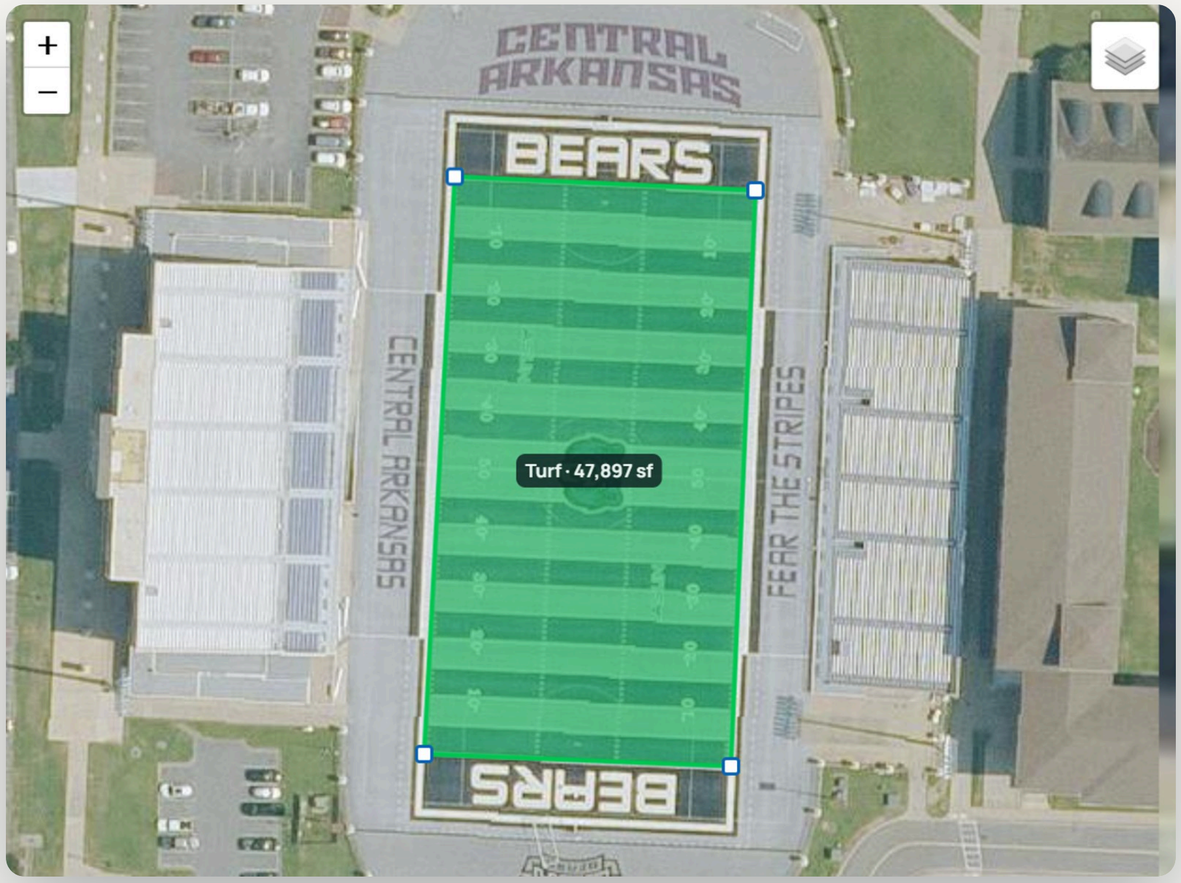
ROI Airstrike

BY ROI SYSTEMS · MADE BY HARRISON HOLT · LICENSED TO WEB MASTERS LLC · CONWAY, ARKANSAS

Measure the roof. Price it right. Get it signed.

Measuring, estimating, signed proposals and invoices in one app. From your laptop, on free public aerial imagery, before the truck ever rolls.

