

What's new

# April Newsletter

See what we learned from speaking with 8 industry pros, sign up for the next webinar, and watch our MeasureSquare CRM for Stone webinar.

Measure Square

## 2025 Industry Benchmarks

78%

Faster Takeoffs

2-3x

More Estimates

8→20%

Bid Close Rate

\$14M

Revenue Growth

Based on customer interviews & case studies, 2024-2026

### How Top Flooring Pros Grow, Not Plateau: Findings from the Field

We gathered eight customer success stories and pulled the real numbers on what changes when you modernize your estimating workflow. What emerged is a clear picture of where the industry's most efficient estimating teams are pulling ahead: faster takeoffs, more bids without more headcount, and proposals that win on transparency, not just price. We put it all together in one place so you can see where you stand, and where the opportunity is.

[See the results](#)

Measure Square

## Webinar Lineup

22 APR TUESDAY

Product Spotlight: **MeasureSquare Mobile**

Speaker: Austin Cormany  
11AM PST

29 APR WEDNESDAY

Product Spotlight: **MeasureSquare CRM**

Speaker: Kevin Lim  
11AM PST

6 MAY WEDNESDAY

Product Spotlight: **MeasureSquare Stone & Tile**

Speaker: Allen Wang  
11AM PST

13 MAY WEDNESDAY

Product Spotlight: **MeasureSquare 8**

Speaker: Anastasia Adams  
11AM PST

20 MAY WEDNESDAY

Product Spotlight: **MeasureSquare Mobile**

Speaker: Austin Cormany  
11AM PST

### You're Invited: Webinar Wednesdays

Let's get learning! Join us each week for a spotlight on a different product. They're labeled depending on what lever of user you are, so the session stays relevant regardless of whether you're a power user or just starting out.

[Create Your Schedule](#)



#### April 23-26: Join Us at 2026 Starnet Annual Membership Meeting

Join us in Florida to see how commercial flooring contractors can use MeasureSquare CRM to automate and optimize lead management, pipeline visibility, and job costing--or what they risk by not doing so.

[To schedule a meeting at the show, contact James Wisdom →](#)



#### NEW. Estimator Curriculum Course hosted by Anastasia Adams

Start estimating faster through this guided course led by MeasureSquare expert Anastasia Adams. Jump ahead using the index to learn what you need, when you need it.

[Start learning →](#)



#### Try Out AI Analyzer in MeasureSquare 8

Work smarter from the moment you load a plan set. With built-in AI now in MeasureSquare 8, you can analyze, extract, and act on project data with 1 click.

[Download the latest version to try it out →](#)



### Coverings 2026 Recap

Las Vegas brought together some of the best in the tile and stone industry, and we were right in the middle of it. Over many conversations, common themes emerged: too many disconnected tools, takeoffs that still happen on paper, and software that slows teams down instead of speeding them up. We demoed the full MeasureSquare Stone & Tile workflow, from drawing import to slab optimization and label printing, and the response spoke for itself. If you missed us at the show, [learn more about MeasureSquare Stone & Tile →](#)

Webinar

# MeasureSquare CRM for Stone: A Unified Pipeline from Lead to Invoice



**Matt Rogers**  
Stone Solutions Manager



MeasureSquare CRM  
FOR STONE

## Featured Webinar: Introducing MeasureSquare CRM for Stone

Whether you're a solo operator, part of a larger firm, or running your own shop, think about how many tools you rely on each day. Between multiple programs, spreadsheets, texts, and emails, it adds up fast. What if it all lived in one place?

For stone shops, it can. With MeasureSquare CRM for Stone, everything starts from the drawing and flows seamlessly from lead to invoice. Watch Matt Rogers, Stone Solutions Manager, preview how a drawing-first CRM streamlines the entire stone workflow.

[Watch now →](#)

### Stay In the Know

Watch [YouTube Video Tutorials](#)

Subscribe to Our [Newsletter](#)

Access [Knowledge Base](#)

Join [Measure Square User Facebook Group](#)

[Have a Question? Email Us](#)

**Call Us:** 1-626-683-9188 x3

**Support Hours:** Mon–Fri, 8:00 AM – 5:00 PM PT



X



Facebook



LinkedIn



Youtube

If you don't want to receive these emails, [Unsubscribe Here](#).