# Best Estimator turns a contractor's own costbook into branded proposals on iPhone, iPad and Mac, free with discreet ads

**Best ROI Media's estimating app for home service and remodeling contractors reaches version 4.5 with a refreshed workspace; one optional USD 10 monthly plan removes the ads for a whole company.**

HOUSTON, TX, November 17, 2026. Best ROI Media's Best Estimator, estimating software for home service and remodeling contractors, is available now as a free download on the App Store for iPhone, iPad and Apple silicon Macs, with a companion web dashboard. The current release, version 4.5.3 of October 21, 2026, completes the 4.5 update, which refreshed the estimating workspace on iPhone and iPad and made costbooks keep component costs, hourly pricing, units and quantities across supported workflows. The full app is free with discreet ads; an optional plan of USD 10 a month removes the ads for an entire company, with unlimited team members.

"Contractors price their work their own way, with their own labor rates, waste allowances and the questions they ask on a walkthrough. Best Estimator is built to hold those numbers, so the proposal a homeowner reads is the contractor's own and not a generic price list. We kept the full app free so a one-person shop has the same tools as a company with a whole team," said Mitchell Clay, founder of Best ROI Media.

Best Estimator starts with what the contractor already knows. A company keeps its prices in its own costbook, organised in folders, with material, labor, equipment, subcontract and other costs, per-unit or hourly pricing, and material waste allowances. On a job, the contractor records the customer and the project, answers the setup questions the company has written for that kind of work, and builds the estimate from the costbook, checking quantities, discounts, tax and totals before anything goes to the customer.

The result is a branded PDF proposal with a cover photo, line items, a payment schedule and signature areas. It can be signed on the device, or sent so the customer can review and approve it from a link without creating an account. On the web dashboard, owners import a price list by CSV or build the costbook in a visual editor, manage team members and roles, and set up pricing rules and PDF settings. Companies can also connect their own AI assistant, Claude or Codex through MCP, to propose costbook items, questions and rules; every change is shown for review and applies only after a person approves it.

Best ROI Media first released Best Estimator on December 15, 2025, as an iPad app, and has since brought it to the Mac (December 2025) and to iPhone (February 2026).

## KEY FEATURES

- Custom costbooks with per-unit or hourly pricing, component costs and material waste allowances.
- CSV import or a visual costbook editor on the web; the shared company costbook syncs to the app.
- Project setup questions and pricing rules that capture the scope before items are chosen.
- A two-step estimate builder with an itemized cart, item photos, discounts, tax and running totals.
- Branded PDF proposals and contracts with payment schedules and signatures; customer approval by link, no account needed.
- A web dashboard for the company profile, team roles, PDF settings, pricing rules and estimate tracking.
- Optional AI-assisted setup with the contractor's own assistant, with human approval for every change.
- Free with discreet ads; USD 10 a month per company for ad-free, unlimited team members and estimates.

## PRICING AND AVAILABILITY

- iPhone, iPad and Mac with Apple silicon: available now on the App Store, https://apps.apple.com/us/app/best-estimator/id6756251651
- Web dashboard: https://app.bestestimator.io
- Price: free with discreet ads. Optional ad-free company plan USD 10 per month, covering the whole company and team, managed through the web account.
- Product site: https://bestestimator.io

## ASSETS

Press kit with screenshots, header art, logos and the app icon: https://bestroi.media/press/best-estimator/index.html

## ABOUT BEST ROI MEDIA

Best ROI Media is an independent studio founded in October 2025 and based in Houston, Texas, making games and software for iPhone, iPad, Android and the web. Website: https://bestroi.media

## MEDIA CONTACT

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