Free 1-ft USGS photos | Works offline | Your prices only



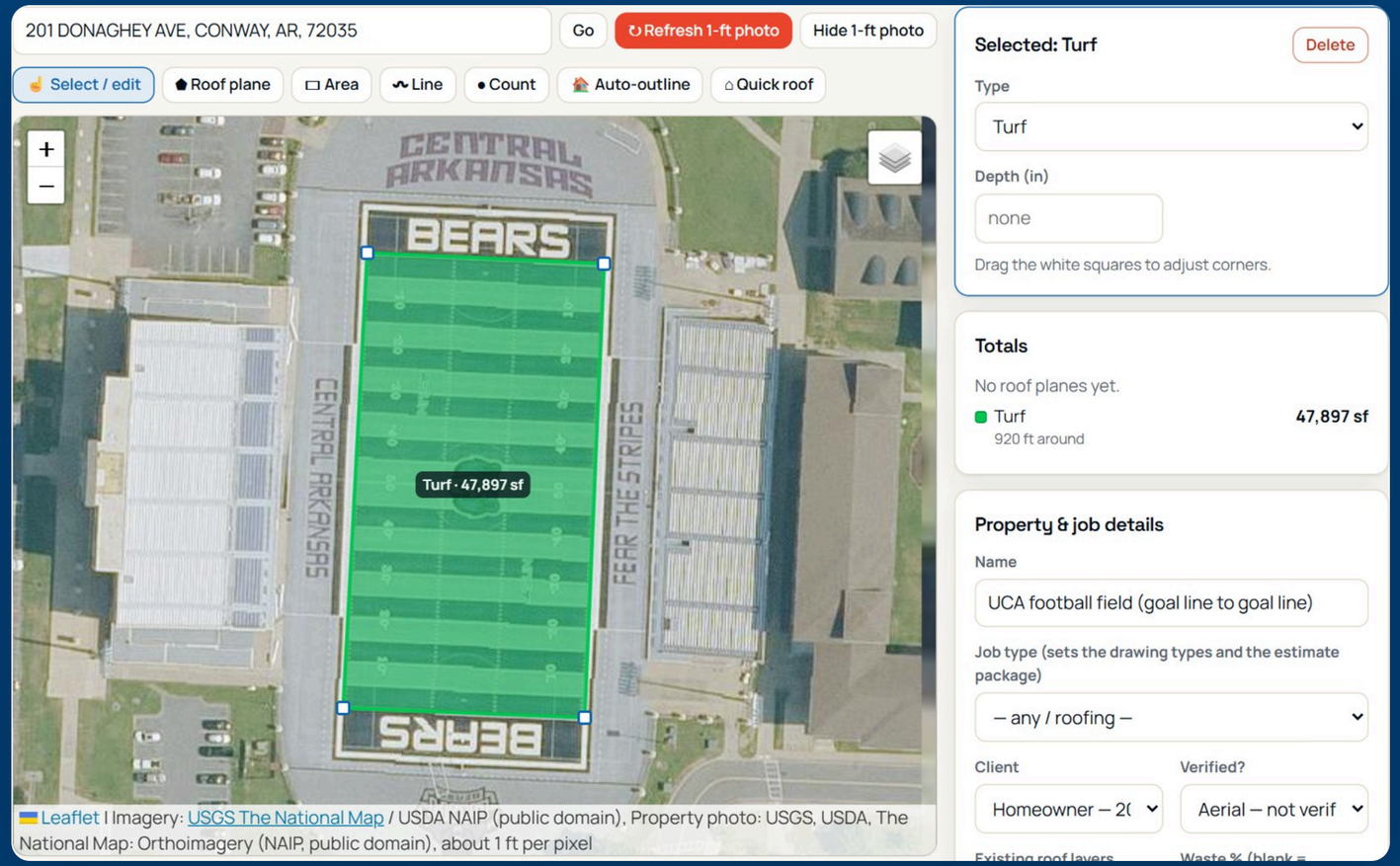
CHECK OUR MATH · UCA FOOTBALL, ESTES STADIUM

47,897 sq ft

measured, goal line to goal line · regulation is 48,000 (100 yd × 160 ft)

920 ft around · regulation 920 ft

Traced corner to corner in the real app on public USGS imagery. 0.2% off a field you can go stand on.



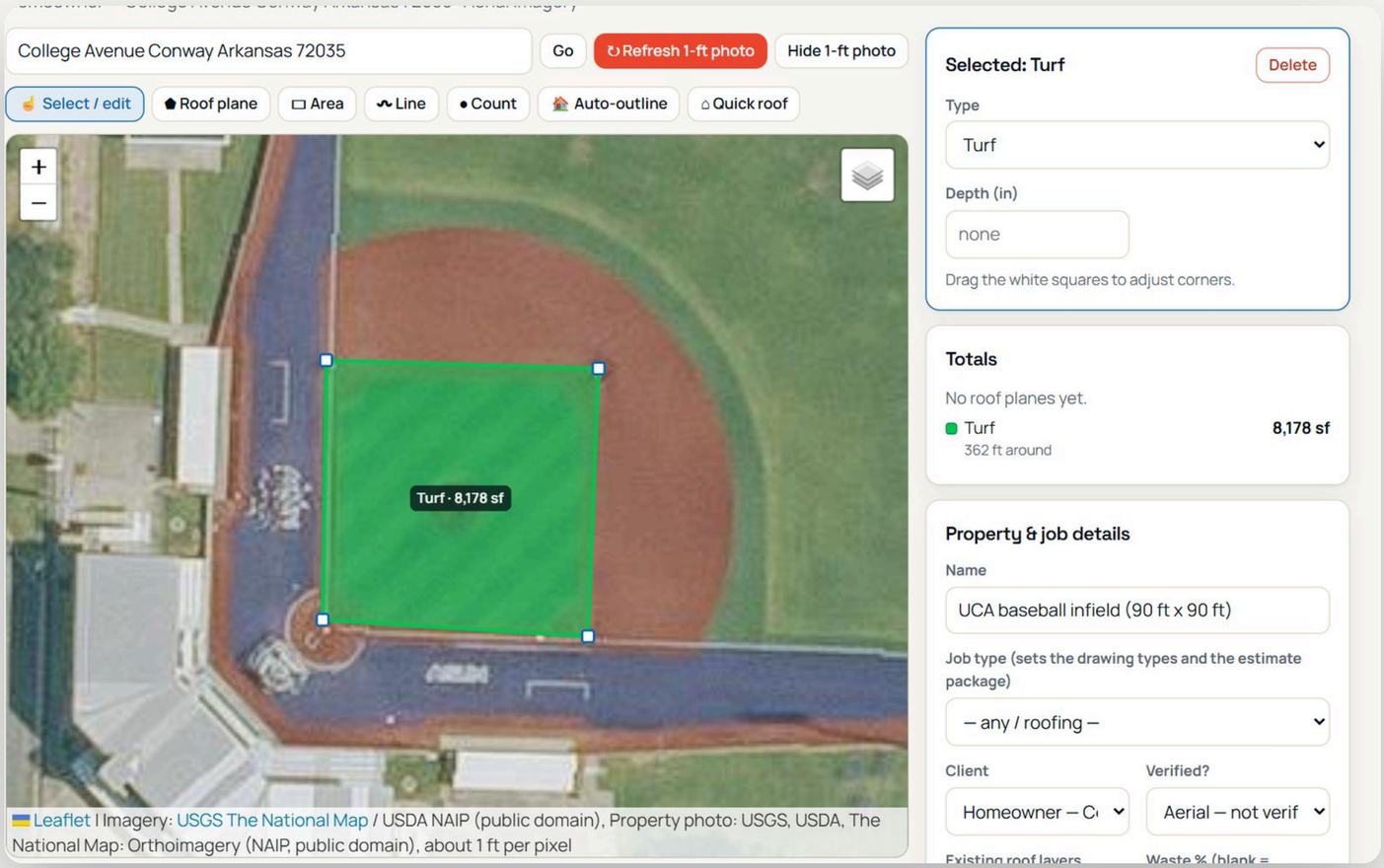
CHECK OUR MATH · UCA BASEBALL, BEAR STADIUM

