



How to make AI work for you

**Practical prompts
and tips for home builders**





Contents

- 03 Why AI matters for builders
- 04 AI in action: 7 essential prompts for builders
 - 05 Create clear subcontractor agreements in seconds
 - 06 Set client expectations with confidence before you break ground
 - 07 Handle change orders with transparency and professionalism
 - 08 Communicate project delays without damaging trust
 - 09 Turn happy clients into powerful promoters
 - 10 Run more productive team meetings
 - 11 Showcase your work and win new clients online
- 12 How to use AI efficiently in your construction business
- 13 How to draft all your client updates in 30 minutes or less
- 15 Take AI from idea to execution



Why AI matters for builders

The construction industry thrives on precision, efficiency and clear communication. But let's face it – builders are drowning in admin work.

Between juggling client updates, answering the same questions over and over and keeping projects on track, there's little time left for what really matters: building.

Admin overload

Think about peak season. Your inbox is overflowing, clients are asking for status updates, and your team is stretched thin trying to keep everyone informed. Managing all this communication manually isn't just exhausting – it's inefficient.

That's where AI can save the day. AI isn't just a buzzword anymore. It's a powerful tool that can streamline your workflow and free up your time (and brain power) by:

- Reducing hours spent on manual updates and client communication

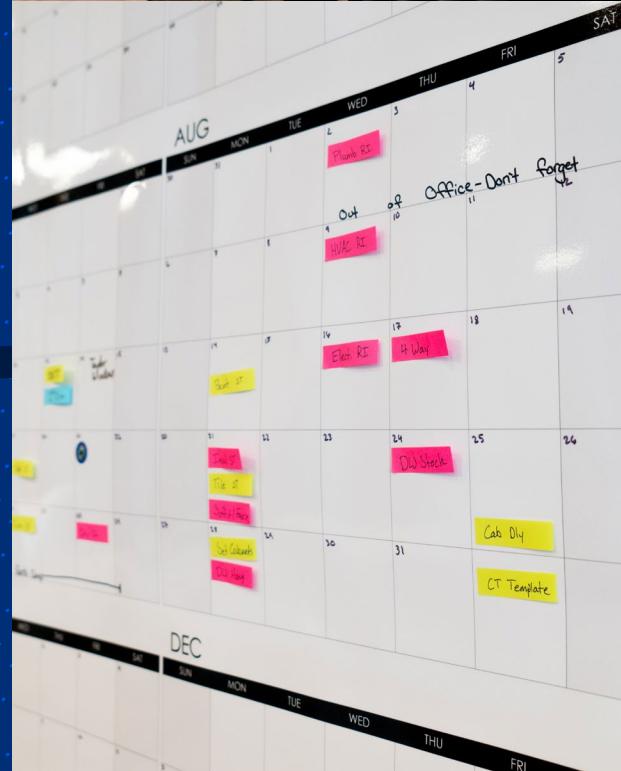
AI can handle routine messages, such as project status updates, meeting reminders and follow-ups, freeing your team to focus on high-value tasks. This automation not only saves you hours each week but also minimizes human error and keeps everyone on the same page.

- Improving consistency and professionalism

AI-generated messaging ensures that all communication is timely, well-structured and professional. No more rushed emails or inconsistent updates – just clear, reliable information that strengthens your reputation and builds trust.

- Enhancing accuracy with data-driven insights

AI helps you make better business decisions by analyzing trends, identifying inefficiencies and predicting potential roadblocks before they impact your bottom line. AI can analyze project data to generate smarter, more precise updates – keeping clients informed and reducing miscommunication.



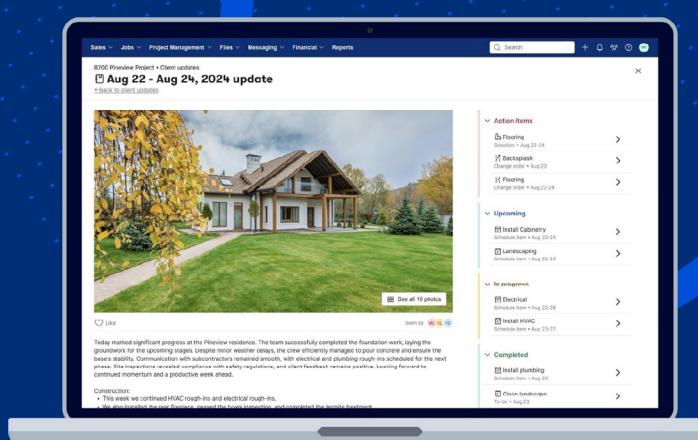
With Buildertrend, you're always a step ahead

The future is AI – and the future is now. Buildertrend's [Generate AI Summary](#) tool take the hassle out of admin work by generating weekly project summaries, helping you stay ahead without the manual effort. Generating weekly project updates is now as simple as clicking a button. AI compiles a clear outline of key progress points and summary using the information added by your team each day. This eliminates the need to start from scratch and adds valuable time back to your day.

