

What if We Don't?

AI is almost an everyday term, and is strongly presented that it will be the everything for everyone, so, let's just ask "it" what will happen if we don't learn, use and maximize AI resources?

If we, and yes that means me, and you don't embrace AI in our metal building businesses, (contracting and erection) soon, we risk falling behind in a rapidly evolving industry.

Here's what "it" replied and could mean for all of us: and I am not trying to cause less sleep, but some things to ponder (while you are not sleeping...lol)

### **Competitive Disadvantage**

- **Efficiency gap:** Competitors using AI will complete projects faster, with fewer errors and lower costs.
  - **Lost bids:** Clients increasingly expect tech-enabled contractors who can deliver smarter, safer, and more sustainable buildings.
  - **Limited scalability:** Manual processes will struggle to keep pace with growing demand and complexity.
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### **Higher Operational Costs**

- **Labor shortages** and rising wages will hit harder without AI to automate scheduling, logistics, and documentation.
  - **Rework and delays** from human error will remain common, while AI-powered teams reduce waste and improve accuracy.
  - **Insurance premiums** may be higher for firms without AI-enhanced safety protocols and predictive risk management.
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### **Reduced Client Confidence**

- **No accreditation edge:** AC478-accredited contractors using AI for safety and quality tracking will stand out.
- **Limited data insights:** Without AI, you'll miss opportunities to offer predictive maintenance, energy modeling, and lifecycle planning—services owners increasingly value.

- **Outdated reputation:** Being seen as “behind the curve” can affect referrals, partnerships, and long-term growth.
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### **Stalled Innovation**

- **No digital twin capabilities** for post-construction monitoring
  - **No smart jobsite automation** for real-time progress tracking
  - **No AI-enhanced design collaboration** with architects and engineers
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The industry is at a tipping point. AI isn’t just a tool—it’s becoming the foundation for how metal buildings are designed, built, and maintained.

To start your journey into using AI in your metal building system construction business, here are three standout resources—two articles and one book—that offer practical insights, industry-specific applications, and future-forward thinking:

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### **Book: [AI for Construction Contractors by Tim Safransky](#)**

- A concise, hands-on guide to AI-powered estimating and project management tools like ProEst, Buildertrend, and Toga.AI (Includes case studies and real-world applications tailored for contractors)
  - Ideal for understanding how AI can streamline bidding, scheduling, and productivity
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### **Article: [AI and Automation in Industrial Metal Building – H.S. Williams](#)**

- Explores how AI is transforming industrial metal building through smart design, robotic fabrication, and predictive maintenance
  - Covers wearable safety tech, generative design, and AI-driven logistics
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### **Article: [AI and the Future of Pre-Engineered Metal Buildings – Ringland Johnson Construction](#)**

- Breaks down how AI is enhancing PEMB design, scheduling, and safety

- Highlights real-world use of drones, smart sensors, and automated assembly

I have heard someone say that AI, with all its promotion and centered in everything, is a bit narcissistic. AI is not narcissistic; it has no ego, desires, or identity. It is a tool designed to process information and offer insights and when used thoughtfully it empowers us to solve problems, improve efficiency and unlock new possibilities tailored to each of our unique goals.

So, let's not ask again what if we don't, as that is a focus on the cost of inaction. We should be continuing the conversations about the opportunities AI can create for us, because progress comes from embracing possibility not fearing the alternative.

With you, our industry partners, and AI, together we will be reaching new heights together.