8,178 sq ft

measured, base to base · regulation is 8,100 (90 × 90 ft)

362 ft around · regulation 360 ft

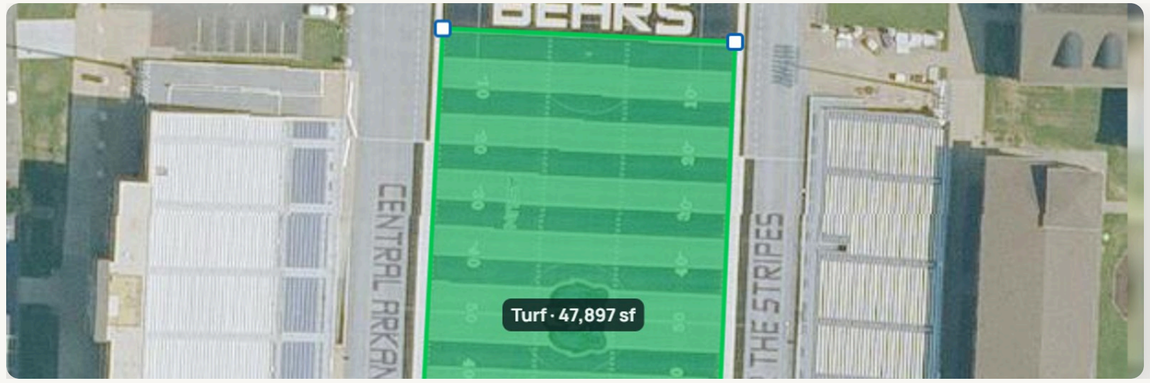
About 1% off, and most of that is where you click.
Same app, same free imagery, a different field.



THE SCOREBOARD

Two fields you already know

Field	Regulation	Airstrike measured	Off by
UCA football, goal line to goal line	48,000 sq ft · 920 ft	47,897 sq ft · 920 ft	0.2%
UCA baseball infield, base to base	8,100 sq ft · 360 ft	8,178 sq ft · 362 ft	1.0%



