



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+
ANNUAL REVENUE

6.5 yrs
TO BUILD IT

30 yrs
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"**

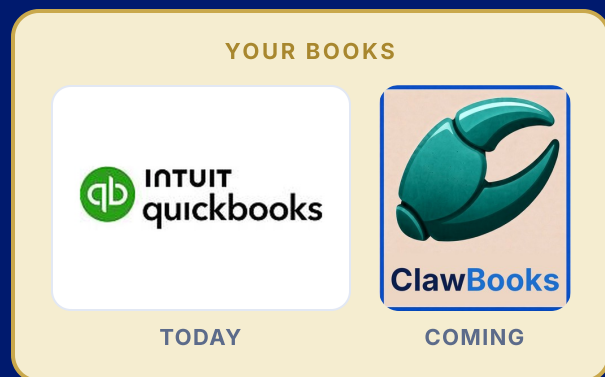
GET IN TOUCH

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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.



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 CONSTRUCTION

PoolClaw

Pool construction management, built at Blue Water Pools & Spas.

- ✓ Quote-your-pool configurator
- ✓ Client progress portal
- ✓ Selections and schedule alerts



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



CASH FLOW

CashClaw

See cash flow ahead of time and make smarter calls before payroll is due.

- ✓ Cash flow weeks ahead
- ✓ Payroll and bills on one calendar
- ✓ Pulls from QuickBooks



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

MIX AND MATCH

Start with one. Add more as you grow.

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

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.

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

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

GROWING



Each crew after that

+\$19 /mo 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.



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.

CLAWHQ

CLIENTS & MARKETING



ClawHQ

\$199 /mo

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

CREW CLAW

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 CLAW

POOL CONSTRUCTION



PoolClaw

\$149 /mo

- ✓ Quote-your-pool configurator
- ✓ Client progress portal
- ✓ Selections and schedule alerts

PO DESK

PURCHASING



PO Desk

\$99 /mo

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

CLAWCAM

JOBSITE PHOTOS



ClawCam

\$79 /mo

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

SOCIAL AUTOPILOT

SOCIAL POSTING



Social Autopilot

\$79 /mo

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

TEAMCLAW

YOUR PEOPLE



TeamClaw

\$39 /mo

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

CASH CLAW

CASH FLOW



CashClaw

\$39 /mo

- ✓ Cash flow weeks ahead
- ✓ Payroll and bills on one calendar
- ✓ Pulls from QuickBooks

When you want a hand, not just an app

Know Your Numbers Workshop

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

from \$2,500
in person or Zoom

Consulting call with Ian

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

\$675
one-hour call

Monthly consulting 4-pack

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

\$2,100
per month · 4 calls

Onsite Visit

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

\$2,750
per day · 3-day minimum

Contractor Websites

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

from \$950
one-time, prepaid

SEO: Get Found

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

Custom
priced to your business

ClawGang

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

Free
join on Facebook

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

Ian McCarthy

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