Everborn Productions

WHAT YOU ARE GETTING

The build, itemized.

Dealership Sales

Not a feature brochure. Every line below is built, tested and handed over by the end of the build, about six weeks from intake, and you can open it in your own account.

Each package is cumulative. Growth includes all of Launch. Full Engine includes all of Growth. The prices are the same in every industry; what is inside them is built for franchised dealership sales.

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Launch

Foundation, plus every lead answered fast. For a small team whose main leak is response time and follow-up.

BUILD FEE	MONTHLY
$3,500	$697
one time	includes the platform

DELIVERED

- **Tracked number, domain and email.** A tracked local number, your domain and professional email on your own identity, with call routing and recording.
- **Pipelines in your team's language.** CRM pipelines and stages named the way your team actually talks.
- **Lead capture with written consent.** A lead-capture page and forms that record written consent to call and text, with a privacy link, on every entry point.
- **Reply in under 60 seconds.** A reply to every new inquiry in under 60 seconds, by text and email, that stops the moment they answer.
- **Round-robin with a claim window.** Round-robin assignment with a claim window and automatic reassignment, so no lead sits with someone who is off.
- **Missed-call text-back.** Missed-call text-back with a booking link.
- **Booking calendars.** Booking calendars per person with confirmation and reminder sequences.
- **5-day follow-up drip.** A 5-day follow-up drip that stops instantly on any reply or opt-out.
- **Lead-source tagging.** Lead-source tagging at entry on every channel, so cost per sale by source is measurable from day one.
- **Review requests.** A review request at the right moment after the sale or visit, sent to everyone, never filtered by sentiment.
- **Business texting registration.** A2P 10DLC brand and campaign registration prepared with sample messages that match your consent language.
- **Compliance shell.** Consent records with timestamps, STOP and any-reasonable-means opt-outs honored across every channel and workflow, quiet hours, the required footers and identifiers, and a blocked-phrase list applied to every template.
- **Daily recap and weekly funnel report.** Daily recap and a weekly funnel report to the owner.
- **Handoff booklet and training.** A handoff booklet with screenshots of every system, and team training.

BUILT FOR FRANCHISED DEALERSHIP SALES

PIPELINE STAGES

New Lead → Contacted → Appt Set → Confirmed → Shown → Written → Sold → Unsold / Nurture

- **Pipeline stages in the store's language:** New Lead, Contacted, Appt Set, Confirmed, Shown, Written, Sold, Unsold/Nurture.
- **A2P 10DLC done correctly the first time:** brand registration matching the W-9 exactly (what breaks multi-rooftop groups), a privacy policy with an SMS clause, a visible opt-in on every form, and sample messages scrubbed of finance words so the campaign avoids permanent rejection under code 30897. Expect 3 to 6 weeks.
- The instant reply and the 5-day drip use vehicle and appointment language only. No payments, terms, down payments, APR, approved or credit. In California, a reply that names a vehicle also carries its total price.
- Online appointment booking tied to the sales desk calendar with confirm and day-of reminders.
- Call recording and routing on the tracked sales line.
- Post-delivery review request to Google and DealerRater at the right hour after delivery.
- Daily recap to the GM; weekly funnel report of ups to appointments to shows to sold, by source.
- **California stores (CARS Act, SB 766, from October 1, 2026).** The first written reply that names a vehicle or any price or payment carries that vehicle's total price from your inventory feed, or waits for a person. Every written sales, finance and lease message is kept for 2 years, and the blocklist adds pre-approved, government or military endorsement, rebate-reduced prices and add-ons called required. The system tracks, reminds and reports; the dealer and its counsel make compliance decisions. Not legal advice.

Growth

Everything in Launch, plus onboarding, retention, database re-activation, the full Monday report and your industry engine. The package most businesses land on.