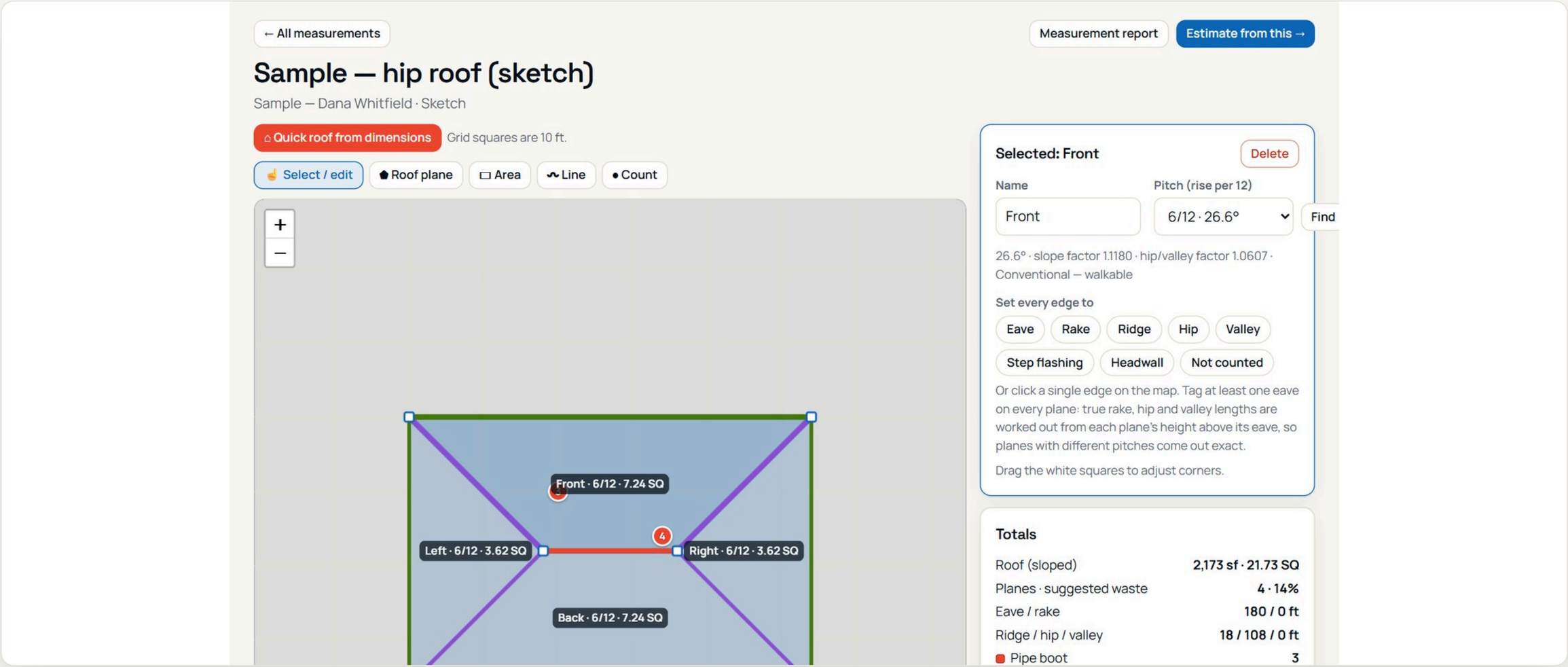


> “You know roofing; I’d be sliding off a 6/12 before lunch. I know code. So I proved the math on flat ground you can check yourself.”
>
> HARRISON HOLT

Two tests, both on screen in the app. Aerial measurements are estimates: verify on site before ordering materials.

