

GORDON MYERS · THREE-BRAND ACQUISITION & FULFILLMENT SYSTEM

Every app, what it does, and what ships when.

One page for the whole team. Kept current: the date above is the last update, and every version stays online.

LIVE MOVE 1 MOVE 2 MOVE 3 MOVE 4 KEEP NEEDS YOU

Move 1-4 says when we build it. The dates are in the build order below.

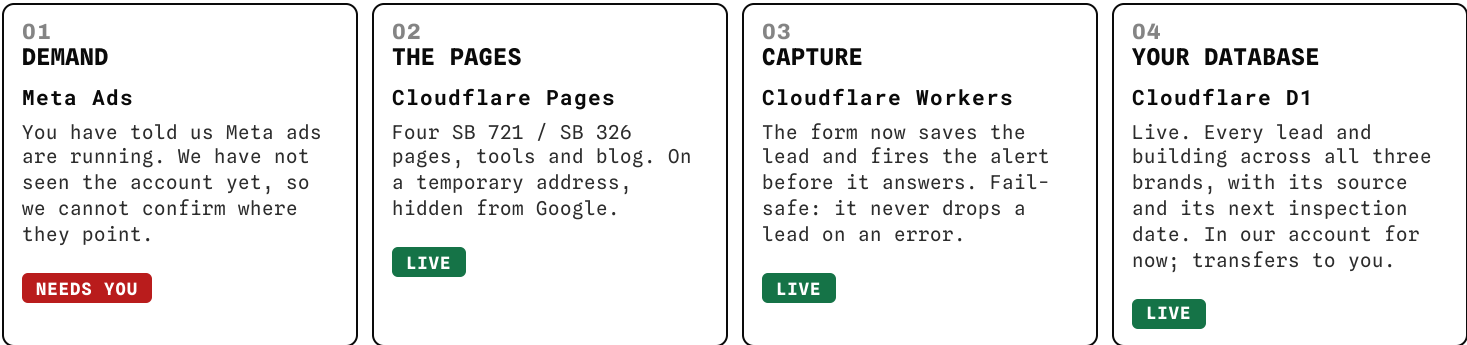
WHERE WE ARE

Move 1 is done: the catcher is live. Every lead is now saved and alerts fire.

Fixed July 24. Until this week the form handed each visitor a reference number and then **discarded the lead**, while telling them they were in the system. That is over: submissions now land in your own database with the ad or search that produced them, an instant alert goes out the moment one arrives, and the page no longer promises a callback we cannot keep. We tested it end to end and it holds. Two honest caveats: the alert reaches **us** for now and we relay it to you, until you are ready for it to go straight to your phone; and anything submitted before July 24 is gone and cannot be recovered. We still cannot see your Meta account, so we cannot yet count what your spend is producing, which is why we are not suggesting you raise it this week. The pages also still sit on a temporary address that Google is told to ignore, so ranking waits for Move 3.



THE FLOW: HOW ONE LEAD TRAVELS



05

INSTANT ALERT

Cloudflare Email

Live. Emails the second a lead lands; reaches us and we relay, until you want it straight to your phone. Target: first contact under 5 minutes.

LIVE

06

WORK THE LEAD

Lead board · Claude

Your lead board is live: see every lead, move it through stages, mark it won or lost. Instant reply and follow-up come next.

BOARD LIVE

07

DO THE JOB

JobTread

Estimating, job costing, scheduling. Your system of record. We connect to it and leave it alone.

KEEP

08

THE BOOKS

QuickBooks Online

Profit and loss per brand, plus the job costs
JobTread pushes across.

MOVE 4

❖ **Two loops make it compound. Won-job feedback:** a closed repair job sends its dollar value back to Meta and Google, so bidding chases revenue instead of form fills. Steps 03 and 04 have to work first. **The re-inspection clock:** every inspection records its own next due date, 6 years for SB 721 and 9 years for SB 326, so each building you touch becomes a dated future job at no new advertising cost.