And this is just the beginning.

In this guide, we'll show you how to take AI even further with strategic prompts that supercharge your efficiency. Ready to work smarter, not harder? Let's dive in.

AI in action: 7 essential prompts for builders



AI is only as powerful as the questions you ask it. The right prompts can help you speed up communication, make smarter decisions and get more done with less effort. Below, we've compiled seven must-have AI prompts designed specifically for builders.

Each one includes:

- **The scenario:** When and why you should use it
- **The AI prompt:** A ready-to-use command you can copy and paste
- **Customization tips:** How to tweak the prompt for your specific needs
- **How to use AI with Buildertrend:** Enhance processes even further by combining AI with tech

1. Create clear subcontractor agreements in seconds

Scenario

You're onboarding a new subcontractor and need to draft a clear, professional agreement outlining scope, timeline and payment terms.

AI prompt

"Write a subcontractor agreement for a residential construction project including:

- Project scope and deliverables
- Timeline and deadlines
- Payment terms and schedule
- Quality standards and expectations
- Liability and dispute resolution clauses
- A professional closing note with signature lines"

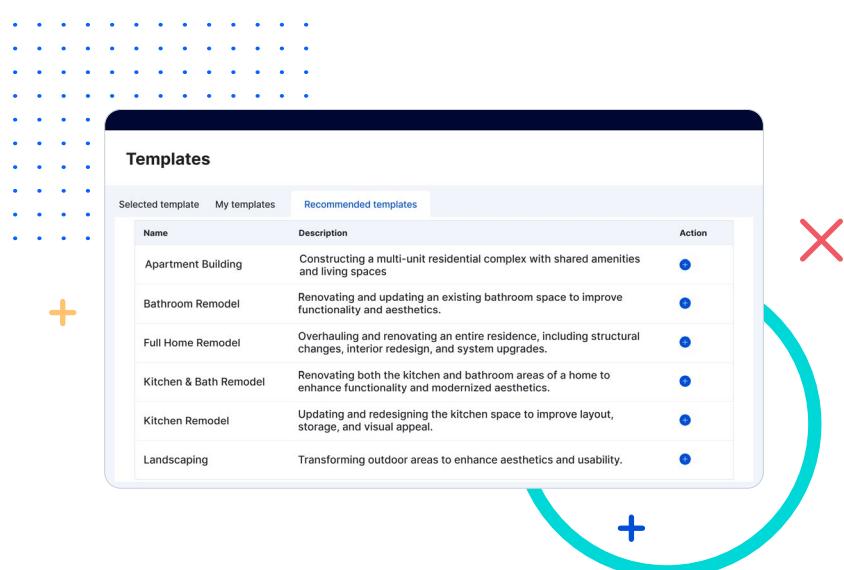
Customization tips

- Add specific project details, payment terms and legal language.

How to incorporate with Buildertrend

Buildertrend makes it easy to manage subcontractor relationships with clarity and accountability from day one:

- Upload your AI-generated subcontractor agreement to Buildertrend's document storage, so your team always has access to the latest version. You can also organize agreements by project for quick reference.
- Store reusable contract [templates](#) to standardize onboarding across jobs, ensuring consistency and professionalism with every subcontractor.
- Use Buildertrend's [To-Do's](#) and Schedule features to assign scope-specific tasks, set deadlines and track completion - directly tied to the terms in your agreement.
- Keep a digital paper trail of communications and approvals, so you're protected if disputes arise.



2. Set client expectations with confidence before you break ground

Scenario

You want to proactively set client expectations as soon as possible – outlining communication cadence, potential delays and decision timelines.