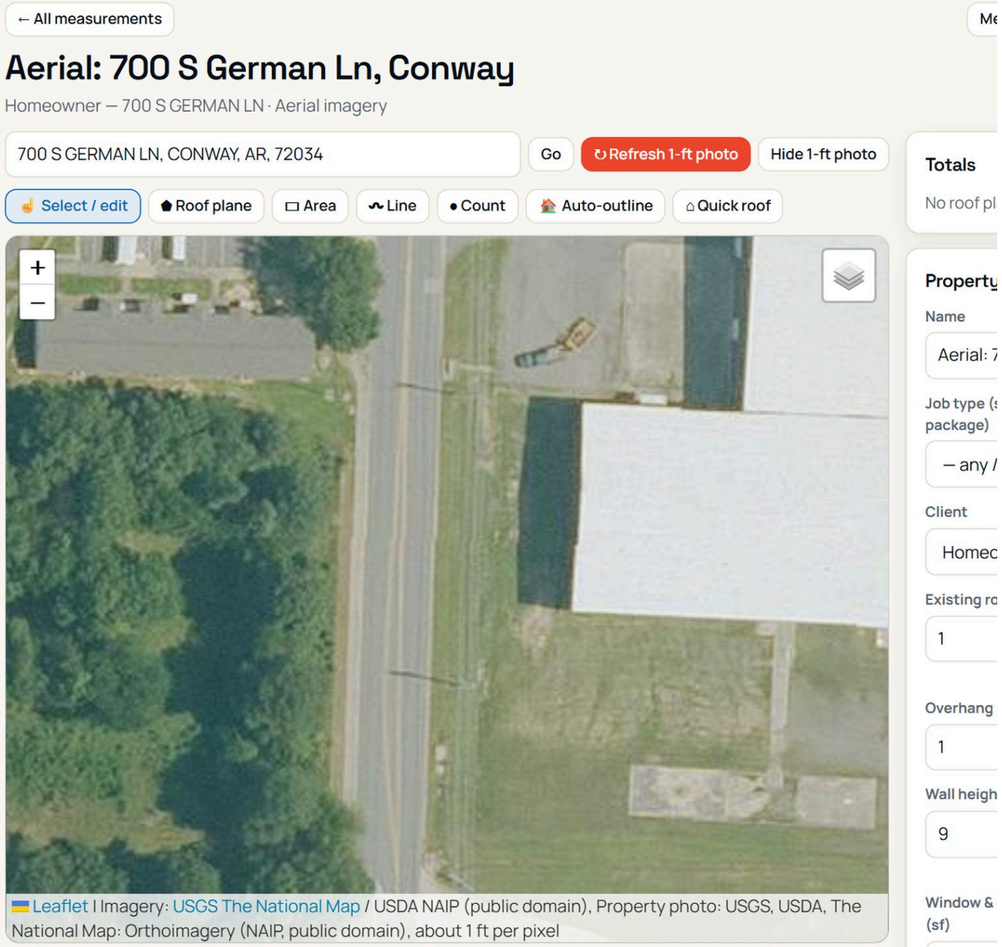
Proprietary mathematics

Each roof plane gets its own pitch. Hips, valleys and rakes are figured in true 3D, so lengths stay right where planes of different pitch meet. Squares, waste, ridge, drip edge and starter come off the drawing.



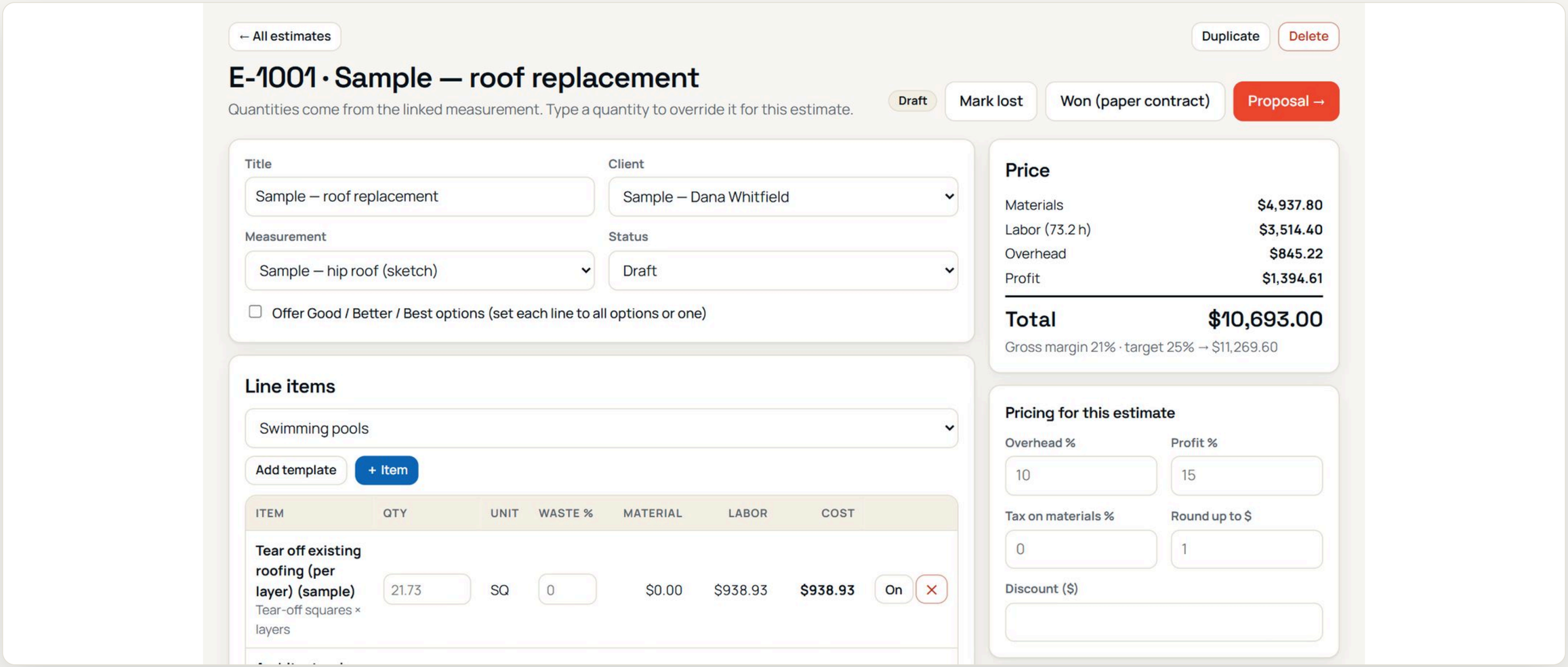
Any Arkansas address, from the truck

Picture the next lead that calls: type the address, pull the free 1-ft property photo, and you're measuring before you'd have found the ladder. It's saved for offline use, too.



