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Business System Map
LA Construction Consultants / BDA

As of 2026-07-23

PaperSt.AI

GORDON MYERS · THREE-BRAND ACQUISITION & FULFILLMENT SYSTEM

Business system map.

The systems, grouped by function, with their data flow, status, and the objective each serves. This page is kept current, the date above is the last update.

LIVE **BUILD** **KEEP** **NEXT**

SYSTEM MAP - LEAD TO REVENUE

A ACQUISITION

generates demand

Compliance funnel – 2 sites (BDA, LACC), SB 721 / SB 326 landing pages, SEO blog

LIVE 07-22

Google Business Profile + reviews – complete both listings, steady past-client review drive (the fastest near-term local-rank win)

BUILD FIRST

Automated SEO engine – measures the sites weekly, proposes moves, you approve every page (nothing auto-publishes)

BUILD

Paid ads · Meta – running now; wire source attribution so we can see what actually converts

LIVE

Local Services Ads (Google) – the Google-Guaranteed badge at the top of search; needs the verified contractor license + a review base

NEXT

Cold outbound – AAGLA + CAI-GLA (member lists)

NEXT

B CAPTURE & SPEED-TO-LEAD

no lead lost

Lead forms – /api/lead posting into your owned database

BUILD

Instant alert – text/email the second a lead lands (target first touch < 5 min)

BUILD

Follow-up sequence – persistence contact until a human connects

BUILD

C DATA / SYSTEM OF RECORD

you hold it

Owned database – leads + properties, one table across all three brands (brand field)

BUILD

Marketing CRM + automations – pipelines + the 7 automations (replaces Katalyst / GHL)

BUILD

Katalyst migration – contacts, live automations, funnels, numbers; scope from the read-only review

SCOPING



D FULFILLMENT / REVENUE

where money lands

Estimate coordination – the 3-estimate step routing inspection to repair

BUILD

JobTread – estimating, job costing, scheduling (your ops system of record)

KEEP

Won-job feedback to ads – closed repair jobs + value sent back to Meta / Google so bidding optimizes to real revenue, not form-fills

BUILD

Payments · business line · booking – opened in your name, per entity

OPEN

E · REACTIVATION / CONTINUITY – THE LOOP

🔁 **Re-inspection clock** – every completed job becomes a scheduled future inspection at near-zero cost; the SB re-inspection cycle is the engine. **Email reactivation** to the existing database, on your approval. Loops back into A/B.

F · MEASUREMENT – READS ACROSS ALL

Scorecard – lead → contract, cost per qualified appointment, and LTV:CAC on the BDA → LACC inspection-to-repair cross-sell. One owned dashboard.

OBJECTIVES – WHAT "WORKING" MEANS (REVIEWED WEEKLY)

#	OBJECTIVE	KEY RESULT	STATUS
O1	Owned platform live, in LACC's name	Pipelines stood up in accounts you own; Katalyst dependency mapped + on a replacement path; access revocable in minutes; every account documented.	IN BUILD
O2	Every lead captured, reaches a human fast	/api/lead wired to an instant alert; speed-to-lead measured; first touch under 5 minutes.	IN BUILD
O3	Funnel produces real inbound	4 landing pages + magnets live (done); pages indexed + ranking; first captured leads flowing.	LIVE → RANKING

#	OBJECTIVE	KEY RESULT	STATUS
O4	Existing database reactivated	Reactivation campaigns drafted, approved by you, and sent to existing contacts.	PENDING DB + GO

OPERATING MODEL

Shared board – every task, owner, due date visible

Every change previewed before it goes live

Weekly 30-min review: shipped / needs-you / numbers / next / risks

Nothing sent, posted, or paid without your yes

OPEN DECISIONS – NEEDED FROM YOU

- 1 Entities.** One business, or separate entities/EINs per brand? Sets one-vs-two payment + ops accounts. (Confirming with you.)
- 2 License.** The active contractor license number – needed to run Local Services Ads (Google verifies it) and shown on every repair page + ad.
- 3 Building list.** Do you hold a list of in-territory buildings + inspection status? It fuels re-inspection outreach now, not years out. (Ads confirmed: Meta live, LSA next.)
- 4 Reactivation.** Email only, or SMS too (adds A2P registration)?

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