NAILLEDGER

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THE 60-SECOND BID CHECK

7 checks to run before you send ANY bid. Takes one minute. Saves the arguments, the discounts, and the “let me think about it.”

1 **CALL IT AN INVESTMENT SUMMARY**

“Quote” sounds cheap. “Estimate” sounds like a guess. An investment sounds like a decision.

2 **SAY WHAT'S NOT INCLUDED**

One line of exclusions kills the three worst arguments in this business — before they start.

3 **PUT AN EXPIRATION DATE ON IT**

A bid with no deadline dies quietly. Valid for 14 days makes people actually decide.

4 **DEPOSIT TERMS IN WRITING**

In the document — not in a text thread at 9 PM. It protects you before you lift a single tool.

5 **SHOW THE FINISHED JOB**

Attach a picture of the “after.” People buy what they can see. (NailLedger renders it from one photo.)

6 **MENTION FINANCING**

“Payments available” quietly wins the jobs you never even knew you almost lost.

7 **SEND IT BEFORE YOU LEAVE THE DRIVEWAY**

The first professional bid in the inbox sets the standard every other bid gets judged against.

Doing all 7 by hand takes discipline.

NailLedger runs them automatically — bid, track, invoice, from your phone.

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Built by a contractor who got tired of paperwork nights.

NAILLEDGER