BUILD FEE	MONTHLY
$6,500	$1,197
one time	includes the platform

DELIVERED — EVERYTHING IN LAUNCH, PLUS

- **Branded email templates.** Branded email templates with your identifiers locked in.
- **Client onboarding.** Client onboarding on "Sold": welcome, what-happens-next, document request with secure upload links, e-sign, payment link. Never asks for sensitive data by email reply.
- **Invoicing and payment links.** Invoicing and payment links with reminders until paid.
- **Document and signature chase.** Document and signature chase with a live staff checklist showing who owes what and how long it has been outstanding.
- **Long-term nurture.** Long-term nurture sized to your buying cycle, kept separate from the 5-day drip, with a re-engagement detector that moves anyone who responds back to the front of the pipeline with an alert.
- **Owned-list re-activation.** Owned-list re-activation: a ramped, bounce-guarded campaign against every old lead and past customer you already paid for.
- **Retention program.** A retention program for existing customers: anniversaries, check-ins, renewals, and the save flow when someone tries to leave.
- **Per-rep pages and QR cards.** Per-rep landing pages and QR cards, each feeding the same pipeline with attribution to the rep.
- **After-hours AI assistant.** An after-hours AI assistant that answers, qualifies and books, fenced by your industry's never-list.
- **Full weekly owner's report.** The full weekly owner's report, written as what the business accomplished, never a task log.
- **Live dashboard and command center.** A live dashboard and an owner's command center: one screen instead of four logins, showing this week's recurring tasks with tick-off, a green, amber or red light on every system, the documents and logins in one place, and a fix-it runbook for when something breaks.
- Long-term nurture is 36 to 48 months, anchored to the trade cycle, with intensity spikes at month 30, at lease maturity minus 90/60/30 days, and on any service-drive event.
- **Per-rep landing pages and QR cards:** every lead a salesperson generates is attributed and lands in the same pipeline.
- The after-hours AI assistant is fenced from payments, credit and approval language.
- **California listing and cancellation tracking.** Live listings without a total price and ads for sold units are flagged, dated ad snapshots are kept, and on used cars at or under $50,000 the 3-day deadline, the 400-mile limit, the restocking fee and a 48-hour refund timer are tracked per deal.

YOUR INDUSTRY ENGINE · INCLUDED IN GROWTH

The Variable Ops Engine

The first 60 seconds, the nights, and days 4 through 30

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. No more we-lost-them-on-day-four.

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 payment language is stripped out of every automated touch, and any vehicle price shown is its total price.

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. Outbound copy carries no payment, no term and no approval language; the number gets given in person.

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. Aimed at the service-retention slide and the fact that customers who service with you are far likelier to buy from you.

Owned-List Re-Activation

A scheduled campaign against the orphan owners and prior customers sitting dead in the DMS, the only lead source with a zero cost per lead.

Appointment Show-Rate Stack

Confirm, reminder, day-of and no-show recovery, automated, with show rate reported by rep and by source. Confirm calls stop being a manual morning task.

The Owner's Report by Source

Weekly: ups, set, confirmed, shown, sold, close rate and cost per sale by lead source, plus response time by rep. The report that settles whether the Cars.com renewal is worth it.

The Not-Approved-Today Lane

When the desk cannot get a customer bought, the salesperson hands a partner counter card in person and tags the record. The customer self-refers to the store's credit repair partner by QR; the automated message never references a decision, a score or a tier, and the record stays in a long nurture so the customer comes back here when ready.

After-Hours Coverage

The AI assistant answers, qualifies and books during the 7 to 10pm lead peak and the Saturday-morning surge, hard-fenced from payments, credit and approval language, with a clean morning handoff to the BDC. In California any vehicle it names carries its total price, and every reply is kept for 2 years.

Full Engine

Everything in Growth, plus the referral-partner program, full operations, and a monthly think-tank that keeps finding the next thing to take off your team's plate.

BUILD FEE	MONTHLY
$9,500	$1,697
one time	includes the platform

DELIVERED — EVERYTHING IN GROWTH, PLUS

- **Referral partner program.** A referral partner program with a tracked link and printed QR card per partner and automatic attribution written at lead creation.
- **Printable partner materials.** Printable partner materials: welcome packet, counter cards, one-pagers, version-numbered.
- **Monthly partner statements.** Automated monthly partner statements, with contents set by what the law allows in your industry. Where a threshold decides what appears on a statement, the system records the decision and never the figure behind it, so the sheet stays safe to share with staff.
- **Partner outreach campaign.** A partner outreach campaign to build the bench, with a no-fee copy variant wherever a fee is illegal.
- **Partner lanes.** Partner lanes: a separate pipeline and cadence per partner type.
- **Operating-rhythm automations.** Every operating-rhythm automation from the intake: huddle prep, daily lists, weekly reviews, monthly reports.
- **Internal task and alert flows.** Internal task and alert flows: unclaimed lead, stalled file, deadline at risk, negative review, manager escalation.
- **Written procedures.** Written procedures for the team's own operations.
- **Priority support.** Priority support: a named contact, a weekly twenty-minute call, same-day changes.
- **Monthly business report.** Monthly business report in addition to the weekly.
- **Handoff booklet, kept current.** The handoff booklet, kept current as the system changes.
- **Monthly automation think-tank.** A standing session every month where we sit down with you and your team, find the daily tasks eating their time, and design and build custom automations for them.