AI prompt

"Write a professional pre-construction email to a client including:

- A warm welcome and project recap
- Key milestones and anticipated timeline
- Communication expectations (frequency, method)
- How change orders will be handled
- Tips for minimizing delays (e.g., timely selections)
- A friendly closing note offering to answer questions"

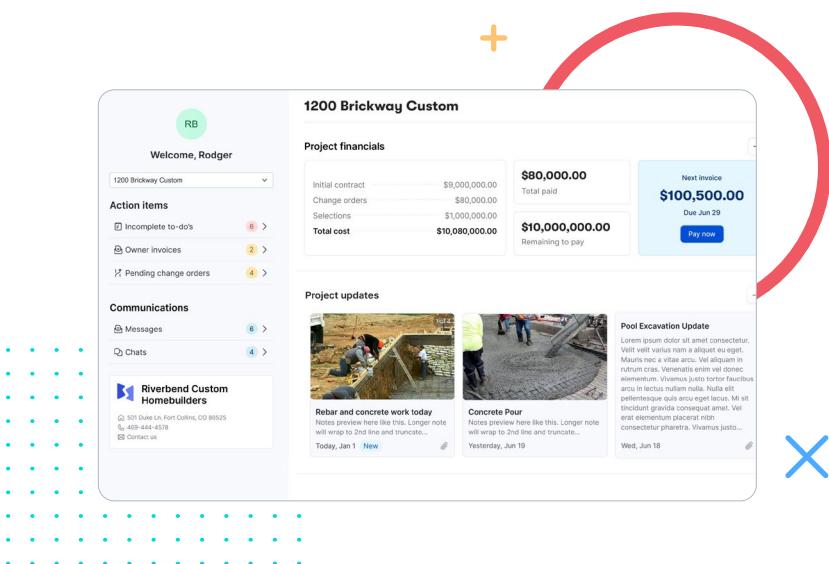
Customization tips

- Personalize with project details and contact info.

How to incorporate with Buildertrend

Set the tone for a smooth build by using Buildertrend's communication tools to deliver polished, professional client onboarding messages:

- Send pre-construction expectation emails through Buildertrend's [Messaging feature](#), ensuring all communication stays centralized and accessible to your team.
- Save your AI-generated email as a reusable message template, so you can quickly personalize and send it at the start of every project.
- Attach relevant project documents – like timelines, selections deadlines, and change order policies – so clients have everything they need in one place.
- Use the Client Portal to reinforce expectations, giving homeowners 24/7 visibility into schedules, selections and updates.
- Log all [communication](#) to ensure there's a clear record of what was discussed – minimizing misunderstandings and building trust from day one.



3. Handle change orders with transparency and professionalism

Scenario

Avoid confusion and conflict. Let AI help you explain changes clearly - keeping your clients informed and your margins protected.

AI prompt

"Write a clear, professional message to a client with details of a change order including:

- What the change is (describe in simple terms)
- Why it's necessary or requested
- The financial impact (new cost vs. original cost)
- The timeline impact (if any)
- A friendly closing note inviting questions"

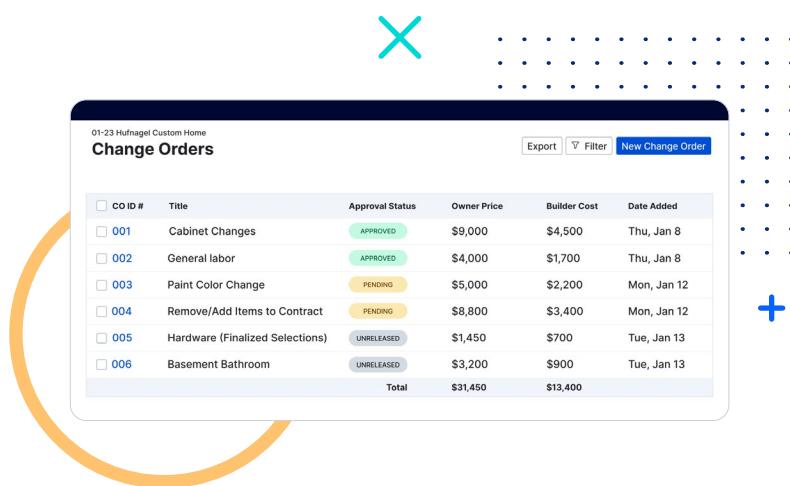
Customization tips

- Add specific pricing and project details.

