

Measure Square AI

What is next from MeasureSquare AI.
MeasureSquare 8 and beyond with CRM.

Anastasia Adams, Sr. Customer Success Specialist

Jim Riherd, VP of Operations



Agenda

1. Why AI *Now*?
2. MeasureSquare 8 *AI* Updates
3. CRM Plan Analyzer
4. Testimonials
5. 2026 Roadmap

Why AI Now?

Contractors face mounting complexity.

- Labor shortages, tighter project schedules & margins
- Estimators buried in manual plan review with tighter deadlines, rising volume, faster bid requirements
- Current software systems lack insights, transparency & accountability

AI is the Advantage

- **AI automates repetitive work & enhances decision-making**

Investment into AI

Building Blocks

Measure Square has been investing into AI strategy for years with these AI building blocks.

Dedicated AI Team

Our development team continues to grow. 2 offices. Dedicated AI team.

Privately Held

Our customers come first. We exist to solve your problems — not to chase investor profits. Fully independent, privately held, no outside pressures.

Our AI Strategy at a Glance



AI-Powered Takeoff



Plan Analyzer Module



AI-Enhanced CRM



AI Chatbot Support

MeasureSquare 8 AI Enhancements

- Auto-Detect Scale
- Auto Takeoff 2.0
 - Captures more rooms than AutoTakeoff 1.0
- Room Label 1.0 & 2.0
 - 1.0 - Pop-up where users select which words to use
 - 2.0 - Names the rooms the most logical name
- OCR Text Search
 - Search for Finish Tags among all imported sheets
- Embedded Chatbot



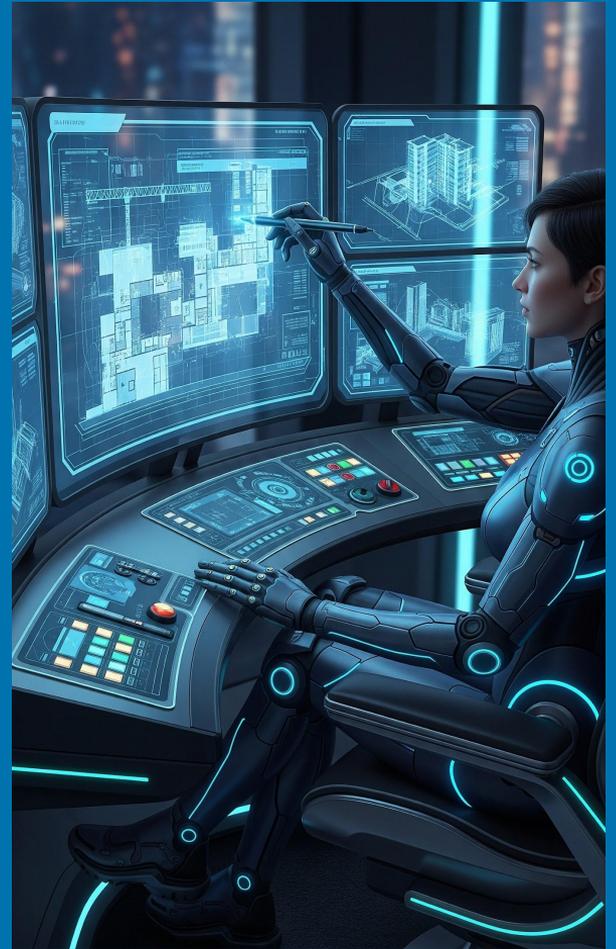
Cut Estimating & Bidding Time in HALF

- Cut room drawing or “tracing” down by **HOURS**
- Reduce error rates
- More bids submitted and won in less time



Using AI

Tools like **Auto Takeoff** let you finish faster — just fix small errors instead of redrawing *everything*.



