Everborn Productions

PACKAGES AT A GLANCE

Three packages. One system.

Solar

Same three prices in every industry. This sheet shows what lands in each package when the business is solar.

Every disclosure goes out before the signature. Every homeowner hears from you at each milestone between the kitchen table and PTO. Every unsold proposal gets worked again, without a rep having to remember.

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THE THREE PACKAGES

Pick the one that matches the leak.

Each signed customer has already cost $3,000 to $7,000 to acquire. Then the deal waits weeks or months for survey, design, permit, install, inspection and interconnection. The homeowner hears nothing, the rep has moved on, and cancellations land in the gap. Meanwhile the market is shrinking. Residential installs fell 12% year over year in Q2 2026 and are forecast down 21% for the year. The federal 25D credit ended for systems placed in service after December 31, 2025, and the savings pitch has to be rebuilt without it. The companies still standing will be the ones that stop losing the deals they already paid for.

Launch

$3,500 build

then **$697** / month, platform included

A small team whose main leak is response time and follow-up.

- 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
- Booking calendars
- 5-day follow-up drip

Growth

$6,500 build

then **$1,197** / month, platform included

Everything in Launch, plus onboarding, retention, re-activation and your industry engine.

- Everything in Launch
- Branded email templates
- Client onboarding
- Invoicing and payment links
- Document and signature chase
- The Signed-to-PTO Engine

Full Engine

$9,500 build

then **$1,697** / month, platform included

Everything in Growth, plus partners, full operations and the monthly think-tank.

- Everything in Growth
- Referral partner program
- Printable partner materials
- Monthly partner statements
- Partner outreach campaign
- Monthly automation think-tank

The Signed-to-PTO Engine

A sub-60-second reply on every lead, with setter-to-closer routing and a claim window. The Signed-to-PTO Engine puts each state's disclosure packet in front of the signature, runs a quiet welcome sequence through the cancel window and updates the homeowner and the rep at every milestone. It raises a flag on any permit or interconnection that stalls, and it reworks every unsold proposal. Nothing ever states a savings figure, a tax-credit amount or a payment.

FEATURE MATRIX · PART ONE

WHAT IS INCLUDED	LAUNCH	GROWTH	FULL ENGINE
FOUNDATION AND SPEED TO LEAD			
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	●	●	●
Booking calendars	●	●	●
5-day follow-up drip	●	●	●
Lead-source tagging	●	●	●
Review requests	●	●	●
Business texting registration	●	●	●
Compliance shell	●	●	●
Daily recap and weekly funnel report	●	●	●
Handoff booklet and training	●	●	●
OPERATIONS AND RETENTION			
Branded email templates	—	●	●
Client onboarding	—	●	●
Invoicing and payment links	—	●	●
Document and signature chase	—	●	●
Long-term nurture	—	●	●
Owned-list re-activation	—	●	●
Retention program	—	●	●
Per-rep pages and QR cards	—	●	●
After-hours AI assistant	—	●	●
Full weekly owner's report	—	●	●
Live dashboard and command center	—	●	●

● included — not in this package

FEATURE MATRIX · PART TWO

WHAT IS INCLUDED	LAUNCH	GROWTH	FULL ENGINE
THE SIGNED-TO-PTO ENGINE (YOUR INDUSTRY ENGINE)			
Disclosure-First Contract Gate	—	●	●
Cancel-Window Welcome Sequence	—	●	●
Lender and TPO Verification Prep	—	●	●
Signed-to-PTO Milestone Broadcast	—	●	●
The Stall Board	—	●	●
Rep Deal Board	—	●	●
Unsold-Proposal Rehash Lane	—	●	●
Finance Turn-Down Lane	—	●	●
PTO Referral and Base Program	—	●	●
The Compliance Wall	—	●	●
PARTNERS, RHYTHM AND THE THINK-TANK			
Referral partner program	—	—	●
Printable partner materials	—	—	●
Monthly partner statements	—	—	●
Partner outreach campaign	—	—	●
Partner lanes	—	—	●
Operating-rhythm automations	—	—	●
Internal task and alert flows	—	—	●
Written procedures	—	—	●
Priority support	—	—	●
Monthly business report	—	—	●
Handoff booklet, kept current	—	—	●
Monthly automation think-tank	—	—	●

● included — — not in this package

FEATURE MATRIX · PART THREE

WHAT IS INCLUDED	LAUNCH	GROWTH	FULL ENGINE
MONEY DESK (BUILT AT SNAP CREDIT FIX)			
Owner-routed onboarding 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 setter / closer.	—	●	●
Secure two-step sign-up Clients never email sensitive data. The welcome sends them to a secure form that files everything directly into the system of record, and the email says plainly: don't email this to us. For you: utility bill and credit data by secure form.	—	●	●
Commission ledger 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: setter / closer commissions tied to milestone funding.	—	—	●

● included add-on = available at the add-on price — not in this package

ADD-ONS · WEBSITES & SEARCH

Your website and local search, priced to go with the package.

Starting points, confirmed in your written quote. Sites are built and hosted on the platform your monthly already covers. Every add-on attaches to any package.

ADD-ON	FEE	WHAT IT IS
Online Presence: Starter (bundle)	**$1,800**	Core site + Local SEO foundation + social profile set-up ($2,200 separately)
Online Presence: Complete (bundle)	**$3,200**	Full site + Local SEO foundation + brand kit + social profile set-up ($4,000 separately), first month of Local SEO growth free
Website build: core site	**$1,200**	Up to 6 pages, lead capture and booking wired to the CRM, compliance/disclosure pages, mobile, basic on-page SEO
Website build: full site	**$2,400**	Up to 15 pages: products/services, locations, team or rep pages, recruiting, blog set-up
Website redesign / migration	**$900**	Existing site rebuilt or moved, redirects kept
Additional pages (per 5)	**$350**	Product, location, landing or partner pages
Local SEO foundation	**$750**	Google Business Profile optimization, citations, on-page SEO and schema, Search Console and analytics, service-area page plan
Google Business Profile set-up & optimization	**$250**	Standalone
Brand kit	**$600**	Logo refresh, colors, fonts, email signature, templates
Social profile set-up	**$250**	Branded Facebook, Instagram, LinkedIn and YouTube, linked to the CRM
Accessibility review & fixes	**$450**	WCAG review and fixes
Google Ads account build	**$600**	One-time build; management is the existing $800/mo line
Local SEO growth (monthly)	**$350 / mo**	2 articles a month, weekly Google Business Profile posts, citation/review monitoring, rank and traffic report
Website care plan (monthly)	**$49 / mo**	Hosting, updates, backups, uptime, compliance-page upkeep, small edits

We never guarantee search rankings or traffic. Bundle prices replace the 15% with-the-build add-on discount; they don't stack.

Moving your payment processor: 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.

TERMS

The fine print, in plain words.

- **Same three packages, same prices, every industry.** What changes is what goes inside them for solar.
- 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.