THE PART NOBODY ELSE SELLS

Monthly automation think-tank

A standing session every month where we sit down with you and your team, find the daily tasks that are eating their time, and design and build custom automations for them. Every build is documented and added to your handoff booklet. It is the reason Full Engine clients stay for years: the system keeps getting better instead of slowly going stale.

FULL ENGINE, BUILT FOR FRANCHISED DEALERSHIP SALES

Partners, lanes and rhythm in your business.

- **Partner lanes by type, each with its own pipeline and SLA:** the credit union and community bank lane (indirect lending partners whose members arrive pre-qualified), the insurance agent lane (total-loss and new-policy events), the body shop and collision lane, the independent repair lane, and the fleet and employer purchase-program lane.
- **Monthly partner statements show referrals, appointments and deliveries.** They are valuable even where no money changes hands.
- Bird-dog compensation is regulated state by state, and in some states a contingent payment can make the underlying sale unenforceable. Where cash fees are permitted they are paid under the dealership's own written program, reviewed by the dealer's counsel, capped, on a 1099, and never to the buyer of the referred deal. We build the tracking and the paperwork; the dealer's counsel sets the compensation.
- **Default recognition is non-cash and non-contingent:** co-marketing, partner-branded materials, priority service scheduling, a charitable donation in the partner's name.
- **A recruiting funnel for salespeople and BDC agents.** Turnover makes this one sell itself.
- **Operating-rhythm automations:** daily save-a-deal list, morning work plan, overdue-task manager alerts, end-of-month push list, aged-lead sweep.
- **Internal alerts:** unclaimed lead, no-show, negative review, manager escalation.

MONEY DESK

The money desk: onboarding, billing and commissions.

Built and running at Snap Credit Fix. Each line shows the package it comes in for Dealership Sales.

- **Owner-routed onboarding** `[Growth and up]` Every new client gets the welcome from their own rep: the rep's name, the rep's email and the rep's own sign-up link, so the file lands in that rep's queue. One message per client, never duplicates. For you: per salesperson.
- **Commission ledger** `[Full Engine]` Commissions calculated from money actually collected, not signed deals, using your own plan rules (splits, first-half / second-half payouts, clawbacks, lead-type rates), with a monthly statement per rep and a 'needs attention' list. For you: pay plans and spiffs from DMS deal data.

TERMS

The fine print, in plain words.

- **Same three packages, same prices, every industry.** What changes is what goes inside them for franchised dealership sales.
- Each monthly fee includes a **$197 platform license** for your white-labeled workspace. One bill, no separate software vendor. If you already pay for the platform we build on, take $197 off the monthly and we build in your account.
- **Ad spend and carrier messaging fees are billed at cost.** We don't mark them up.
- The **build fee is half at signature, half on delivery.**
- **Month to month after the first 90 days.** No long contract.
- **One-time add-ons bought with the build are 15% less** than the same add-on later. Monthly add-ons are not discounted.
- **Regulated industries get a compliance review in week one at no charge.** Every template goes to your compliance officer or counsel before it goes live. We build the system and the evidence file; we do not give legal advice.
- **Your accounts, data and content are yours** and export any time, and you keep the right to use the system we built even if you cancel. Our templates and methods stay ours, so no one can resell them.
- Agreements and invoices come from **Everborn Marketing LLC dba Everborn Productions**.

What we ask of you

About two hours for intake in week one, a thirty-minute review each week during the build, and one hour at handoff. After that, the only thing the system needs from your team is that they answer the leads it hands them. That one is not optional, and it is the single biggest difference between clients who get results and clients who don't.

Proof

Snap Credit Fix, a California credit repair company, runs on a system I built for them. It answers leads in under a minute and assigns them round-robin, runs a dealer referral program with printed QR counter cards and automated monthly statements, and sends a Monday report the president reads first. If it passes there, it passes in yours.