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Kinetic View puts leads, in-home estimates, signatures and production on one record for home-improvement contractors

Best ROI Media's contractor CRM, with the estimator built in, is available now on the web and Google Play for one flat price per company, with an iPhone and iPad app coming soon.

HOUSTON, TX, November 17, 2026. Best ROI Media today introduces Kinetic View, a CRM with built-in estimating for remodelers, roofers, painters and other home-improvement contractors who sell in the home. Kinetic View is available now in the browser and as a native app for Android phones and tablets on Google Play; an iPhone and iPad app is coming soon. It costs USD 49.99 a month per company with unlimited users and every feature included, at a founding-member price that the first 8,888 companies keep for as long as their subscription stays active. A 14-day trial needs no card.

"I run a remodeling company here in Houston, and too many screens and too much retyping kept getting between us and the work. With Kinetic View, the homeowner's signature at the kitchen table is the handoff: the contract, the sale and the production job are already waiting for the office and the crew. I wanted a tool a contractor can afford for the whole team, so it is one price for the company, not a charge for every person on it," said Mitchell Clay, founder of Best ROI Media.

Kinetic View follows a job on a single customer record, from the first call to the final walkthrough and on through warranty. The office works a queue of new leads and callbacks and books appointments into real openings, calculated from each rep's weekly schedule, the job type and the customer's ZIP code. At the kitchen table the rep builds the estimate from the company's own costbook, presents it full screen on a tablet and has the homeowner sign. The rep's countersignature then creates the contract PDF, the customer, the sale and the production job in one step, so nothing is typed twice and nothing is lost in the handoff.

After the sale, the Production Matrix, a spreadsheet-style board, keeps sold amounts, recorded payments, materials, costs and milestones in view for every job, and service and warranty tickets tie back to the original job on their own calendar. Each of the seven roles, from admin to installer, sees the screens it needs. New companies start from a starter pack for their trade and a short set of plain-language questions, and can import customers, history and their costbook from CSV.

Kinetic View was built by Mitchell Clay, founder of Best ROI Media, who also runs a remodeling company in Houston.

KEY FEATURES

- One customer record from lead to appointment, estimate, signature, production and warranty.

- Four calendars (Appointments, Sales, Production and Service) and a booking board that offers only real openings, with auto-assign.
- Built-in estimating from the company's own costbook, branded PDF proposals and a full-screen presentation mode that shows only the prices the company chooses to show.
- Homeowner e-signature on the device or by private link; the rep's countersignature creates the contract, customer, sale and production job.
- The Production Matrix for sold jobs, payments, balances, materials, costs and milestones, plus service and warranty tickets.
- A call center queue with calling hours and do-not-call built in, and a shared text inbox that runs on the company's own Twilio or SimpleTexting account.
- Guided setup with seven trade starter packs: roofing, general remodeling, painting, bathroom remodeling, flooring, windows and doors, and handyman.
- One flat price per company, unlimited users, no ads; month to month.

PRICING AND AVAILABILITY

- Web: available now at https://kineticview.io
- Android phones and tablets: available now on Google Play, https://play.google.com/store/apps/details?id=io.kineticview.crm
- iPhone and iPad: coming soon; release date to be announced.
- Price: USD 49.99 per month per company, unlimited users, all features. The founding-member price is locked in for the first 8,888 companies while their subscription stays active; after that, the regular price for new companies is USD 199 per month. 14-day free trial, no card to start. Sold in the United States.

ASSETS

Press kit with screenshots, key art, logos and the app icon: https://bestroi.media/press/kinetic-view/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

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