Auto Takeoff 1.0

- Room capture less than ideal.
- Zero room label captured
- Request errors or timeouts



Auto Takeoff 2.0

- 50% increase in room capture. Can vary upon complexity
- Auto room label capture. Faster tools label rooms.
- Stability improvements
- Less errors and request overload



MeasureSquare CRM AI Enhancements

- Plan Analyzer
 - Extract pages by scope
- Product Export
 - Extract products by scope
- Prompt Customization
 - *Analyze the planset with your best practices*



Increase Bidding & Win Rates

- Customer Proven; 40+ more projects bid per month by utilizing AI analyzer in the CRM
- 60% decrease in errors from manual entry & needing to absorb each page
- 25% increase in pipeline conversion

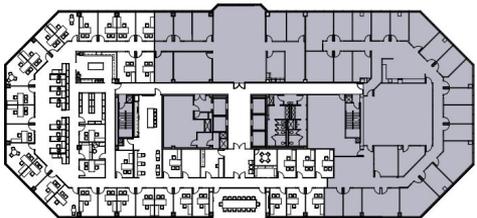


AI Analyzer & Summary

20250724 Chadwick Law Permit Set_STAMPED.pdf
13.6 MB - Oct 14, 2025, 11:40 AM

AI Summary Beta Extract Materials Beta Extract Takeoff Sheets Beta Extract Trade Symbols Beta Scopes

KEY PLAN



PROJECT TEAM

OWNER: CHADWICK LAW GROUP, SUITE 200 & BUREAU 400
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ARCHITECT: FORM ARCHITECTS
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DRAWING INDEX

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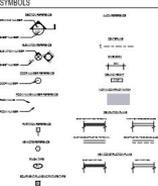
PROJECT LOCATION MAP



PROJECT DESCRIPTION

WORK DESCRIBED IN DRAWING SHALL BE AS SHOWN. THERE IS NO CHANGE OF USE INDICATED ON THIS PLAN. REVIEW OF THIS SET IS TO BE MADE BY THE OWNER AND/OR ARCHITECT. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE LOCAL AUTHORITIES. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE LOCAL AUTHORITIES. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE LOCAL AUTHORITIES.

SYMBOLS



STANDARD ABBREVIATIONS

AC: ACCENT
B: BASE
C: CARPET
CPT: CARPET TILE
E: EPOXY
F: FLOOR FINISH
G: GROUT
H: HONEYCOMB
I: INTERLOCK
L: LINEN
M: MILLIKEN
N: NAIL
O: OPEN
P: PORCELAIN
R: RUBBER
S: SCHEDULE
T: TILE
V: VINYL
W: WAINSCOT
WT: WALL TILE

FLOOR, BASE, AND TRANSITION MATERIALS PRODUCT LIST BY TYPE, WITH DETAILS AND LOCATIONS

1. FLOOR FINISHES (A501, A502: Finish Schedule and Legend)

- Carpet**
- CPT1**
 - Description: Carpet, Milliken Free Flow / Cloth Storm, 50cm x 50cm, Monolithic install
 - Location: Private offices, conference rooms
 - CPT2**
 - Description: Carpet, Interface Free Reign Linen, Ashlar install
 - Location: Corridors, open office, mail room

- Tile (Ceramic/Porcelain)**
- VCT1**
 - Description: Vinyl Composition Tile (VCT), Armstrong Standard Excelon, 51861 Soft Warm Gray, 12"x12", Monolithic install
 - Location: As scheduled on finish plan (noted in mail, support/storage or other service rooms as per plan)

5. ROOMS BY MATERIAL (see A501, A502, cross-checked to plan grids)

- Private Offices/Conference Rooms: CPT1, B1
- Corridor/Open Work/Mail Room: CPT2, B2
- Pantry/Cafe: LVT1, B2/B3; WT1 (walls up to tile wainscot/accent height—see elevations)
- Storage/Support/File/IT: VCT1, B2 or as scheduled
- Select Accents: B3 base in accent areas (per finish plan legend); WT1 on specified feature/accent walls
- Transition: TR-01, all floor material transitions, especially at doorways

6. SCOPES/TRADES (AS FOUND IN THE PROJECT DOCUMENTS)

- Carpet: CPT1, CPT2
- Rubber Base: B1, B2, B3
- Transition: TR-01 (resilient-to-carpet/other floor transitions at doorways)
- Tile (Ceramic/Porcelain): VCT1, LVT1 (floors); WT1 (walls)
- Epoxy: Not present in schedules—excluded

Disclaimer: This AI-generated analysis is based on the uploaded floor plan and may not fully capture all details or annotations. Please review and verify all information before use.



