

Answer every up in 60 seconds. Work every unsold to day 30. Nights and Sundays included.

A system that fires the first touch before the shopper's next three dealer replies land, runs the unsold log on the close-rate curve, and sweeps the sold base on the trade cycle.

THE VARIABLE OPS ENGINE · INCLUDED IN GROWTH

The Unsold Board

Every up that doesn't buy, floor, phone or internet, drops into a 30-day worked cadence built on the close-rate curve: heavy days 1 to 3, daily to day 7, tapering to day 30, stop on reply. Vehicle and appointment language only.

Be-Back Recovery

A written-but-unsold guest triggers a separate, manager-visible sequence with a save-a-deal task on the desk, so the be-back comes back to this store. The desk's price and payment language is stripped out of every automated touch.

Equity Mining Sweeps

Scheduled sweeps of the sold customer base against the 36-to-54-month trade window, with the first touch at month 30, surfacing in-equity and payment-neutral candidates as dated tasks.

The Lease Maturity Board

Every maturing lease automatically enters a 90/60/30-day pull-ahead sequence with a pull-ahead appointment offer. Nothing matures unworked and defects to another store.

Service-to-Sales Conquest

RO and service-appointment events fire a sales-side trade-appraisal offer and a walk-to-the-desk task for the service drive.

A NEW LEAD'S FIRST HOUR, AFTER THE BUILD

0:00	Lead submits a form, landing page or QR card — lands in the pipeline, tagged by source
0:01	Instant text and email go out under your brand
0:01	Round-robin assigns the next person and notifies them
0:15	Nobody called? Reminder fires, and the owner sees it Monday
Day 1–5	No reply? A short follow-up drip runs, then stops
Sold	Onboarding kicks off on its own, and The Variable Ops Engine takes over

Also in the engine

Owned-List Re-Activation; Appointment Show-Rate Stack; The Owner's Report by Source; The Not-Approved-Today Lane; After-Hours Coverage.

PACKAGES · ONE-TIME BUILD, THEN FLAT MONTHLY WITH THE PLATFORM INCLUDED, MONTH TO MONTH AFTER 90 DAYS

Launch

\$3,500

then \$697 / month

- Tracked number, domain and email
- Pipelines in your team's language
- Lead capture with written consent
- Reply in under 60 seconds
- Round-robin with a claim window
- Missed-call text-back

Growth

\$6,500

then \$1,197 / month

- **Everything in Launch, plus**
- Branded email templates
- Client onboarding
- Invoicing and payment links
- Document and signature chase
- **The Variable Ops Engine**

Full Engine

\$9,500

then \$1,697 / month

- **Everything in Growth, plus**
- Referral partner program
- Printable partner materials
- Monthly partner statements
- Partner outreach campaign
- Monthly think-tank: custom automations for your team's daily tasks

One BDC agent is roughly \$60,000 to \$70,000 a year fully loaded

The stack is real: a CRM at \$1,200 to \$2,500 a month, third-party leads at \$8,000 to \$40,000 a month, and \$586,246 a year in advertising, or \$640 per new unit. **Built and running today:** Snap Credit Fix, a California credit repair company, runs on a system I built for them — leads answered in under a minute, a 52-week nurture, a re-activation campaign across roughly 40,000 past leads, a dealer referral program with QR counter cards and automated monthly statements, and a Monday report the president reads first.

NEXT STEP

Book a 20-minute build call.

Email everbornproductions@gmail.com or call (916) 541-3415 with your business name and website. You'll get a one-page brief and a fixed quote within two business days.

Same three prices in every industry, quoted for one location and up to five reps; larger teams are scoped in the brief. Platform included; ad spend and carrier fees billed at cost. Own your platform account already? Take \$197 off each monthly. Regulated industries get a compliance review in week one at no charge. Independent builder and platform licensee. Results vary.