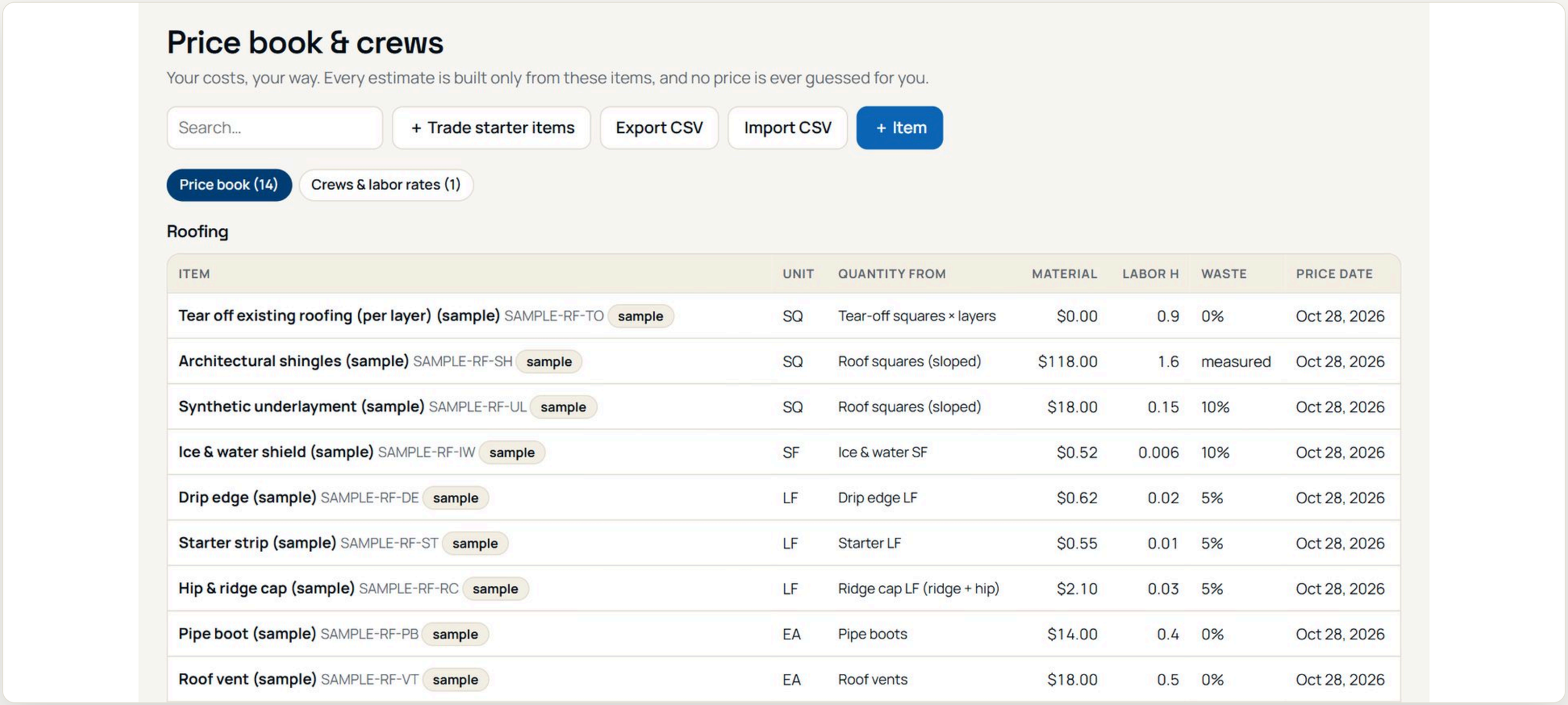
Materials and labor, your numbers

Every line comes from your own price book: material cost, labor hours, crew rate, waste and package rounding. Every total traces back to the line that made it.



Your price book and crews

Starter items for roofing and 15 other job types, with no prices filled in: you set your own. Import or export CSV.



Price book & crews

Your costs, your way. Every estimate is built only from these items, and no price is ever guessed for you.