BUILDING CODE PLAN

2021 IBC

APPLICABLE CODES

2021 IBC



Customer Testimonial

"The CRM AI Analyzer has been a great tool for me. The most helpful feature is when it separates the finish plans. The AI will list each product, the product specs, vendor, and if available the contacts. That alone saves me tons of time looking through pages and pages of plans.

Another great feature is simplifying the plans. It takes the key points that are relevant for my scope and organizes it. It also will tell me what scopes are missing so I don't have to spend time searching for it.

I've found that if there is a mistake, the re-analyze feature will usually catch it and reformat it.

Overall, It's saved me valuable time and I look forward to seeing new updates in the future."

- Jordin Michael, Sales Executive
Seamless Flooring



Customer Testimonial

“By taking on Measure Square CRM, I was able to eliminate 3 other programs I was using in the past and utilize a platform that easily integrated with programs that my team were already well-trained and established with.”

- Waylon Reeves, Owner
White River Flooring



Faster. Smarter.

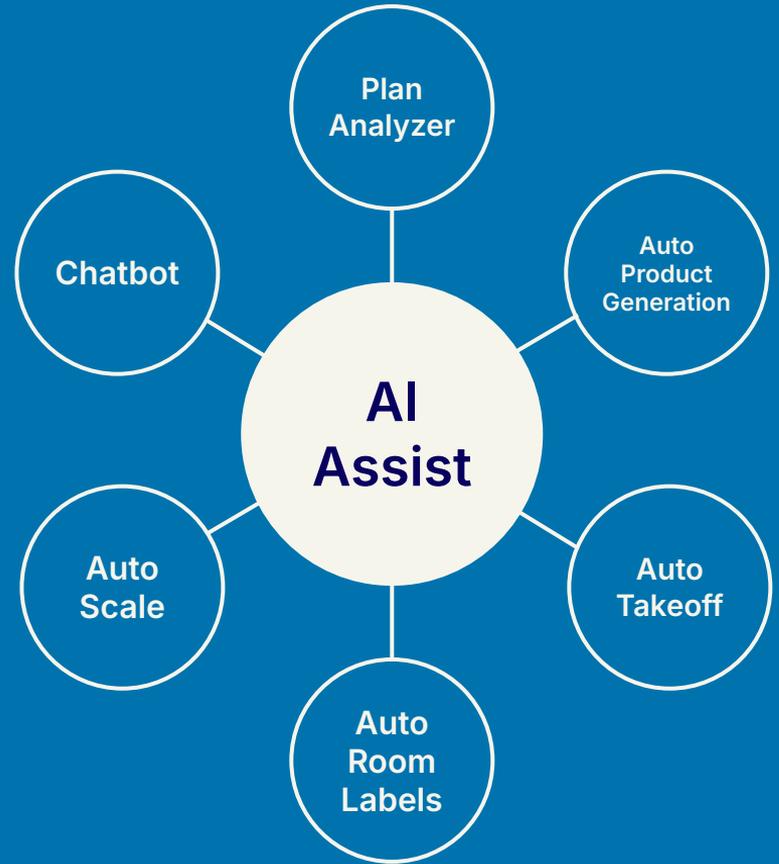
Plan Analyzer – Filter plan sets by scope to identify and extract relevant pages and export relevant products for takeoff use.

Auto Takeoff – Instantly draw rooms from plan data to streamline project setup.

Room Recognition – Read and assign room labels automatically for faster organization.

Auto-Detect Scale– Automatically read room scales upon import for accurate measurements.

Built-in ChatBot – Get answers to your questions directly within the program.



