

Construct CRM: Entire US Roofing and Siding Industry Now Has Access to Free CRM+FSM Software, Announces 2026 Roadmap

In the age of AI, Construct CRM brings the cost of high-quality contractor software to zero — empowering contractors, distributors, manufacturers, financial and intelligence partners to transact without friction from license fees

DELRAY BEACH, FL — May 25, 2026 — Construct CRM, the first software platform worldwide to offer distributor and manufacturer branded CRMs for residential and commercial contractors, today announced that free CRM and field service management (FSM) software is now accessible to the entire United States roofing, siding and exteriors industry. Through its growing network of distributor partners including Richards Building Supply, SPEC Building Materials, Mid-Atlantic Roofing Supply, and others — now live across more than 150 branches in the United States serving over 30,000 exterior contractors — and through RoofEdgeCRM.com, the first agentic-run CRM, in markets without a nearby distributor partner, no roofing contractor in America is left without access to a professional-grade CRM at no cost.

“Our mission is simple: democratize access to high-quality software by bringing its cost to zero,” said Santo J. Leo, CEO and Co-Founder of Construct CRM. “In the age of AI, there is no reason a contractor, an independent distributor, or a manufacturer should be priced out of the tools that make them more competitive. We built a model where great software is free for the people who do the work — and the industry pays us only when we create real value. We have ushered in the new era of software, where software revenue comes from outcomes, not access.”

Traction

The Construct CRM Platform is already seeing millions in monthly digital estimating, payments and financing volume and surpassed \$10m in monthly online material sales earlier this year. The Platform is on pace to finish the 2026 roofing season with an annualized run rate of more than \$1b in material sales across all trades. Construct CRM’s free software training team is onboarding more than 100 contractors per month, with a multi-week backlog, which represents tens of millions in additional annual project and material sales volume.

Coverage for Every Contractor, in Every Market

Through Construct CRM’s distributor partners, contractors gain a fully featured, free CRM branded by the building products distributor they already buy from. Where Construct CRM does not yet have a white-label distributor partner within a ~50-mile radius of a branch, **RoofEdgeCRM.com** is now available directly, ensuring that every roofing and siding contractor in the country can access the platform.

Bid-to-Procurement: Built for Speed

Contractors enrolling through distributor partners gain access to bid-to-procurement features designed to compress the time between lead generation to estimate and order. The platform allows contractors to:

- Collaborate directly with branch staff on takeoffs and quote building

- Attach live material quotes to sales estimates for faster bidding
- Access saved order templates and reorder in seconds
- Order online 24/7/365
- Automatically calculate order quantities
- Track delivery or pickup status in real time

Unprecedented Speed to Quote

In select markets, instant roof estimating is available — powered by proprietary property intelligence delivered through third-party data partners and available exclusively within the platform. Construct CRM expects to make property data available nationwide for an additional fee in markets this summer where a distributor partner is not yet available.

Financial Tools That Put Contractors First

Through Construct CRM's financing partners, qualified contractors can give homeowners access to project financing with no dealer fee for credit profiles down to a 600 FICO score, with approval and funding available as fast as the same day — and the ability to be paid in full at the start of the job. Contractors also benefit from discounted card and eACH payment processing, with potential savings of up to 30% compared to the most commonly used retail payment processors.

Connect Everything

Contractors can sync their data with virtually any third-party system, including bookkeeping, CRM, FSM, Google, and other data and lead sources — so the platform fits the tools they already use rather than forcing them to start over.

Coming This Summer

Construct CRM's product roadmap for summer 2026 includes:

- The next version of its project-based file-sharing system to share and organize project photos, videos, and documents with stakeholders
- The next version of its estimating tools, including recurring service plans and billing, plus optional upsells
- Embeddable instant quotes for contractor websites, with prequalified financing
- Canvassing features, including the ability to bulk auto-generate accurate instant roofing and siding estimates for entire neighborhoods, with embedded financing and historical property photos
- Insurance related data, workflows, and communications capabilities

Gateway: Supercharging the Distributor's ERP

Construct CRM's Gateway order management system — included with every distributor implementation — now features new functionality that makes distributors transition embedded eCommerce effortless for contractors and branch staff alike:

- Instant material quotes, takeoffs, and templates with full property intelligence and measurement data, reducing ERP order entry to seconds
- Catalog tools including an AI PIM data finder, fuzzy search, item grouping by color and size, automatic swapping of brand and generic accessories, and more
- Analytics and reporting that help distributors track online ordering adoption at the branch and user level

With the Construct CRM implementation, distributors have access to turn-key private-labeled digital contractor tools that embed their catalog into the contractors estimating and business workflows for the optimal eCommerce experience vs. webstores, text, email, phone, and fax. Construct CRM also provides a turn-key digital playbook including learning management system, organization-wide training program, and continuous support – all at no additional cost. Construct CRM integrates with all major ERPs.

Free Means Free

Construct CRM's free CRM/FSM platform is 100% free for all team members — no license fees, no minimums, no gimmicks. For distributor-powered CRMs, free training and support are included and supported across all languages.

Expanding Across the Trades

Construct CRM is expanding its partnerships with distributors and manufacturers beyond roofing and exteriors into additional trades, including lumber and building materials (LBM), HVAC, electrical, plumbing, paint, and landscaping. Under Construct CRM's outcome-based model, distributors and manufacturers pay only when the platform generates profitable orders. It plans to launch its first HVAC CRMs this fall.

The company's distributor network already includes some of the largest independent building materials distributors in the country, with white-label CRMs including **SPECProCRM.com** (SPEC Building Materials), **RichardsCRM.com** (Richards Building Supply), and **MARSProSuite.com** (Mid-Atlantic Roofing Supply).

How to Get a Free CRM

Contractors wishing to access a free CRM should contact their local branch or sales representative, or ask their distributor to contact Construct CRM. In markets without a nearby distributor partner, contractors can access RoofEdgeCRM.com directly. Distributors and manufacturers interested in a partnership can request a demo at www.ConstructCRM.com.

About Construct CRM

Construct CRM is the global leader in AI-powered e-commerce solutions for building products and materials distributors. Headquartered in Delray Beach, Florida, the company provides a premium, end-to-end customer lifecycle software suite that supercharges existing ERPs with AI-driven tools, including free white-label CRMs for contractors, automated offline order processing, and seamless integration of catalogs into sales workflows — all at an outcome-based price with no license or transaction fees. Construct CRM partners with leading distributors, manufacturers, and technology providers to bring

offline sales online, serving trades such as exterior building products, HVACR, plumbing, electrical, flooring, and landscaping internationally.