BUSINESS AUTOMATION FOR RESIDENTIAL BROKERAGE

Your agents are your customers. Stop losing them to the office down the street.

Everborn Productions
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A recruiting pipeline that actually follows up. An onboarding runway that gets a new agent to a first deal. A retention radar that flags the agent about to leave. And a compliance review queue that makes sure no file closes unchecked.

THE ROSTER & FILE ENGINE · INCLUDED IN GROWTH

Onboarding Runway

From signed independent-contractor agreement to first transaction: license transfer, MLS and association activation, lockbox key, E&O enrollment, tech accounts, brand assets, business-card and sign orders, training calendar, and mentor assi…

Retention Radar

Agent-level signals the broker can see: no transaction opened in N days, missed trainings, a drop in lead-program activity, an anniversary coming up, cap nearly reached (the moment competitors call), license renewal due.

Compliance File Review Queue

Every transaction opened in dotloop, SkySlope or Lone Wolf appears in a review queue with the document checklist the state and brokerage require. Missing or unsigned items go back to the agent with reminders.

Commission and Cap Tracker

A read-only view fed from the back-office system (Lone Wolf Back Office, BoldTrail BackOffice, Loft47, or the brokerage's own): each agent's year-to-date company dollar toward cap, the cap anniversary date, and pending commissions.

Office Lead Program with Accountability

Company-generated leads (website, sign calls, portal, relocation) route by rule to opted-in agents with a claim window, contact-attempt tracking, and a reassignment if the agent doesn't work it.

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 Roster & File Engine takes over

Also in the engine

License, Dues and Deadline Watch; Advertising Compliance Check; Agent Production Board; Alumni and Departure Lane.

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 Roster & File 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 real estate compliance coordinator runs about $72,000 a year loaded

The median brokerage kept 1.68% EBITDA in 2025. When the agents who leave produce 46% more than the agents who arrive, retention is the profit line. A real estate compliance coordinator runs a median $57,500 in total pay, about $72,000 loaded, and an in-house TC runs $40,000 to $60,000. **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.