Everborn Productions

WHAT YOU ARE GETTING

The build, itemized.

Home Services

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 home services contracting.

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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 HOME SERVICES CONTRACTING

PIPELINE STAGES

New Lead → Contacted → Set → Sat → Estimate Out → Sold → In Production → Complete → Unsold / Rehash

- **Pipeline stages in trade language:** New Lead, Contacted, Set, Sat, Estimate Out, Sold, In Production, Complete, plus an Unsold/Rehash lane.
- Round-robin goes to techs or comfort advisors; the booking calendar is tied to the truck schedule.
- The 5-day drip is the estimate follow-up, stopping when the homeowner replies or opts out.
- **Source tags:** LSA, Google Ads, Angi, Thumbtack, Meta, referral, yard sign, door knock, manufacturer locator.
- Canvass and door-knock leads get a written opt-in step (tablet form or texted confirmation) before any automated text; a verbal number is not consent.
- Compliance shell adds the license number in every email footer, text signature, landing page and QR card, quiet hours of 8am to 9pm (8pm in Oregon), and Reg Z-safe copy with no as-low-as payment figures.
- Review request at job completion with a second ask if no click.

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 runs by lane:** replacement estimates from day 2 to day 90 and then seasonal forever; solar gets a 7-day fast sequence, a 60-to-90-day education track, then quarterly; the maintenance base is twice yearly on the shoulder windows.
- **Client onboarding is the sold-job packet:** contract, cancel notice, deposit link, what-happens-next.
- **The after-hours AI assistant qualifies repair vs.** replace and insurance vs. retail, books the visit, and never quotes price or savings.

YOUR INDUSTRY ENGINE · INCLUDED IN GROWTH

The Unsold Estimate & Season Engine

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

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. Stops on reply and routes hot replies to the rep who wrote the quote. No payment figures anywhere.

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. The 18-month-old unsold estimate is the cheapest lead the company will ever get.

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. Reg Z-clean copy with no payment figures and no decision language.

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.

Contract, Cancel-Notice and Paperwork Chase

An e-sign packet with the 3, 5 or 7-business-day cancel notice and the state disclosures (CSLB 7159 contract contents, the solar disclosure document where applicable), plus a staff checklist for permit, HOA approval, utility interconnection and warranty registration.

Change-Order and Progress-Payment Flow

Change-order form to e-sign to invoice update to payment link in one flow, with an owner approval gate because scope and price judgment stays human. The California down-payment cap of $1,000 or 10% is enforced in the template.

Neighbor Lane

Yard-sign QR and per-rep landing pages tag we're-on-your-street leads to the rep and the job; a radius mailer or door-hanger list is generated. The knocking is still human.

Insurance-Claim Status Lane (roofing)

Adjuster appointment reminders, supplement-tracking tasks and homeowner status texts. No deductible language, no adjusting, ever.

Cancel-Window Welcome Sequence

A welcome-and-what-happens-next sequence during the right-to-cancel window reduces buyer's remorse; any cancellation received routes instantly to the owner. Nothing pressures the homeowner to waive the window.

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 HOME SERVICES CONTRACTING

Partners, lanes and rhythm in your business.

- **Partner lanes:** realtors and brokerages (pre-listing repairs, inspection-response work), property managers and HOAs (preferred-vendor status with SLA scheduling), other trades (plumber to HVAC, electrician to solar, roofer to gutters), supply houses and manufacturer dealer-locator leads, home inspectors, restoration companies.
- **Monthly partner statements may carry money where a fee is legal:** a flat, modest, disclosed referral fee to entities allowed to receive it, with the arrangement disclosed to the homeowner on the estimate or contract. The statement goes to the partner only; no referral-fee language ever appears in a consumer-facing message.
- Never on insurance-funded work, never to adjusters, never to inspectors acting for a lender, never to HOA board members personally. Insurance agents can be an education partner with no per-referral compensation.
- Check the state contractor board and any anti-kickback-for-construction statute before paying cash; realtor payments need a state real-estate-commission check.
- **A recruiting funnel for techs, canvassers and comfort advisors.** Turnover is the industry's chronic problem.
- **Operating-rhythm automations:** daily huddle numbers, install calendar alerts, permit-stall alerts, warranty-claim intake, callback rate tracking.

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 Home Services.

- **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.
- **Billing that runs itself** `[Growth and up]` 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.
- **Auto-drafted invoices** `[Full Engine; on Growth with the third-party integration add-on]` 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.
- **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: tech and sales comp.
- **Billing reconciliation** `[Full Engine]` 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.
- **Moving your payment processor** `[Every package, included at no charge]` 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.

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 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.