How to incorporate with Buildertrend

Use Buildertrend to streamline how you handle and communicate change orders - keeping clients informed and your financials accurate:

- Create and track [change orders](#) directly in Buildertrend, linking them to specific line items, selections or client requests.
- Automatically generate clear, itemized change order documents with pricing and timeline adjustments - no manual formatting needed.
- Send the change order for client approval within the platform, and track their digital sign-off in real time.
- Sync approved changes to your estimate, budget and schedule, so your entire project reflects the most up-to-date scope.
- Keep a complete record of all changes and approvals to protect your margins and reduce disputes down the road.



4. Communicate project delays without damaging trust

Scenario

Weather, supply chain issues - delays happen. With AI, you can deliver clear, empathetic updates that reassure clients and preserve relationships.

AI prompt

"Write a professional message informing your client about a project delay and include:

- The cause of the delay (e.g. weather, supply issue)
- The new estimated timeline
- Steps being taken to minimize further delays
- A reassuring closing note offering to answer questions"

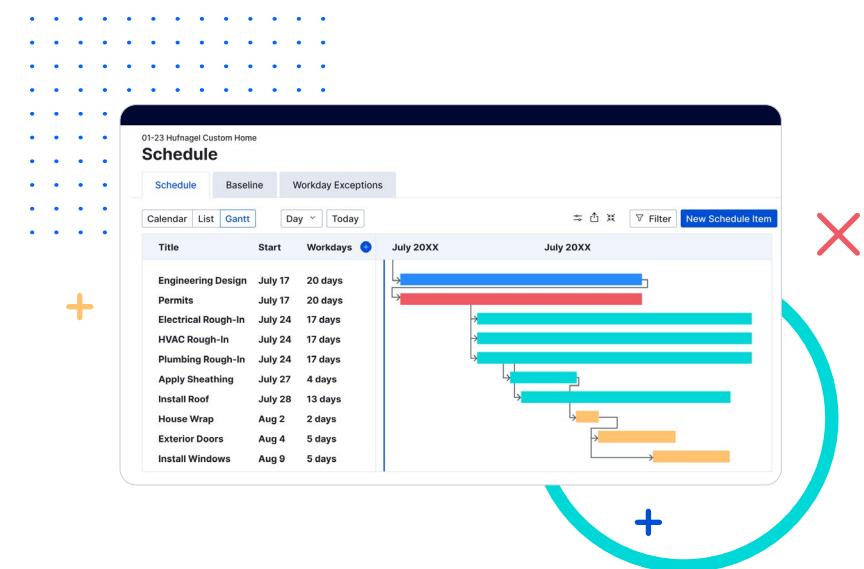
Customization tips

- Add specific dates and revised timelines.

How to incorporate with Buildertrend

Buildertrend helps you communicate delays clearly and professionally - while keeping clients in the loop:

- Use Buildertrend's [Schedule feature](#) to automatically keep both your team and clients informed of timeline changes as they happen.
- When you adjust the project schedule - whether due to weather delays, supply shortages or shifting timelines - Buildertrend allows you to trigger instant notifications to both internal team members and clients, ensuring everyone is aware of the changes in real time.



5. Turn happy clients into powerful promoters

Scenario

Get glowing reviews with zero awkwardness. Use AI to craft thoughtful testimonial requests that actually get responses.

AI prompt

"Write a friendly email requesting a testimonial from your client including:

- A warm thank you for their business
- A request for feedback with guiding questions:
- What did you enjoy most about working with us?
- How did our communication meet your expectations?
- Would you recommend us to others? If so, why?
- A link or instructions for leaving a review (if applicable)
- A note of appreciation, offering to stay in touch"

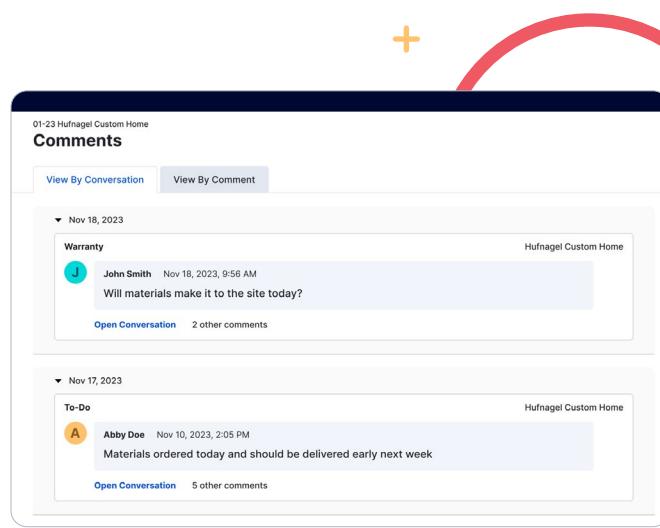
Customization tips

- Personalize with project details and the client's name.