Search... | + Trade starter items | Export CSV | Import CSV | + Item

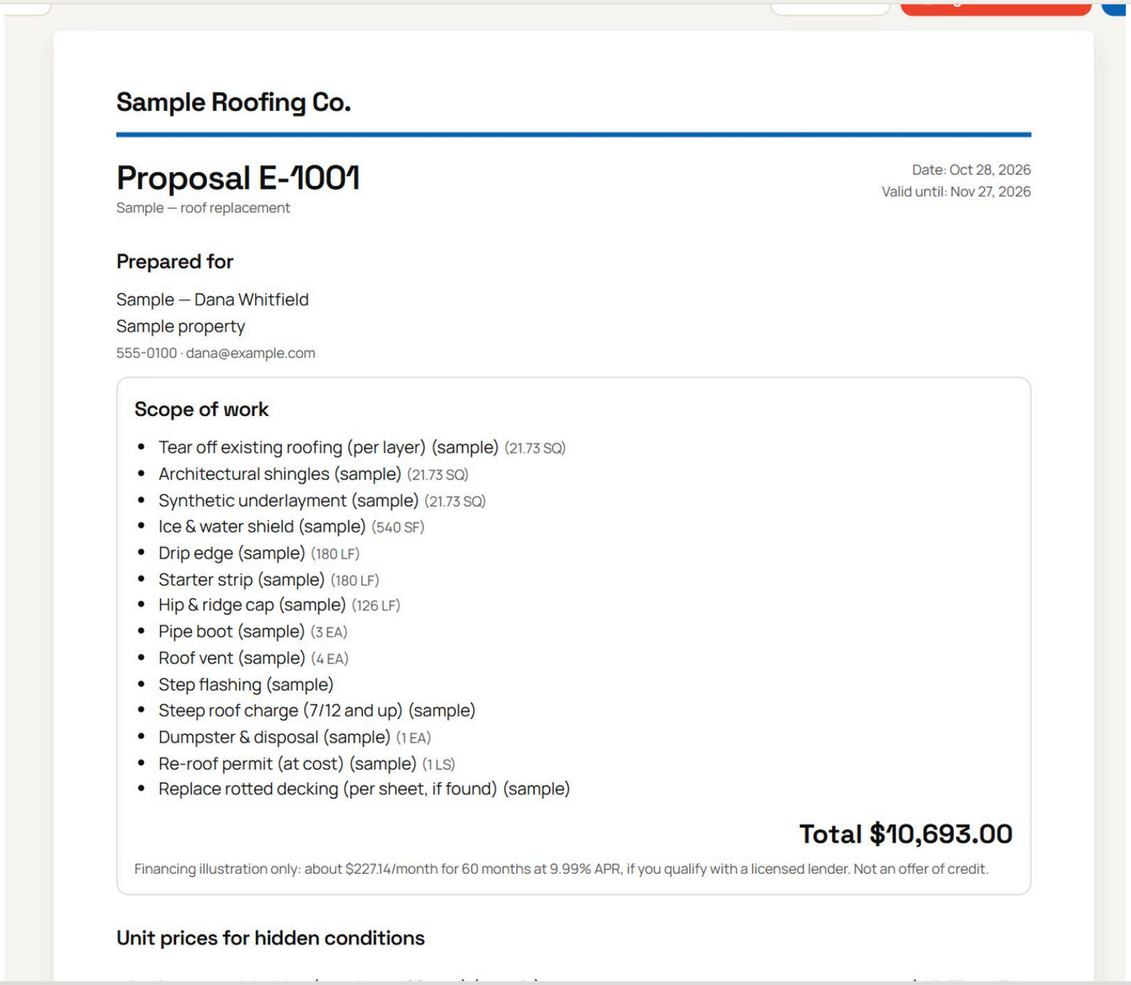
Price book (14) | Crews & labor rates (1)

Roofing

ITEM	UNIT	QUANTITY FROM	MATERIAL	LABOR H	WASTE	PRICE DATE
Tear off existing roofing (per layer) (sample) SAMPLE-RF-TO sample	SQ	Tear-off squares × layers	$0.00	0.9	0%	Oct 28, 2026
Architectural shingles (sample) SAMPLE-RF-SH sample	SQ	Roof squares (sloped)	$118.00	1.6	measured	Oct 28, 2026
Synthetic underlayment (sample) SAMPLE-RF-UL sample	SQ	Roof squares (sloped)	$18.00	0.15	10%	Oct 28, 2026
Ice & water shield (sample) SAMPLE-RF-IW sample	SF	Ice & water SF	$0.52	0.006	10%	Oct 28, 2026
Drip edge (sample) SAMPLE-RF-DE sample	LF	Drip edge LF	$0.62	0.02	5%	Oct 28, 2026
Starter strip (sample) SAMPLE-RF-ST sample	LF	Starter LF	$0.55	0.01	5%	Oct 28, 2026
Hip & ridge cap (sample) SAMPLE-RF-RC sample	LF	Ridge cap LF (ridge + hip)	$2.10	0.03	5%	Oct 28, 2026
Pipe boot (sample) SAMPLE-RF-PB sample	EA	Pipe boots	$14.00	0.4	0%	Oct 28, 2026
Roof vent (sample) SAMPLE-RF-VT sample	EA	Roof vents	$18.00	0.5	0%	Oct 28, 2026

A proposal they sign at the kitchen table

Good / Better / Best options with your logo. The homeowner taps to sign on your screen, it's sealed against changes, and the FTC 3-day cancellation notice is built in.



Sample Roofing Co.

Proposal E-1001

Sample — roof replacement

Date: Oct 28, 2026
Valid until: Nov 27, 2026

Prepared for

Sample — Dana Whitfield
Sample property
555-0100 · dana@example.com

Scope of work

- Tear off existing roofing (per layer) (sample) (21.73 SQ)
- Architectural shingles (sample) (21.73 SQ)
- Synthetic underlayment (sample) (21.73 SQ)
- Ice & water shield (sample) (540 SF)
- Drip edge (sample) (180 LF)
- Starter strip (sample) (180 LF)
- Hip & ridge cap (sample) (126 LF)
- Pipe boot (sample) (3 EA)
- Roof vent (sample) (4 EA)
- Step flashing (sample)
- Steep roof charge (7/12 and up) (sample)
- Dumpster & disposal (sample) (1 EA)
- Re-roof permit (at cost) (sample) (1 LS)
- Replace rotted decking (per sheet, if found) (sample)

