BUSINESS AUTOMATION FOR HOME SERVICES CONTRACTING

Answer first. Follow up seven times. Rehash every estimate you wrote last year.

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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 UNSOLD ESTIMATE & SEASON ENGINE · INCLUDED IN GROWTH

Unsold-Estimate Rehash Lane

A 7-touch sequence over 7 days starting day 2 after the estimate (5 texts, 2 emails), then touches at days 14, 30, 60 and 90, with financing-available and we-can-phase-the-job variants.

Aged-Estimate Seasonal Sweep

Quarterly re-activation of every unsold estimate over 90 days, timed to the shoulder windows: late August for furnaces, February for AC, pre-storm for roofing, Q1 for remodel planning.

Financing Turn-Down Lane

A decline tag triggers a second-look lender offer, a cash or phased-scope option, an introduction to the company's credit repair partner where the homeowner asks for one, and a 30-day nurture instead of the deal silently dying.

Tune-Up and Maintenance-Agreement Renewal

Twice-yearly reminders launched from the database before the search spike, renewal invoicing and payment links, and lapsed-agreement win-back. Furnace tune-up searches swing 17x between June and October.

Job-Progress and Photo Updates

Crew uploads photos from a phone to a job-tagged folder; the homeowner gets a same-day update. Final photos feed the review request and the warranty-registration task.

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 Unsold Estimate & Season Engine takes over

Also in the engine

Contract, Cancel-Notice and Paperwork Chase; Change-Order and Progress-Payment Flow; Neighbor Lane; Insurance-Claim Status Lane (roofing); Cancel-Window Welcome Sequence.

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 Unsold Estimate & Season 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

A second CSR is $60,000 to $75,000 a year fully loaded

You are already paying for the leads, $50 to $230 for every one that rings. About a quarter of them nobody picks up, and two-thirds of your estimates die without a third touch. **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.