How to incorporate with Buildertrend

Use Buildertrend to streamline and personalize your testimonial request process:

- Store your AI-generated testimonial request email as a message template in Buildertrend so you can quickly send it at the end of each project.
- Send directly through Buildertrend Messaging to keep all client communication centralized and professional.
- Track who has received and responded to your request so you can follow up at the right time.
- Link to your Google Reviews or third-party testimonial platform within the message for easy access.



6. Run more productive team meetings

Scenario

Keep your crew aligned and accountable. Use AI to prep structured agendas with action items that move projects forward.

AI prompt

"Write a detailed meeting agenda for a weekly team meeting including:

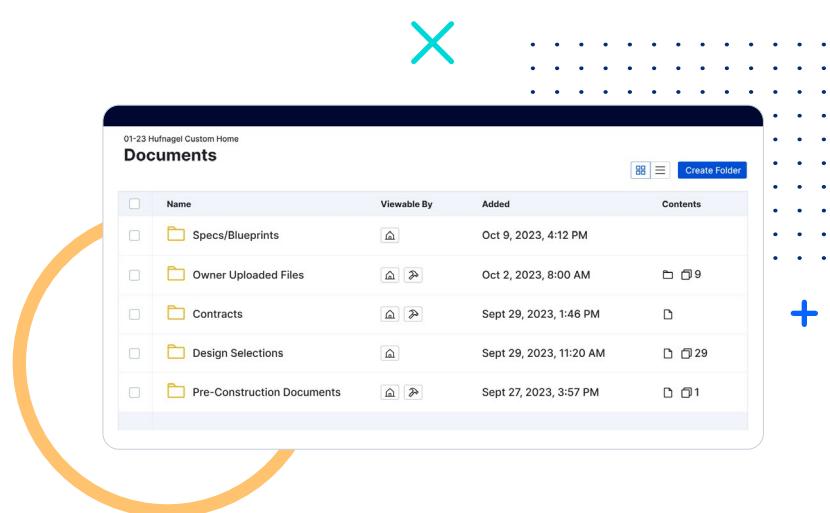
- Meeting date, time and location
- Project updates: Current status, challenges and milestones
- Open issues: Outstanding decisions or roadblocks
- Action items: Assigned tasks with deadlines
- Time for team questions or concerns
- A professional closing note with next steps"

Customization tips

Add project names, specific deadlines and team member responsibilities.

How to incorporate with Buildertrend

- Buildertrend helps you streamline meeting prep and follow-through so nothing falls through the cracks:
- Save and share your agenda in the Files tab or link it in a Daily Log for full team visibility.
- Turn discussion points into To-Do items with clear owners and deadlines - right from the meeting.
- Use the Schedule to align next steps with project timelines and ensure accountability.
- Track progress by revisiting assigned To-Do's in your next meeting, keeping momentum and clarity week over week.



7. Showcase your work and win new clients online

Scenario

Promote your projects like a pro. Let AI write engaging social posts that highlight your craftsmanship and generate leads.

AI prompt

"Write a social media post promoting a recently completed project, including:

- A brief project description (home type, location, unique features)
- Highlight 2-3 standout details (custom features, finishes, challenges overcome)
- An inviting call to action (e.g. 'Interested in building your dream home? Let's talk!')
- Use a friendly, engaging tone suitable for Instagram and Facebook"

