

PACKAGES AT A GLANCE

Three packages. One system.

Home Services

Same three prices in every industry. This sheet shows what lands in each package when the business is home services contracting.

A system that picks up the call the office missed, works every open estimate on days 2 through 7, and re-works the aged quote book every shoulder season.

THE THREE PACKAGES

Pick the one that matches the leak.

About 27% of inbound calls to home-services businesses go unanswered and 25 to 40% arrive after hours, while the owner pays \$50 to \$230 for every lead that rings. Then two-thirds of estimates die without a third touch, even though 30 to 40% of the not-today buyers purchase within 30 days from whoever calls first. The office manager makes the first call; the fifth through seventh touches, which is where the response comes from, never happen.

Launch

\$3,500 build

then **\$697** / month, platform included

A small team whose main leak is response time and follow-up.

- 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
- Booking calendars
- 5-day follow-up drip

Growth

\$6,500 build

then **\$1,197** / month, platform included

Everything in Launch, plus onboarding, retention, re-activation and your industry engine.

- Everything in Launch
- Branded email templates
- Client onboarding
- Invoicing and payment links
- Document and signature chase
- The Unsold Estimate & Season Engine

Full Engine

\$9,500 build

then **\$1,697** / month, platform included

Everything in Growth, plus partners, full operations and the monthly think-tank.

- Everything in Growth
- Referral partner program
- Printable partner materials
- Monthly partner statements
- Partner outreach campaign
- Monthly automation think-tank

The Unsold Estimate & Season Engine

Missed-call text-back and a sub-60-second reply on every lead, round-robin to a comfort advisor or rep with a claim window. An Unsold Estimate and Season Engine that runs a 7-touch rehash from day 2, sweeps aged estimates every shoulder window, and renews the maintenance base. Contracts, cancel notices, change orders and progress payments run through e-sign with the license number in every footer.

FEATURE MATRIX · PART ONE

WHAT IS INCLUDED	LAUNCH	GROWTH	FULL ENGINE
FOUNDATION AND SPEED TO LEAD			
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	●	●	●
Booking calendars	●	●	●
5-day follow-up drip	●	●	●
Lead-source tagging	●	●	●
Review requests	●	●	●
Business texting registration	●	●	●
Compliance shell	●	●	●
Daily recap and weekly funnel report	●	●	●
Handoff booklet and training	●	●	●
OPERATIONS AND RETENTION			
Branded email templates	—	●	●
Client onboarding	—	●	●
Invoicing and payment links	—	●	●
Document and signature chase	—	●	●
Long-term nurture	—	●	●
Owned-list re-activation	—	●	●
Retention program	—	●	●
Per-rep pages and QR cards	—	●	●
After-hours AI assistant	—	●	●
Full weekly owner's report	—	●	●
Live dashboard and command center	—	●	●

● included — not in this package

FEATURE MATRIX · PART TWO

WHAT IS INCLUDED	LAUNCH	GROWTH	FULL ENGINE
THE UNSOLD ESTIMATE & SEASON ENGINE (YOUR INDUSTRY ENGINE)			
Unsold-Estimate Rehash Lane	—	●	●
Aged-Estimate Seasonal Sweep	—	●	●
Financing Turn-Down Lane	—	●	●
Tune-Up and Maintenance-Agreement Renewal	—	●	●
Job-Progress and Photo Updates	—	●	●
Contract, Cancel-Notice and Paperwork Chase	—	●	●
Change-Order and Progress-Payment Flow	—	●	●
Neighbor Lane	—	●	●
Insurance-Claim Status Lane (roofing)	—	●	●
Cancel-Window Welcome Sequence	—	●	●
PARTNERS, RHYTHM AND THE THINK-TANK			
Referral partner program	—	—	●
Printable partner materials	—	—	●
Monthly partner statements	—	—	●
Partner outreach campaign	—	—	●
Partner lanes	—	—	●
Operating-rhythm automations	—	—	●
Internal task and alert flows	—	—	●
Written procedures	—	—	●
Priority support	—	—	●
Monthly business report	—	—	●
Handoff booklet, kept current	—	—	●
Monthly automation think-tank	—	—	●

● included — not in this package

TERMS

The fine print, in plain words.

- **Same three packages, same prices, every industry.** What changes is what goes inside them for home services contracting.
- Each monthly fee includes a **\$197 platform licence** for your white-labeled workspace. One bill, no separate software vendor. If you already own your own HighLevel account, take \$197 off the monthly and we build in yours.
- **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.
- **Add-ons bought with the build are 15% less** than the same add-on later.
- **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.
- **You own everything** — accounts, data, scripts and documents. Your contacts, pipelines, templates and documents export at any time, and the domain and sheets are registered in your name.

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 in one of the most regulated categories there is, runs on a system I built for them: leads answered in under a minute and assigned round-robin, a 52-week nurture, a re-activation campaign across roughly 40,000 past leads, a dealer referral program with printed QR counter cards and automated monthly statements, and a Monday report the president reads first. If it passes there, it passes in yours.