numbers ($119/mo with both). He gets you around the app; he doesn't build the estimate.

AI JAMIE ESTIMATING $499 /mo

Jamie builds the estimate. Includes Know Your Numbers, the assistant, CrewClaw and 20 renderings a month.

Try him free: the free BidClaw plan includes a watermarked Jamie demo. AI features include a monthly usage allowance; heavier use, extra renderings or added AI services may cost extra.

06 · MAINTENANCE PRICING

Routed maintenance. Priced by the crew.

Landscape maintenance and pool service run in RouteClaw. The CrewClaw field app is included from Pro up.

START HERE

Know Your Numbers

$79 /mo

- Your true cost per man-hour
- Sets every maintenance rate
- BidClaw Pro included

FREE FOREVER

RouteClaw Free

$0 1 crew

- Routes, schedule and billing
- Printable route sheets
- CrewClaw add-on $39/mo

PRO

RouteClaw Pro

$39 /mo · 2 crews

or $390/yr · 2 months free

- Everything in Free
- Second crew on the board
- CrewClaw field app included

GROWING

Each crew after that

+$19 /mo per crew

or $190/yr per crew

- Add crews as you grow
- 5 crews = $96/mo
- Pool techs count as crews

LANDSCAPE MAINTENANCE

Printable route sheets, recurring visits and service patterns, time against the job or T&M, materials on the fly, office review before anything bills, and invoices out to QuickBooks.

POOL SERVICE · COMING TO ROUTECLAW

Pool profiles and equipment, water tests in the field, chemicals and stock levels, openings and closings scheduled in bulk. A pool tech counts as a crew. Same price.

07 · THE CLAW SUITE

Bolt-on power apps for any contractor

Add any of these to install or maintenance work. Each one stands on its own and plugs into ClawHQ with the same Blue Claw ID login. **Save up to 16% on annual plans.** Prices in USD, subject to change. AI, voice and texting features include usage allowances; heavy use, phone minutes and outside AI services may add costs.

CLIENTS & MARKETING

ClawHQ

$199 /mo

- Contacts, segments and campaigns
- Call history across every app
- +$99/mo AI voice agent

CREW FIELD APP

CrewClaw

$39 /mo

- Time, materials and photos in the field
- Works with no signal
- Free with AI Jamie or RouteClaw Pro+

POOL BUILD MANAGEMENT

PoolClaw

$149 /mo

- Every phase on one schedule
- Selections with due dates
- Client progress portal

PURCHASING

PO Desk

$99 /mo

- PO numbers by text or web
- Vendor bills into QuickBooks
- Free starter · $249 multi-company

JOBSITE PHOTOS

ClawCam

$79 /mo

- Before, during and after photos
- Shared with office and client
- Tied to every job

SOCIAL POSTING

Social Autopilot

$79 /mo

- Posts your job photos and videos
- Every channel, on a schedule
- Runs without you touching it

YOUR PEOPLE

TeamClaw

$39 /mo

- Onboarding for every hire
- Time off, paystubs, accruals
- Benefits and HR messages

CASH FLOW

CashClaw

$39 /mo

- Weekly cash flow for every company
- Bills, payroll and deposits by week
- See low-cash weeks coming

08 · OUR CONSULTING SERVICES

When you want a hand, not just an app

Know Your Numbers Workshop
from $2,500
in person or Zoom

Ian walks your financials with you, in person or on Zoom, and builds your budget and pricing blueprint.

Consulting call with Ian
$675
one-hour call

One hour on your numbers, your crews or your pricing, with someone who ran them for 30 years.

Monthly consulting 4-pack
$2,100
per month · 4 calls

Four one-hour calls a month with Ian to keep your pricing, crews and growth on track.

Onsite Visit
$2,750
per day · 3-day minimum

Ian comes to your business to see your operations firsthand and work with your team. Flights and hotel billed separately.

Contractor Websites
from $950
one-time, prepaid

A site built for your trade, hosted free, ready to bring in work.

SEO: Get Found
Custom
priced to your business

An audit and fixes so local customers find you first, then ongoing work if you want it.

ClawGang
Free
join on Facebook

The private group for landscapers and trade contractors putting AI to work.

HOW TO START

Open a free account. Price one real job.

You don't have to move your business over to try it. Put one job you've already bid through BidClaw on your own numbers and compare.

Start free at bluebidclaw.app

Scan to book a call with Ian
calendly.com/ian-blueclawgroup

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