

An honest, effortless way to run construction projects.

A radically simple platform that does three things beautifully — live budget, change orders, and schedule — and gives clients a calm, transparent window into their build. Nothing else.

Executive summary · Prepared for Gary Pettus and the team at Pettus Builders · July 2026

The problem, in your words

Builders are stuck between two bad options. Purpose-built suites — **JobTread, Buildertrend, Procore** — are powerful but "too much": endless modules, steep learning curves, more clicking than the job needs. Horizontal tools like **Monday.com** are the opposite problem — empty canvases you have to rig into construction software yourself, with no real job costing, change orders, or cost codes. You've tried both. The result is the same: the honest current state of each project lives in spreadsheets, texts, and people's heads. Everyone carries the mental load.

Why now

- **The one simple tool is dying.** CoConstruct — beloved by custom builders precisely for its simplicity — is being force-migrated into Buildertrend, with new projects cut off **March 31, 2027**. Exactly your kind of builder is looking for a new home right now.
- **The leader is leaving the segment.** Buildertrend has moved to revenue-based pricing (renewal hikes of 50–65% are widely reported) and is chasing larger production builders — vacating the small, custom, high-craft market.
- **The best quadrant is empty.** "Simple + construction-native + focused on the core three" is unoccupied. The closest tool still ships a full CRM and sales suite you'd never use.

What Trueline is

PILLAR 1

Live budget

Original → committed → actual → projected-at-completion, per cost code. The **committed** column (signed subs & POs) draws down available budget the moment you commit — the thing spreadsheets always miss. One projected-profit number you can trust, updating itself from QuickBooks.

PILLAR 2

Change orders

Draft → priced → client sign-off → done, in one flow with built-in e-signature. Approving a change order updates the contract sum, reconciles into the live budget, and pushes the revised invoice to QuickBooks — automatically. No double entry, no leakage.

PILLAR 3

Schedule

A light phase-and-milestone timeline — not a critical-path Gantt nobody maintains. Baseline vs. actual, with slippage translated into plain language: "framing's a week behind; revised move-in Oct 9." Clients see the same truth, gently.

+ The client portal. A beautiful, reassurance-first view where your client sees budget status, every change order and its cost, the timeline, weekly progress photos, and messages — with your internal costs and margin never exposed. It's the piece that wins high-end jobs and quietly kills the "where are we?" phone calls.

What we will do

- Do three things — budget, change orders, schedule — exceptionally well
- Sync cleanly with QuickBooks Online; you keep your ledger, we own the budget
- Price flat, published, all-in — with a free trial and one-click data export
- Be genuinely beautiful, and learnable in an afternoon
- Give every role the right view: owner, PM, and client

What we won't do

- Bundle a CRM, lead pipeline, or marketing suite
- Add takeoff, timeclocks/GPS, RFIs, submittals, or a selections engine
- Gate the core three behind a higher or "call sales" tier
- Scale your price to your revenue, or lock your data in
- Dump raw cost ledgers on your homeowners

Who uses it

You (owner) see everything, plus a portfolio analytics view — margin health, budget variance, change-order volume, schedule slippage, and cash across all jobs. **Project managers** see only their assigned projects (margin optionally hidden). **Clients** see their one project, curated. Access is granted per project; margin is never visible to clients.

Business model & what we'd build first

Flat pricing in the **\$149–\$249/mo** range, all features included, unlimited client and subcontractor portal users, free trial, easy export. It undercuts Buildertrend dramatically, matches JobTread on price, and wins decisively on simplicity and design.

The proof is a working pilot on Pettus Builders' real jobs — the live budget, change-order reconciliation, QuickBooks sync, and client portal, starting with **Powers Residence** and one more project. If it takes load off your PMs and your clients love the window into their build, we expand from there.

Pricing and competitor figures are from July 2026 market research; a companion detailed brief covers the full competitive analysis, product architecture, integrations, roadmap, and naming options. Working name "Trueline" — `trueLine.build` is available.