

What's new

# February Newsletter

Read our founder's letter, sign up to test AI Plan Analyzer & learn more efficiently with Estimator Curriculum.



Dear Valued Customers,

As we settle into 2026, I am filled with excitement and deep gratitude for the journey we share. At Measure Square, our mission has always been simple: to empower you to measure/takeoff, estimate, and sell with unparalleled speed and accuracy.

### Our Origin Story: Built on a Promise

This time of year, with Valentine's Day fresh in our minds, it reminds me of the origin of Measure Square. I didn't start this company in a corporate boardroom; I started it out of necessity and a genuine desire to help my wife estimate carpet for Carpet King in Los Angeles, back in 2002.

I saw the painful struggle of manual estimating: the countless hours wasted on paper, the inevitable errors, and the frustrating disconnect between the sales team and the install crew.

While behemoths like Cyncly focus on broad market aggregation, Measure Square is dedicated solely to solving your specific, on-the-ground problems. We built our software not just for the industry, but with the industry, ensuring every feature directly addresses a real-world pain point.

**That focused passion remains the core of who we are.**

### Your Experience: The 2025 Challenge

Last year presented unique challenges. Economic volatility, combined with persistent labor shortages, placed immense pressure on your profit margins and operational efficiency.

We heard your struggles loud and clear: "I need to train new staff faster," "I lose too many leads because my estimates take too long," and "I wish my CRM talked seamlessly to my estimating tool."

**Our response in 2025 was immediate.** We enhanced our mobile capabilities, making on-site estimating even more robust, and significantly improved the seamless synchronization between our mobile and desktop platforms.

These efforts resulted in real growth: Measure Square customers reported an average **25% reduction in time spent on estimates** and saw their **material waste decrease by an average of 12%**. Our growth reflects yours; in the last three years, we have seen **our user base expand by 65%**, now trusted by **over 6,000+** businesses globally, and processing millions of estimates annually.

### Our Future Direction: AI-Enabled Estimation

Looking ahead to 2026, the future of estimation will be defined by artificial intelligence, and Measure Square is leading the charge. We're bringing real, usable AI into Measure Square solutions to transform how you work.

What to expect from Measure Square this year:

- **AI-Powered Takeoffs and Validation:** Imagine importing blueprints and having our AI instantly analyze the project scope, identify material list and plan pages, and auto takeoff the rooms for verification. This will dramatically accelerate your initial takeoff time.
- **CRM and AI Agent Integration:** We are building deeper AI-driven links between our estimation tools and our CRM. This means lead scoring, automated follow-ups based on estimated value, and predictive forecasting tools that help you manage your pipeline and projects like never before.
- **AI-enabled Training and Onboarding:** AI will power intuitive, contextual help within the app, shortening the learning curve for new employees and allowing you to scale your team faster and more confidently.

Measure Square is committed to putting truly useful AI into the hands of every flooring estimator and salesperson. The future of flooring belongs to those who adapt, and we're here to help you lead it.

Thank you for your continued trust. We're excited to build this future with you.

Sincerely,

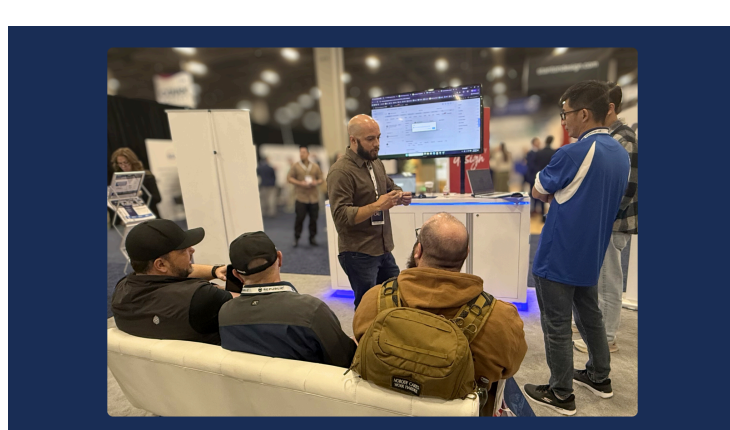
Steven Wang, Ph.D.  
CEO and Founder  
Measure Square



### Sign Up to Test: AI Plan Analyzer

AI Plan Analyzer reads & interprets plan sets, identifying key scope details, finish schedules & more, so you can focus on winning the job.

Interested in beta access? [Sign up here.](#)



### TISE 2026 Reveals the Future of Flooring

Our most successful show to date! See what TISE 2026 revealed about the industry, and why Measure Square is leading the way.

Discover industry insights: [Read the blog.](#)

### March 1-4: Join Us At FUSE Alliance 2026 Annual Conference

We'll be showcasing our latest AI enhancements, MeasureSquare CRM, and powerful new tools in MeasureSquare 8. Join us to see what's next for your business.



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



**NEW. Estimator Curriculum hosted by Anastasia Adams**

Join Anastasia Adams for a video training series built around real-world estimating workflows. This isn't your basic YouTube walkthrough. With handy time stamps, skip ahead to what you need and start estimating with greater confidence.

[Start learning →](#)



**Watch our new video: LiDAR-enabled Room Scanner app**

Create instant floor plans with just your phone. Point, shoot & scan, capturing wall heights, doors, windows, and furniture. Export directly to MeasureSquare Mobile to complete your takeoff.

[Watch our new Room Scanner video now →](#)

[Have a Question? Email Us](#)

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

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



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