Everborn Productions

WHAT YOU ARE GETTING

The build, itemized.

Solar

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 solar.

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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 SOLAR

PIPELINE STAGES

New Lead → Appointment Set → Sat → Proposal Presented → Signed → Site Survey → Design → Permit → Install Scheduled → Installed → Inspection & Interconnection → PTO → Unsold / Rehash → Cancelled → Finance Declined

- **Pipeline stages in solar language:** New Lead, Appointment Set, Sat, Proposal Presented, Signed, Site Survey, Design, Permit, Install Scheduled, Installed, Inspection and Interconnection, PTO, with separate Unsold/Rehash, Cancelled and Finance Declined lanes.
- **Round robin goes setter-to-closer:** the setter books, the closer claims within the window, and the setter keeps attribution. Door-knock and event leads carry the canvasser's tag.
- Canvass and event leads get a written opt-in step (a tablet form or a texted confirmation link) before any automated text. A number said out loud at the door is not consent.
- **Source tags:** door knock, events/retail, self-gen, customer referral, EnergySage and other marketplaces, Google, Meta, purchased lead vendor (flagged for consent review), partner.
- The compliance shell adds the contractor license number (CSLB in California; each state's equivalent), a record of Texas TDLR retailer and salesperson registrations where applicable (whether the number must appear in ads is confirmed against TDLR rules at intake), and quiet hours of 8am to 9pm (8pm in Oregon). It blocks tax-credit, savings, utility-affiliation and payment language.
- The review request fires at PTO, not at signing or install.
- A2P 10DLC sample messages read as customer care and project updates for people who asked to be contacted.

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.
- **Client onboarding is the signed-deal packet:** the contract with the disclosure cover page, the cancel notice, the CPUC guide where required, finance or lease documents from the provider's own portal, the utility bill upload and the site survey booking. No bank or Social Security details ever go through a text or email reply.
- Invoicing and payment links cover deposits and cash-deal progress payments. In California the template enforces the home-improvement down-payment cap of $1,000 or 10%, whichever is less.
- **Long-term nurture runs by lane:** unsold proposals get the 7-day fast sequence, then a 60 to 90 day education track, then quarterly for good. The installed base is indefinite, for referrals, storage and add-ons.
- The after-hours AI assistant answers process questions, qualifies roof, shade, ownership and utility, and books the appointment. It never quotes price, savings, production, tax credits, rebates or payments.

YOUR INDUSTRY ENGINE · INCLUDED IN GROWTH

The Signed-to-PTO Engine

Disclosure-clean contracts, a live path from signature to Permission to Operate, and a base that keeps referring

Disclosure-First Contract Gate

The deal cannot move to Signed until the required documents check in, and the state's rules are configured per market. In California that means the CSLB Solar Energy System Disclosure Document as the contract's cover page, in bold 16-point type and in the language the pitch was given in. In PG&E, SCE and SDG&E territory it also means the CPUC Solar Consumer Protection Guide, signed and initialed before the contract. Everywhere, the right cancel notice goes out: 3 business days under the FTC Cooling-Off Rule, 5 for Californians 65 and older, and 5 for Texas solar.

Cancel-Window Welcome Sequence

A calm "what happens next" sequence runs during the right-to-cancel window: who will call, what the site survey is, and what the homeowner needs to do. Any cancellation goes straight to the owner, the same hour. Nothing asks the homeowner to waive the window or implies the contract is final.

Lender and TPO Verification Prep

When the finance partner or lease/PPA provider runs its welcome or verification call, the homeowner is reminded ahead of time that the call is coming and why. Copies of the contract, the loan or lease documents and the disclosure packet sit in their portal. The system never scripts or coaches the homeowner's answers.

Signed-to-PTO Milestone Broadcast

Site survey scheduled, survey done, design approved, permit submitted, permit approved, install scheduled, installed, inspection passed, interconnection submitted, PTO granted. Each milestone sends a plain-English update to the homeowner and a note to the rep who sold it, so neither has to call operations to ask.

The Stall Board

A daily list of every signed deal sorted by days in its current stage. It flags a site survey not scheduled within the target window, a permit or interconnection application with no movement, an install not on the calendar, and PTO aging past target. The operations lead works the list; the owner sees it in the weekly report. (Target days per stage are set with you at intake.)

Rep Deal Board

Each closer and setter sees the milestone status of every deal they touched, which is what they actually call operations about (milestone-based pay). Commission amounts stay in the payroll or commission system. The board shows status, not dollars.

Unsold-Proposal Rehash Lane

A 7-day fast sequence after an unsold proposal, then a 60 to 90 day education track, then quarterly. It has variants for "we can phase it", "storage only" and "ownership options explained". A hot reply routes to the closer who presented. No savings figures and no payment figures appear anywhere.

Finance Turn-Down Lane

When the rep has had the conversation and a loan is declined, the rep tags the record. The homeowner then gets the other ownership options the company offers (cash, a different lender, lease or PPA where offered), an introduction to the company's credit repair partner if they ask for one, and a 30-day nurture. The copy never states or implies a credit decision.

PTO Referral and Base Program

At PTO: the review request. At 30 days: the referral ask, with a per-rep QR card. Every year: a production check-in prompt pointing the homeowner to their own monitoring app. For the whole base: a storage and add-on campaign. Every customer who went live becomes the next door-knock's "your neighbor on Elm Street."

The Compliance Wall

A blocked-phrase engine refuses any automated message containing: tax credit, 30%, free solar, no cost, government program, utility program, eliminate your bill, guaranteed savings, or any payment figure without the Reg Z disclosure block. Plus universal opt-out enforcement across channels, quiet hours by state, the contractor license number in every footer, and an archive of every template version.

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 SOLAR

Partners, lanes and rhythm in your business.

- **Partner lanes:** roofers (re-roof before solar), electricians (panel upgrades), realtors (buyers and sellers of homes with solar, including lease transfers), HVAC and home-energy contractors, and, for a sales dealer, the installers or EPCs it sells for.
- Monthly partner statements may carry money only where the state allows a fee to that partner type and it is disclosed to the homeowner on the proposal or contract. Customer "refer a neighbor" rewards follow the same check. The statement goes to the partner only; no fee language ever appears in a homeowner message. Check the state contractor board and the real estate commission (for realtors) before paying anyone.
- **A recruiting funnel for setters, closers and canvassers.** Rep turnover is the constant in door-to-door solar. It includes a landing page, an application, interview booking, and an onboarding checklist covering sales registration (California HIS registration; Texas TDLR salesperson registration) and any city solicitor permits.
- **Operating-rhythm automations:** daily knocks, sets, sits and closes per rep; the Monday stall board; a weekly cancel report by rep and reason; milestone-pay inputs for payroll (SEMI); and PTO aging.
- **Internal alerts:** a cancellation received, a permit or interconnection stalled, a disclosure missing on a signed deal, a registration or license expiring, and a negative review.

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 Solar.

- **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. For you: per setter / closer.
- **Secure two-step sign-up** `[Growth and 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** `[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: setter / closer commissions tied to milestone funding.
- **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 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.