

SEPTEMBER 2025

# Measure Square Newsletter

Measure Square

LIVE WEBINAR

## What's Next: MeasureSquare AI

October 15, 11 AM PST / 2PM EST

[Register Now](#)

Measure Square

**We're excited to invite you to our first-ever webinar on MeasureSquare AI.** Join Anastasia Adams, Senior Customer Success Specialist, and Jim Riherd, VP of Operations, for an exclusive first look at upcoming AI tools and never-before-shared insights on the future of MeasureSquare AI.

### What's Next from MeasureSquare AI

Wednesday, October 15th

11AM PST / 2PM EST

Here's what you'll see live:

- AI Takeoff Improvements & Updates
- Automatic Room Labeling - A Quicker Path to Productivity
- Moving Beyond Faster Takeoffs
- A Sneak Peek at What's Coming in 2026

Click below to RSVP. You must sign up in order to receive the webinar link.

[RSVP](#)

Webinar Replay

## Streamline Flooring Workflows with MeasureSquare CRM

[Watch Now](#)

Kevin Lim  
CRM Customer  
Success Specialist



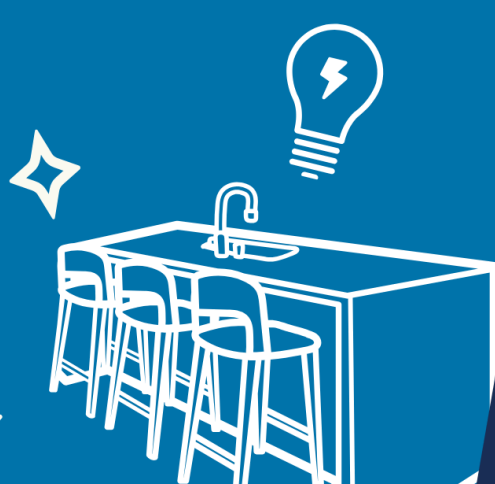
**FEATURED ON-DEMAND WEBINAR.** Curious about MeasureSquare CRM? We recommend starting out with this latest webinar from Kevin Lim, CRM Customer Success Specialist.

You'll learn how to:

- ✓ Manage Projects from start to finish
- ✓ Link Diagrams from M2 Cloud
- ✓ Create Sales Pipelines and Stages for Project Tracking
- ✓ Generate Professional Proposals and Organize Installation Schedules

To find upcoming webinars, [view our weekly webinar schedule](#).

[WATCH REPLAY](#)



**Effectiveness Over Efficiency:**  
**How Paul Menninger Uses MeasureSquare Stone & Tile to Reduce Rework**

## How Paul Menninger Uses MeasureSquare Stone & Tile to Prevent Rework

According to Paul Menninger, most business owners in the stone and countertop industry focus on net results: margins, jobs completed, revenue. What often gets overlooked is accuracy at the front end. With **MeasureSquare Stone & Tile**, Paul and his team don't just maintain accuracy, **they prevent costly errors** before they ever happen.

"The opportunity cost of preventing rework is massive. Rework isn't just material; it's labor, managing the shop, interrupting everyone's life. Measure Square cuts that out upfront," Paul explained.

**To discover how Paul boosted his average profit margin by 9% per project, read the full blog.**

[READ SUCCESS STORY](#)



Fall Membership Meeting

# STARNET 2025

OCTOBER 24-26

## 2025

Tucson, AZ

## Upcoming Event: Starnet Membership Meeting

**We'll be at this year's Starnet Fall Membership Meeting!**

Connect with the Measure Square team, see live demos, and explore our full suite of estimating solutions.

### What's New at Measure Square

We'll showcase MeasureSquare 8 and debut MeasureSquare CRM, our all-in-one flooring platform. See how these tools can speed up takeoffs, simplify estimating, and connect your workflow from lead to bid to accounting.

**2025 Starnet Fall Membership Meeting**

Friday, October 24, 2025

Vendor Tabletop Marketplace: 2:15 – 5:00 PM

Loews Ventana Canyon Resort, Tucson, AZ

**Interested in meeting us there?** Schedule a meeting below.

**SCHEDULE A CHAT**

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