

PRICING

What it costs.

Two numbers, and you know both before I start. A **one-time build fee** to make the thing, and a **monthly plan** to keep it running. Your first three months of the monthly plan are included in the build — billing starts in month four.

■ One-time build

Simple \$750–1,500

1–2 weeks

Looks like

- Missed-call text-back
- Automatic review requests
- Appointment reminders

Medium \$1,500–3,500

2–4 weeks

Looks like

- Web form to CRM with follow-up sequences
- Invoicing that fires on job completion
- Receipt capture tagged to the job

Complex \$3,500–7,500+

4–8 weeks

Looks like

- End-to-end lead pipeline
- Multiple systems talking to each other
- Custom builds across your whole office

■ Monthly plan — starts month four

Basic \$225–375/mo

Up to 2 active workflows

- 500 texts a month included
- Repairs and changes as needed

MOST COMMON

Standard \$400–700/mo

Up to 5 active workflows

- 1,500 texts a month included
- Repairs and changes as needed

Priority \$750–1,400/mo

Up to 10 active workflows

- 4,000 texts a month included
- Front-of-line response
- 25% off any future build

On every monthly plan, at no extra charge

- Hosting on my infrastructure
- Monitoring, around the clock
- Backups
- Repairs when something breaks
- Updates when a vendor changes something
- Credential storage and security
- Direct line to me, not a ticket queue
- No setup or onboarding fee

What counts as a workflow. One trigger, one outcome. "A missed call sends a text" is one workflow. You'll never get a surprise argument about which tier you're on.

Texts over your allowance are 2¢ each. Most shops never reach the ceiling.

Your phone system affects the price. A plain cell is more work to build around than Google Voice, OpenPhone, or Jobber. We sort this out on the call, before I quote you.

Your software stays yours. QuickBooks, Jobber, Housecall Pro — those stay on your accounts, in your name. I connect to them; I don't take them over.