BUSINESS AUTOMATION FOR FRANCHISED DEALERSHIP SALES

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

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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.

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. It answers leads in under a minute, runs a dealer referral program with QR counter cards and automated monthly statements, and sends 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.