

How AI-Powered Permit Automation Can Drive \$1M + in New Sales for Your Business



Permit data has always been one of the best lead sources in building materials. But for a lot of dealers, it's been too much hassle to act on.

To use permit data, someone on your team has to filter down to the counties and zip codes in your territory, filter by the construction types you sell to, weed out production builders your team isn't calling on, cross-reference permit addresses against jobs you've already quoted or sold, and allocate leads to the right reps. That's a lot of manual work before a single phone call gets made.

So most dealers who've looked into it end up in the same place: they know permits are valuable, they just don't have the bandwidth to work them consistently.

That's where AI comes in. Tools like [SalesJack](#) use AI to handle the parts that made permit data impractical: filtering by your territory's counties and zip codes, narrowing to new home and remodel projects, removing production builders, fuzzy-matching contractor names and job addresses against your ERP and quoting system data, enriching contacts with current phone and email, and routing qualified leads to the right rep with follow-up tracking built in. What used to take hours of spreadsheet work happens automatically.

How SalesJack Makes Closing Permit Leads Easier

Filtering out the noise. Raw permit feeds include everything: production builders, construction types you don't sell to, zip codes outside your territory. **SalesJack** filters those out automatically so your reps only see leads they can pursue.

Matching and removing permit addresses against jobs you've already sold. This is the one that saves the most wasted effort. Every permit has a job site address. **SalesJack** fuzzy-matches those addresses against the quotes and invoices in your ERP and quoting systems. If you've already quoted or sold materials to 1234 Oak Street, and a permit comes through for 1234 Oak St, the system recognizes it's the same job and removes it from the lead queue automatically.

Fuzzy-matching builder names to your customer records and routing to assigned sales rep. Raw permit data is messy. Builder names are entered inconsistently across jurisdictions. Take an example from Louisiana: DSLD Homes appeared on 60 permits worth nearly \$10 million in March. But in the raw data, they're listed three different ways: "DSL D Homes LLC," "DSL D Homes LLC" (with an extra space), and "DSL D Homes Gulf Coast LLC." AI-powered fuzzy matching catches all of them and maps them to the right account in your ERP.

If they're already buying from you, the assigned rep gets an alert with full account context. If they're not in your system, it's a new prospect lead routed by territory.

Enriching contacts. Roughly a quarter of permits come through without a builder company name attached. **SalesJack** uses AI-powered contact enrichment to find the contractor associated with the project and surface their current phone and email for outreach.

What Permit Data Looks Like in CSA Markets

CSA members span five states: Georgia, Alabama, Louisiana, Mississippi, and Oklahoma. To give you a sense of the opportunity, here's what the permit data looks like in two of those markets, focused on new single-family homes and remodels.

Alabama: In March 2026, **SalesJack** tracked 279 new home and remodel permits across four counties: Lee County (Auburn, Opelika), Jefferson County (Birmingham), Mobile, and Baldwin County (Foley). That's 177 new single-family homes and 102 remodel or addition projects, totaling \$48.9 million in project value.

Louisiana: In March 2026, **SalesJack** tracked 567 new home and remodel permits across 19 parishes totaling \$94.7 million. Permit data surfaced consistently from Jefferson Parish, Orleans Parish, East Baton Rouge, Calcasieu, Caddo, Lafayette, Ascension, Tangipahoa, St. Tammany, and St. Charles parishes. Jurisdictions like New Orleans, Baton Rouge, Shreveport, Lafayette, and Lake Charles all had strong coverage.

Coverage isn't uniform everywhere. Smaller rural communities and some jurisdictions don't report permit data consistently, or report it with delays. As a general rule, cities over 10,000 people have reliable data. Below that threshold, it gets spotty.



How PARR Put This Into Practice

PARR, one of the Pacific Northwest's largest building materials suppliers, wasn't scaling their permit process. They partnered with **SalesJack** to automate it:

- **AI-powered lead matching.** Every new permit was automatically matched against PARR's ERP customer records using fuzzy matching, catching variations in company names, abbreviations, and misspellings that manual processes miss.
- **Automatic already-sold filtering.** Permit addresses were matched against PARR's existing quotes and invoices. Jobs already in their system were removed from the lead queue before a rep ever saw them.
- **Smart filtering.** Permits were filtered by construction type and builder type so reps only saw relevant leads. No production home permits clogging the queue.
- **Automated routing.** Existing customer permits went directly to the assigned rep with full account context. New prospects were routed by territory.
- **Existing customer alerts.** When a current customer pulled a new permit, their rep was notified automatically. A signal to engage while the customer was still in planning and sourcing.
- **Built-in follow-up tracking.** Tasks and reminders were generated for every lead, removing reliance on individual reps to manage their own follow-up cadence.

The Results

Within six months, PARR generated **\$500,000 in new sales** directly attributable to permit-driven leads that were identified, matched, and acted on through **SalesJack**.

Reps were following up within hours instead of days. Activity was logged automatically, giving managers trustworthy reporting without chasing reps for updates.

As Jon Grant, Sales Director at PARR, put it: *“SalesJack has given my team the ability to receive instant notifications when our customers pull permits or when new contractors are building nearby. It’s truly a game-changer.”*



How Many Permits Are Being Filed in Your Market Right Now?

SalesJack has compiled a **free permit report for CSA regions** showing the volume and types of permits being filed across CSA member markets. See how many opportunities are in your territory and which local builders are most active.

[Download Your Free CSA Regional Permit Report →](#)

SalesJack is a CSA Supplier Member and a [lumber yard CRM](#) purpose-built for lumber and building materials dealers. Learn more at [SalesJack.com](#).