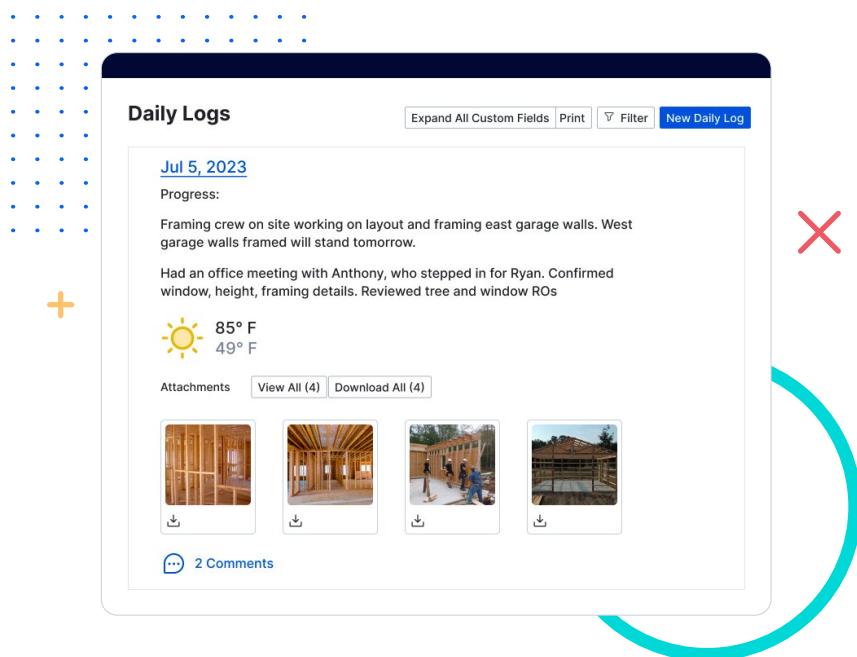
Customization tips

- Include high-quality project photos to make your post stand out.
- Incorporate relevant hashtags to increase reach and engagement.
- Don't forget to tag relevant collaborators, such as architects or interior designers, for additional exposure.

How to incorporate with Buildertrend

Use Buildertrend to create and share polished project promo posts with ease:

- Access project photos from the [Files tab](#) to quickly find high-quality images for your social media post.
- Use Daily Logs and To-Do history to recall standout features or challenges to highlight in your caption.



How to use AI efficiently in your construction business

AI is a powerful tool, but to get the most out of it, you need to use it strategically.

Here are some practical ways to integrate AI into your daily workflow.

1. Save and reuse your prompts

One of the best ways to [streamline communication](#) is to create a library of commonly used AI prompts. This ensures consistency, saves time and improves efficiency.

- Use Buildertrend's message templates to store AI-generated responses, such as project updates, frequently asked questions from clients and follow-up emails.
- Create a shared folder with your team to maintain uniform messaging and improve client communication across projects.

2. Automate wherever possible

The more you automate, the more time you save. [AI in construction](#) can take over repetitive tasks, so you can focus on running your business.

- Use Buildertrend's Generate AI Summary tool to quickly generate weekly client updates from entries you and your team make across the platform.
- Leverage automated scheduling updates to minimize back-and-forth communication and keep everyone on the same page.
- Consider AI-driven purchasing insights to optimize material procurement, ensuring you get the best prices and avoid shortages.

3. Refine your prompts over time

AI is most effective when you fine-tune your approach. Small adjustments to how you phrase a request can dramatically impact the quality of responses you receive.

- Test different wording to see what resonates best with clients and team members.
- Customize AI-generated content to align with your brand's tone, values and common project scenarios.
- Incorporate feedback from your team and clients to continuously improve messaging and responses.

Pro tip:

Think of AI as an assistant that learns from you. The more you tweak and refine your inputs, the more valuable its outputs become.

By following these strategies, you'll harness AI's full potential – saving time, reducing errors and [enhancing communication](#). Whether it's through Buildertrend's automation tools or well-crafted AI prompts, the goal is the same: work smarter, not harder.

How to draft all your client updates in 30 minutes or less

AI isn't just a futuristic concept – it's already embedded in our software to make weekly updates easier. At [Buildertrend](#), we're using AI to give you hours back into your day each week.



Sagar Desai, group product manager at Buildertrend

To give you a behind-the-scenes look at how Buildertrend's AI-driven feature is making a real impact, we spoke with Sagar who's been instrumental in shaping our AI initiatives.

Less admin, more building

Ask any builder what takes up too much of their time, and you'll likely hear the same thing: admin work. Tracking progress, sending updates and answering repeat client questions can eat away at hours that could be spent on actual construction.

Buildertrend's Generate AI Summary tool helps tackle this by creating weekly project summaries, reducing the time spent manually compiling updates.

