

# Late Quotes Lose Jobs

If a client has to chase you for a price, you're already behind. In residential building, a slow quote doesn't just lose a job on price — it loses trust before the client has even looked at the numbers.

## What clients are really thinking

When someone is looking for a builder, they're not just shopping on price. They want to know you're organised, reliable, and clear. Research consistently shows that homeowners and clients rate timely communication and clear proposals as two of the biggest friction points when hiring a builder. When your quote takes too long, they fill the silence with their own story — and that story usually sounds like: 'too busy', 'disorganised', or 'doesn't really want the job.'

In a competitive market, the builder who frames the job first often becomes the benchmark every other quote is judged against. That's a big advantage before anyone has talked about price.

## Speed isn't the same as rushing

The fix isn't to throw out a careless number faster. It's to respond with structure, faster. There's a big difference. A staged quote approach looks like this:

- Same day: acknowledge the enquiry and ask five intake questions (job type, site address, who's deciding, what documents exist, target timing).
- Within 24–48 hours: confirm a site visit or call, and tell the client what kind of response they'll receive and when.
- At the agreed time: deliver a budget range, developed quote, or contract-ready proposal — whichever the documentation supports.

Telling a client 'I'll have a budget range to you by Thursday, and a fixed price once selections are confirmed' is professional. What's not professional is silence.

## Process beats personality

Builders who rely on memory and heroic effort slow down as the pipeline fills. Builders with standard intake questions, standard scope categories, and standard proposal formats keep moving. Speed at the front end comes from having already done the structural work — not from running harder.

Lead qualification is part of this too. Not every enquiry deserves a full custom proposal. Filtering earlier protects your time and shortens turnaround on the right jobs.

## Make your quote do trust-building work

A quote that arrives on time but leaves everything vague is still weak. The proposals that convert well explain assumptions, distinguish allowances from fixed selections, show what's excluded, and end with one clear next step. That reduces buyer anxiety — which is exactly what clients say

they need more of.

## **Quick checklist: quoting response standard**

- Acknowledge every qualified enquiry the same business day
- Ask intake questions before pricing: job type, site, decision-makers, docs available, timing
- Decide the quote class first: budget range, developed quote, or contract-ready
- Give the client a firm date for when they'll receive the next thing
- State assumptions, exclusions, allowances, and validity period in every proposal
- If selections or drawings are incomplete, say so and price the uncertainty as allowances
- End every quote with one defined next step
- Track turnaround time, win rate, and revisions needed before contract

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