THE ORDER OF BUILD

MOVE	WHAT SHIPS	RUNS ON	NEEDS FROM YOU
1·Catch Shipped Jul 24	Done: nothing gets lost. Your own lead database is live. Every submission is saved with the ad or search that produced it, an instant alert fires, and the false callback promise is off the pages. Tested end to end. The alert relays through us until you want it direct.	Cloudflare D1, Workers, Email Sending	Nothing. This one is on us.
2·Workit Aug 3 - Aug 8	Every lead answered fast. Lead and deal stages, automatic first reply and follow-up until a human connects, reminders. Plus your free read-only audit of Katalyst.	Cloudflare D1 + Workers, Claude, Katalyst (read-only)	Two hours of read-only Katalyst access.
3·Ads up Aug 10 - Aug 15	Spend more, and see what it bought. Pages moved onto your own domain and opened to Google. Ad source tracked from first click through to the won job, and closed jobs sent back to Meta. Local Services Ads prepared. <u>Local Services Ads sit outside your signed scope.</u>	Cloudflare Pages, Meta Ads, JobTread API, Google LSA	Your domain · Meta ad account access · JobTread API · your active contractor license number.
4·Compound Aug 17 - Sep 5	Demand that grows without more ad spend. The scorecard, plus re-inspection outreach to your own past customers. <u>Google map listings, the review drive, the SEO engine, QuickBooks and the entity and brand work sit outside your signed scope.</u>	Cloudflare D1, Google Business Profile, Search Console, QuickBooks Online Plus	Your past-customer list · your building list · the entity answer, which has to come before QuickBooks is set up.

How to read the dates. This is our working plan, reviewed with you every week, not a guarantee. Move 1 is a firm commitment: it is small and entirely in our hands. Move 2 needs two hours of your time. Moves 3 and 4 are target windows that depend on the right-hand column and on Google's own approval times for map listings and license verification, which can run several weeks. If a date slips because we are waiting on something, we name it in the weekly session rather than quietly move it.

What the \$1,800 covers. Your signed Scope of Work covers the CRM pipelines, the seven automations, the funnel, database reactivation, the scorecard and the documentation. The items marked like this are outside it. They are shown so you can see the whole picture, and we will agree how each one is handled before it starts. Nothing outside the signed scope begins without that conversation.

THE APPS: WHAT EACH ONE IS FOR

APP	WHAT IT DOES	~ \$ / MONTH	STATUS
GETTING FOUND: WHERE DEMAND COMES FROM			
Meta Ads YOUR ACCOUNT	Paid ads on Facebook and Instagram. You have told us these are running; we have not seen the account, so we cannot confirm spend or where the clicks land. The budget goes straight to Meta, never through us.	your budget	NEEDS YOU
Google Business Profile YOURS, TO CLAIM	Your listing on Maps and in the local pack. Free, and the widest visible gap: one competitor shows 613 Google reviews, you have close to none.	free	MOVE 4
Google Local Services Ads YOURS, TO OPEN	The "Google Guaranteed" badge above normal results. Google verifies your license first and ranks on reviews.	per lead	MOVE 3
Google Search Console YOURS, TO OPEN	Google's own report of which searches show your pages, and where you rank. Free, and it feeds the SEO engine.	free	MOVE 3
THE PAGES AND THE CATCHER: TURNING A CLICK INTO A LEAD YOU HOLD			
Cloudflare Pages OURS TODAY, TRANSFERS TO YOU	Hosts the four landing pages, tools and blog. Serving, but on a temporary address and hidden from Google.	free	LIVE
Cloudflare Workers OURS TODAY, TRANSFERS TO YOU	The code that receives a submitted form, saves it, and fires the alert. Live and tested as of July 24; fail-safe so a lead is never dropped on an error.	~\$5 all Cloudflare	LIVE
Cloudflare D1 OURS TODAY, TRANSFERS TO YOU	Your lead and property database. Live. Every lead, every building, its brand, its source, and its next inspection date. In our account for now; transfers into your name.	included	LIVE
Cloudflare Email Sending OURS TODAY, TRANSFERS TO YOU	Live, sending the instant lead alert. Reaches us and we relay to you until you want it direct; later it also sends your campaigns from your own domain.	included	LIVE
WORKING THE LEAD: THE KATALYST REPLACEMENT			
Lead board BUILT ON YOUR DATABASE	Live. One private page to see every lead with where it came from, move it through your pipeline, and mark it won or lost with its value. This is the part of Katalyst you actually use, now owned by you.	included	LIVE
CRM automations BUILT ON YOUR DATABASE	The reminders, stage moves and the seven automations in your scope, plus instant reply and follow-up. Built on the board above.	included	MOVE 2
Claude BILLED AT COST	Reads an inquiry, answers it, asks the qualifying questions, drafts follow-ups, and later answers your questions about your own data. Cents per lead; the figure moves with lead volume.	~\$5-100 usage	MOVE 2
Katalyst (GoHighLevel) YOUR CURRENT VENDOR	What you pay for today. Two hours of read-only access buys the free audit, then the contacts and live automations move off it.	your current bill	MOVE 2