"From talking to our builders, we know that weekly updates take a long time to put together, sometimes taking up half a day or more across all their active projects," Sagar said. "However, they're also incredibly important for ensuring client satisfaction. Buildertrend's Generate AI Summary tool reduces the time it takes to make weekly updates to about eight minutes per update, on average. Many builders are able to complete all updates in 30 minutes or less."

What this means for you:

Instead of spending evenings drafting client updates, AI handles it for you – ensuring updates go out on time with minimal effort.

Keeping clients in the know

Clear, proactive communication is key to keeping projects on track and clients satisfied. But let's face it: Managing client expectations and fielding constant update requests is a challenge.

Buildertrend's Client Portal, now enhanced with AI summaries, gives homeowners real-time access to project updates, reducing the need for back-and-forth emails.

"The client touch point is incredibly important to our builders – and research confirms that ensuring a good client experience is good business," Sagar said. "In fact, a builder's competitive advantage is more closely tied to the client experience than any other factor. And one of the most important things builders can do to increase

client satisfaction is provide regular updates, so we empower our users to do exactly that."

“ Our AI tool uses all the data builders enter into Buildertrend throughout the week to summarize a concise update for clients in minutes – ensuring an excellent client experience.”

What this means for you:

Clients get the information they need without constantly reaching out, which means fewer interruptions for your team.

Smarter decision-making

Seamless collaboration between builders, subcontractors and clients is critical to staying on schedule and avoiding costly miscommunications. AI helps bridge the gap by providing real-time insights that keep everyone aligned.

Buildertrend's insights analyze project data to highlight potential bottlenecks, helping teams proactively adjust schedules, avoid delays and optimize workflows.

What this means for you:

More informed decisions, fewer surprises and a smoother workflow from start to finish.

The future of AI in Buildertrend

AI is already making builders' lives easier, but this is just the beginning. As AI capabilities continue to evolve, Buildertrend remains committed to leveraging the latest advancements to help you run your business more efficiently.

"The future of AI within Buildertrend is promising," Sagar said. "Buildertrend is uniquely positioned to help builders realize the incredible gains of AI as AI itself matures and evolves. Client Updates, for example, is just one feature in Buildertrend, but it's

saving our builders tens of hours of time every month. Now, scale that as more AI tools become available, and you can imagine how much more efficiently a builder using AI can run their business compared to one who isn't. Sitting on the sidelines may become very risky soon, if it isn't already."

What this means for you:

A continuously improving platform that helps you stay ahead of the competition while spending less time on admin work.

By embedding AI into Buildertrend's core features, we're making it easier for builders to save time, reduce miscommunication and keep projects running smoothly – all while letting AI handle the busywork.



Take AI from idea to execution

AI is more than just a concept – it's a game-changer for builders who want to work smarter, not harder. The key to success? Taking action.

You don't have to overhaul your entire workflow overnight to see the benefits of AI. Instead, start small.

- Try out the prompts from this guide in your daily tasks. Whether it's drafting a subcontractor agreement, explaining a change order or automating client updates, these AI-driven prompts will save you time and improve communication immediately.

- Experiment and refine. Test different wording, customize responses to match your brand's tone and tweak your approach as you go. The more you use AI, the more effective it becomes.
- Leverage Buildertrend's AI-powered tools. With AI-powered weekly summaries providing real-time client updates, Buildertrend makes it easy to integrate AI into your workflow – helping you communicate faster, reduce admin work and keep projects running smoothly.

Experience the power of AI-driven client communication – and so much more

Imagine keeping clients in the loop – without the constant back-and-forth. Buildertrend's new AI-powered client updates handle communication for you, automatically sharing the right information at the right time. Less time answering questions. More time building.

But that's just the beginning.

When you schedule a demo, you're not just seeing AI in action – you're exploring the industry's most complete construction management platform. Buildertrend is the only solution built to support your entire business, from sales and financials to project management and material rebates.

We've been trusted by builders for nearly 20 years, and we're just getting started. Our AI feature is proof that we're still listening, evolving and innovating to meet the real-world needs of contractors like you.

Why choose Buildertrend?

- ✓ All-in-one platform – no patchwork of tools
- ✓ Built for growing builders who need smarter systems
- ✓ Proven track record with tens of thousands of customers
- ✓ Backed by two decades of industry leadership

The future of construction isn't coming. It's already here – and it's built on Buildertrend.

Let's build smarter. [Schedule your demo today.](#)