

AutoQuoter – Refined PRD

Product Overview

AutoQuoter is a SaaS platform that generates instant, geo-specific market-rate quotes for contractor services (HVAC, plumbing, electrical, roofing, landscaping, remodeling). It delivers transparency to homeowners and provides contractors with faster quoting tools and pre-qualified leads.

Target Users

Homeowners: want transparent, fair pricing.

Contractors: need efficient quoting and higher lead conversion.

Small Trade Businesses: seek competitive local market intelligence.

Problems Solved

Homeowners avoid overpaying and chasing multiple bids.

Contractors save hours on quoting and improve close rates.

Industry gains a neutral, trusted pricing benchmark.

Core Features

Geo-pricing engine with local labor/material data.

Instant quotes with low/median/high ranges.

Contractor dashboard with proposals and analytics.

Consumer 'Fair Market Certificate.'

Market trend dashboards for regional intelligence.

Competitive Landscape

Existing estimating software helps contractors but not homeowners (e.g., Jobber, ServiceTitan).

Marketplaces like Angi/HomeAdvisor act as biased lead brokers.

AutoQuoter is neutral and data-driven, trusted by both sides.

Technical Specifications

Cloud-native, modular microservices architecture.

Data ingestion: contractor inputs, wage indexes, material APIs.

Machine learning for pricing accuracy.

Integrations: QuickBooks, Jobber, CRMs.

Security: SSL/TLS, GDPR/CCPA compliance.

Scalable with Kubernetes/Docker.

Prompt Instruction (for AI Builder)

Given job type {X}, location {Y}, and inputs {materials, sqft, complexity}, generate a fair market quote range (low, median, high) using wage index {region}, material costs {region}, and contractor historical data.

This ensures consistent and explainable pricing results across trades and regions.