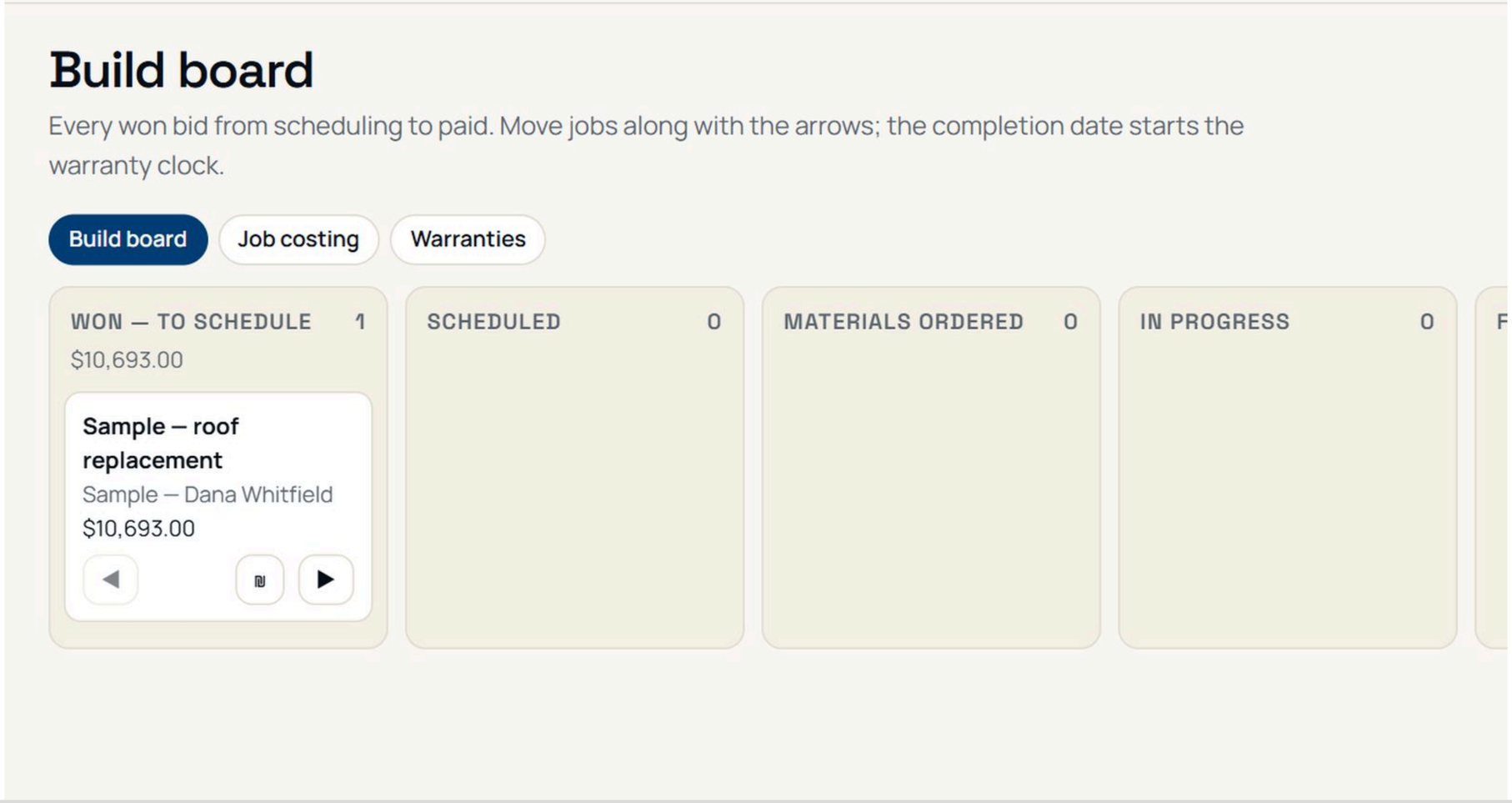
Total $10,693.00

Financing illustration only: about $227.14/month for 60 months at 9.99% APR, if you qualify with a licensed lender. Not an offer of credit.

Unit prices for hidden conditions

Vertical stack integration

Won bids move across the build board from scheduled to paid, with job costing, change orders, deposits, invoices and warranty dates. One app, start to finish.



AN HONEST COMPARISON

Same field, different tools

	Aerial-report services	ROI Airstrike
How you pay	Per report: about $24 to $87 for a Premium roof report	$120 per 30 days or $1,200 a year, unlimited measuring
Who measures	They do, and you wait for the report	You do, right now, from the laptop
Pitch	Read from their imagery and 3D model	You set it per plane (no 3D model)
Insurance claims	Certified reports many carriers accept	Not a certified report: keep theirs for claims
After the measurement	A report	Estimate, proposal, signature, build board, invoice

Aerial-report prices: the provider's own published price list (Premium report, small to large roof, 2025 tiers), checked 2026-10-28. Not affiliated.

ROI Airstrike

The honest price

$120 / 30 days · $1,200 / year

No per-report charge, no auto-renew, and a free 7-day demo first. Or take the smallest step: send one address you're bidding this week, and I'll send it back measured.

web.arroweyesystems.com/demo/RAS/

or call or text Harrison · (501) 663-3200

P.S. I come by the Conway part honestly: my grandfather, Walter Dunaway, was Conway's mayor for 13 years.