Everborn Productions

THE RECURRING WORK AUTOMATION REMOVES

What we take off your plate.

Real Estate

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.

Eighty percent of sellers contact only one agent and 67% of first-time buyers hire the first agent they speak to, so the business is won by being first and being remembered. The median member's repeat and past-client business is about half of all transactions, yet the sphere is touched from memory, and the TC rebuilds the status list by hand for every file in escrow.

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BY INDUSTRY · REAL ESTATE

The Contract-to-Close Engine

Escrow that runs itself and a sphere that never goes quiet

RECURRING TASK	HOW OFTEN	AUTOMATE?	WHAT CHANGES
Work the new portal and web leads (speed to lead)	Daily	Full	Text and email in under 60 seconds, routed to the on-duty agent instead of sitting until the showing ends.
Missed-call follow-up while showing or in a closing	Daily	Full	Immediate text-back with a booking link so the caller doesn't dial the next sign.
Lead assignment and chasing who claimed it	Daily	Full	Leads route on a timer with a claim window and bounce to the next agent.
Get the buyer rep agreement signed before the tour	Per deal	Partial	Agreement auto-sends with the showing confirmation; the agent still has the conversation.
Chase the pre-approval letter or proof of funds	Per deal	Partial	System asks and re-asks on a schedule; the agent steps in only when the lender is the blocker.
Set and confirm showings and listing appointments	Daily	Full	Booking link and reminder sequence cut no-shows; reschedules happen without phone tag.
Contract-to-close checklist and deadlines	Per deal	Partial	Dates auto-calculate off the executed contract and alert before each deadline; someone still reads the documents.
Document and signature chase during escrow	Daily per file	Partial	A live checklist shows what is missing per file and nags the right party.
Weekly seller update	Weekly per listing	Partial	Showings, feedback, views and price position assemble automatically; the agent adds the judgment paragraph.
Showing feedback requests to buyer agents	Per showing	Full	Auto-request within hours; the answer lands on the seller report.
Sphere touches: birthdays, home anniversaries, check-ins	Monthly	Full	The whole past-client list gets a touch on schedule, not the 20 people the agent remembers.
Review and referral ask after closing	Per deal	Full	Review request fires on the close date; the referral ask follows weeks later.
Equity and market updates to past clients	Quarterly	Partial	Updates go out on a cadence; replies flag a live seller lead.
Lender, title and co-op coordination during escrow	Per deal	Partial	Standing status updates go to all parties at each milestone; exceptions escalate.
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. For you: per agent. (Growth and up.)
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: team splits. (Full Engine.)
Typical reclaim	**8-12 hours a week** — mostly the escrow status chase, the seller report and the sphere touches		

THE SEAT THIS DISPLACES

One TC carrying 25 files a month instead of 10 to 15

A contract TC runs $275 to $450 per file; an in-house TC $40,000 to $60,000 before benefits. The automation runs the deadline calendar, the document chase, the four-party updates and the seller report. It does not replace the TC's judgment on a mis-drafted contingency. The second TC hire never happens.

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.