Everborn Productions

THE RECURRING WORK AUTOMATION REMOVES

What we take off your plate.

Residential Brokerage

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.

Brokerage margins are razor thin. The median brokerage cleared an EBITDA margin of 1.68% in 2025, in a study of 157 firms. About 16% of agents, roughly 230,000, changed brokerages in 2025, and on average the agents who left produced more than the agents who arrived ($2.11 million a year against $1.44 million). The broker-owner recruits from memory, onboards from a checklist in a drawer, learns an agent is leaving when the transfer paperwork arrives, and carries supervision duties that land on one person's desk: file review, advertising compliance, license and dues deadlines.

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September 2026

BY INDUSTRY · RESIDENTIAL BROKERAGE

The Roster & File Engine

Onboard, keep and supervise the office, with every file reviewed and every cap tracked (recruiting is in Full Engine)

RECURRING TASK	HOW OFTEN	AUTOMATE?	WHAT CHANGES
Route office leads and make sure someone worked them	Daily	Full	Rule-based routing, claim window, reassignment and attempt tracking.
Follow up with recruits	Weekly	Full	Cadence runs; meetings book; the broker gets the replies.
Onboard a new agent	Per hire	Partial	The runway assigns every step and chases it; the broker welcomes.
Notice an agent drifting	Weekly	Partial	Retention Radar raises a task; the conversation stays human.
Review transaction files	Per transaction	Partial	The queue and the reminders are automated; the review is human.
Chase missing signatures and documents from agents	Daily	Full	Reminders until the checklist is complete.
Track caps and send agent statements	Monthly	Partial	Fed from the back office; payouts stay there.
Remind agents about licenses, CE, dues and E&O	Monthly	Full	90/60/30/7-day reminders with broker alerts.
Approve agent advertising	Weekly	Partial	Submission form, rule check and approval archive.
Build the Monday meeting numbers	Weekly	Full	Production board and pipeline pull themselves.
Recognize milestones (first deal, cap, anniversary)	Ongoing	Full	Automatic recognition posts or emails, where the agent consents.
Review request on company-lead closings	Per deal	Full	Fires on closing.
Past-client touches for company-generated clients	Monthly	Full	Runs under the agent's and the brokerage's names.
Recruiting report	Monthly	Full	Pipeline, meetings, joins and departures, compiled automatically.

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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. For you: per agent. (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: agent desk, transaction and E&O fees. (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: joins the existing commission and cap tracker. (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: agent fees. (Full Engine.)
Payment processor migration	One time	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. (Add-on, any package: $900.)
Typical reclaim	**Measured in your own time audit (Section 9 of the intake packet)** — we don't quote an hours figure before we've seen yours		

THE SEAT THIS DEFERS

A real estate compliance coordinator runs about $72,000 a year loaded

Glassdoor puts the real estate industry median at $57,521 in total pay; add 25% for taxes and benefits. Full Engine is $29,864 in year one and $20,364 after. The broker still reviews the file and signs off; the queue, the reminders and the escalations run on their own.

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.