

THE STACK · 2026

The exact stack behind our **7 figure** *exterior cleaning* *company.*

Every app we use to **win leads, run the jobs and kill the admin.** What each one does, and why we actually pay for it.

01 GETTING AND TRACKING LEADS



GoHighLevel

CRM · THE HUB

Honestly, this is the one that **holds the whole thing together**. Every lead, chat, pipeline and follow up lives in one spot, so nobody ever gets forgotten. If you only fix one thing this year, make it a proper CRM.

Start a free trial →



Meta Ads

PAID LEADS

This is where **most of our work comes from**. Landing page form ads bring in the good ones, and the real trick is just being quick. Reply the second a lead lands, before they go cold on you.



Google Business Profile

FREE LEADS ·
REVIEWS

Think of it as your **free shopfront on Google and Maps**. Cheapest marketing going, you just have to actually ask for the reviews.

02 QUOTING, JOBS AND SCHEDULING



Quotd

AI QUOTING · DONE
FOR YOU

The **AI quoting system** we use to get quotes out fast, priced the same every time and looking sharp. No more losing jobs because the quote took you three days. They build and run the whole setup for you.

Get it for your business →



ServiceM8

JOB MANAGEMENT

This is what turns a lead into **an actual booked job**. Quoting, scheduling, sending the crew out, job cards, site notes and invoices, all from your phone. Made for the people out doing the work.

Start a free trial →



SafetyCulture

CHECKLISTS · FORMS

Quick safety checks and forms the crew fills in on their phone before they start. Keeps every job to the same standard and **keeps you covered**, no clipboards in sight. Great for grabbing before and afters too.

03 MONEY



Xero

ACCOUNTING

Your books, sorted, without the shoebox of receipts. Reconciliation, GST and all the numbers your accountant keeps asking for. Job invoices land in here on their own. Set it up early and tax time stops being scary.

Start a free trial →

04 KNOWLEDGE AND TEAM



Notion

SINGLE SOURCE OF
TRUTH

One tidy home for every SOP, price guide, checklist and team page. When someone new starts, **it's all written down** instead of trapped in your head. This is the thing that lets the business run when you're not there.



Google Sheets

TRACKING

Never underestimate a good spreadsheet. We still lean on it for **quick tracking and our weekly numbers**, and it quietly feeds the live dashboard our Claude Code automations run off.

05 THE AUTOMATION LAYER

This is where it gets fun. A lot of the boring stuff already runs itself inside **GoHighLevel**: instant replies, follow ups, review requests. The tools below are the custom bits we bolted on for the jobs a CRM can't quite do. Don't stress about all of it on day one.



Claude Code

THE BUILD TOOL

The AI that **builds and runs our custom automations**, just by us telling it what we want in plain English: lead alerts, win back sequences, daily ops check ins. The difference between renting software and having it built around how you actually work.



Railway

HOSTING · ALWAYS ON

Where all our automations quietly live and run around the clock, including the ones on a timer, like our daily ops summary.



GitHub

CODE STORAGE

A safe home for all the automation code, with a full history so we can never really break anything for good.



Resend

AUTOMATED EMAIL

Quietly sends the emails our automations fire off, like job reports and team alerts, and it just works every time.



Netlify

WEB HOSTING

Hosts the little internal tools our team uses every day, plus our public sites and landing pages.

WHERE TO START

Don't buy all of it. Buy in this order.

1. A real CRM (GoHighLevel) so no lead is ever lost.
2. Job and money tools (ServiceM8, Xero) so the work runs clean.
3. A reviews habit (Google Business Profile) on autopilot.
4. Then, and only then, the automation layer to kill the admin.

Get those four right and you'll be running a calmer, more profitable business than plenty of outfits twice your size.

Want this built for your business? Fill out the form →