AI Roadmap for Measure Square

Auto Takeoff

Multiple Pages
Background Processing
Improved Accuracy &
Speed
More Requests

Smart Catalog

Auto-load your materials
from scope docs to
MeasureSquare 8

Smart Actions

Nudges based on project
stage and behavior

ITB Scoring

Smart Prioritization of the
jobs that are worth bidding

Win Rates

Analyze based on historical
data your win rates and
generate projections

AI Team On Boarding

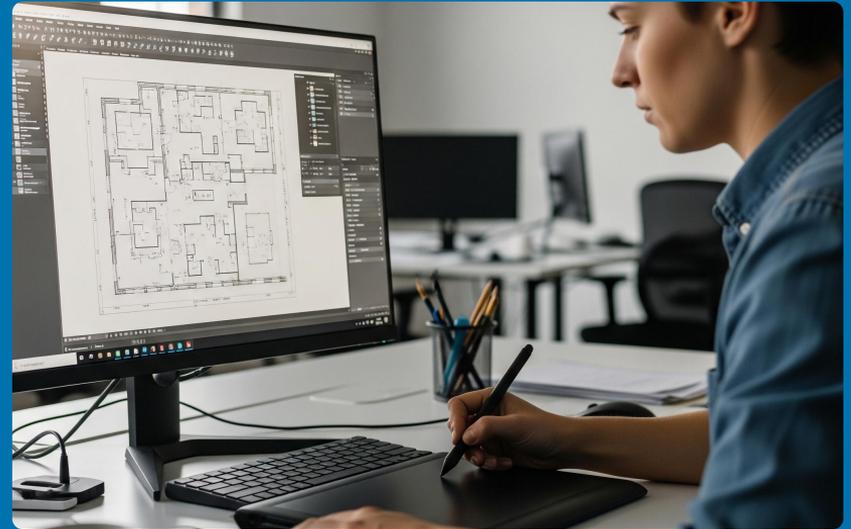
Role-based training
AI Guided Checklists
Progress reminders and
smart tutorials

Early Access to Auto Takeoff 2.0

Sign up today!

Our next step is to test the Auto Takeoff capability and stability at a larger scale. For the next 2 weeks we invite you to apply and run the updated Auto TakeOff 2.0 on real projects.

This is critical for our team to understand how our customers will use it, how often, and how to work on quick updates to improve the results and experience.

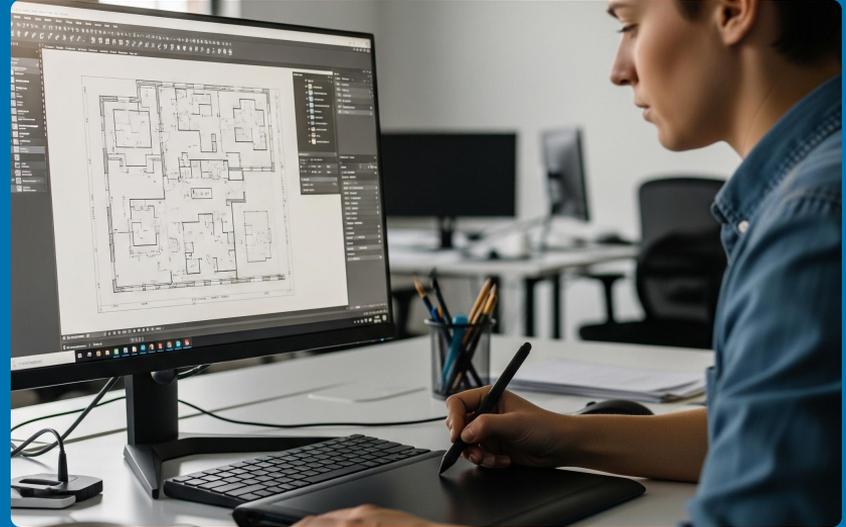


Early Access to Auto Takeoff 2.0

Sign up today!



*Limited Time**



Q & A

Contact Us!

For Support:

Support@measuresquare.com | 626-683-9188 x3

AI Chatbot



How Do We Support You?

World-Class US-Based Support Team

Available M-F, 7AM-5PM PST

626-683-9188 Opt 3

Support@MeasureSquare.com

Custom-Tailored Onboarding

Available upon deployment to ensure your team's success & help them stay on track

Updates & Advancements

Keeping you at the forefront of the industry



AI ChatBot



Knowledge Base



Use Case Library



Udemy Courses



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User Group



YouTube Tutorials