Everborn Productions

THE RECURRING WORK AUTOMATION REMOVES

What we take off your plate.

Home Services

Every business has a set of tasks that repeat forever. None of them are hard. All of them have to happen. And every one competes with the work that actually earns money.

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.

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BY INDUSTRY · HOME SERVICES

The Unsold Estimate & Season Engine

Rehash, seasonal sweeps and the maintenance base, Reg Z-clean

RECURRING TASK	HOW OFTEN	AUTOMATE?	WHAT CHANGES
Call the new lead back before the other guy does	Every lead	Full	Text and email in under 60 seconds, round-robin with a claim window, missed-call text-back on the 27% that ring out.
Estimate follow-up (did they get the quote?)	Days 2-7	Full	A 7-touch sequence starting day 2 replaces the rep's memory.
Unsold quotes from last quarter	Monthly sweep	Full	Aged-estimate re-activation runs on a calendar, 30/60/90-day and seasonal.
Sending the contract and chasing the signature	Per sold job	Partial	E-sign chase with a live checklist; cancel notice and disclosures templated in; a human still reviews scope.
Collecting the deposit and progress payments	Per milestone	Full	Invoice and payment link at each milestone with reminders until paid.
Financing turn-downs	Per financed job	Partial	Decline triggers a tagged lane instead of the deal dying silently.
Permit chase	Per job	Partial	Alerts when a permit stage stalls; the portal submission stays manual.
Job-site photos to the homeowner	Daily during install	Partial	Crew uploads; the homeowner gets a same-day update.
Change orders	Ad hoc	Partial	Form to e-sign to invoice update in one flow; owner approval preserved.
Seasonal tune-up reminders and agreement renewals	Twice a year	Full	Campaigns launch from the database in late August and February.
Warranty registration	Per install	Partial	Serial-number capture task with reminders until registered.
Review asks after the job	Per job	Full	Request at completion with a second ask if no click.
Insurance claim paperwork chase (storm roofing)	Per claim	Partial	Adjuster reminders, supplement tasks and homeowner updates; scope negotiation stays human.
Weekly where-are-we numbers	Weekly	Full	The owner's report replaces the Monday whiteboard.

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Continued

RECURRING TASK	HOW OFTEN	AUTOMATE?	WHAT CHANGES
Owner-routed onboarding	Per new client	Full	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. (Growth and up.)
Billing that runs itself	Per invoice	Full	Branded invoice email; a reminder ladder (3 days before due, due day, a 3-day grace nudge, a final notice at 7 days); card-on-file autopay with a 'charge coming up' notice and a 'card declined, update your card' notice; receipts; invoice defaults (terms, due days, logo, from address). Email-first. For you: memberships, invoices and financing follow-up. (Growth and up.)
Auto-drafted invoices	Per new client	Partial	When a client is added in your industry system, a blank draft invoice for that client appears in the CRM, ready for staff to fill in and send. Nothing reaches the client until a person sends it. On Growth it needs the third-party integration add-on. For you: drafts from the field-service platform. (Full Engine; on Growth with the third-party integration add-on.)
Commission ledger	Monthly	Full	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: tech and sales comp. (Full Engine.)
Billing reconciliation	Weekly	Full	One view of who is billed, who paid, who is overdue and who is being missed, across the CRM, your industry system and any old processor. Catches clients who are active in service but not billed anywhere. For you: maintenance plans. (Full Engine.)
Moving your payment processor	One time, when needed	Partial	Every paying client moved off a processor that closed or is being replaced: new payment links or card-on-file, old invoices cancelled only after payment clears, so nobody is double-charged or dropped. Included at no charge. (Every package, included at no charge.)
Typical reclaim	**8-12 hours a week** — mostly the estimate follow-up, the paperwork chase and the seasonal campaigns nobody had time to send		

THE SEAT THIS DEFERS

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

Payscale via ServiceTitan puts a home-services CSR at $45,500 entry to $58,900 senior; a dispatcher $49,000 to $63,900. Growth is $14,364 a year recurring. The pitch is not fire your office manager. It is don't hire the second one, and stop paying a setter to leave voicemails.

WHATEVER THE INDUSTRY

The work that stops being yours.

Not features. Tasks — the ones currently done by you, done badly by someone else, or not done at all.

Every new lead

- Answered within seconds by text and email, day or night
- Assigned to the right person automatically
- Every missed call texted back
- The quiet ones chased on a schedule that doesn't annoy them
- The appointment booked without a phone-tag loop

Your existing list

- Old leads re-activated after being written off
- Anyone who re-engages detected and routed to a human
- A long-term nurture running in the background
- Unsubscribes and bounces handled automatically
- The list kept clean and deliverable

Clients in progress

- Onboarding sequence and document collection
- Status updates so nobody has to ask
- Invoices and payment links
- Review requests at the right moment
- Referral asks after a win

Partners and referral sources

- Tagged links so every referral is credited automatically
- Printable materials for their counter or desk
- Monthly statements sent without you touching them
- Recruitment outreach to bring on more partners

YOU, ON MONDAY MORNING

One email with the numbers that matter: what came in and from where, what closed, what stalled, how the campaigns did, which partners sent business, and what got built or fixed that week. Plus a dashboard you can open on your phone. Written for an owner, not a technician.