APP	WHAT IT DOES	~ \$ / MONTH	STATUS
DOING THE WORK AND GETTING PAID			
JobTread YOUR ACCOUNT	Estimating, job costing, scheduling, purchase orders, retainage. Your construction system of record. It stays.	your current bill	KEEP
QuickBooks Online Plus YOURS, TO SET UP	The books, set up so each brand's profit and loss stands on its own. Syncs both ways with JobTread. The entity question has to be answered first.	~\$115-140	MOVE 4
Stripe YOURS, TO OPEN	Card and bank payments, opened per brand so an advisory invoice and a repair invoice never share a merchant record.	per transaction	MOVE 4
Business phone line YOURS, TO OPEN	A separate number per brand, so caller ID is right and the number ports out with you if you change providers.	~\$23 / brand	MOVE 4
MEASURING IT, AND FEEDING THE RESULT BACK			
Scorecard BUILT ON YOUR DATABASE	Leads in, how fast each was answered, cost per booked appointment, won repair revenue. It needs the database first.	included	MOVE 4
Won-job feedback META & GOOGLE	Sends closed repair jobs and their value back to the ad platforms, so bidding optimizes toward revenue. Katalyst cannot do this.	free	MOVE 3
SEO engine OURS, RUN FOR YOU	Measures your pages weekly, proposes the next moves, re-checks each change 2 to 4 weeks later and reverts what hurt. It never publishes; you approve every page.	included	MOVE 4

How software is billed. Every tool is opened in your name and billed to your account at its real price. We never resell or mark up software. Cloudflare and Claude together run about \$10 to \$110 a month depending on lead volume, and the two rows above are the parts of that one figure, not two separate bills. Prices are current as of 2026-07-23 and confirmed at signup; QuickBooks has an increase scheduled for Aug 1, 2026. Our \$1,800 a month covers our work, not your software and not your ad budget.

NEEDED FROM YOU, IN PRIORITY ORDER

1 Your active contractor license number.

California requires a valid license number on every ad and every page offering repair work (B&P \$7027.1, civil penalties \$100 to \$5,000), and Google verifies it before Local Services Ads will run. The number shown on your sites is in the wrong format for a contractor license, so we are not repeating it anywhere until you confirm the real one. **Note this cuts both ways: the four pages we built say you are a licensed general contractor and show no number at all, so they carry the same gap. We fix ours in Move 1.** If your Meta ads are running now, the number belongs in the ad itself, not only on the page it links to.

2 Two hours of read-only Katalyst access.

Buys the free audit, and it is the only way to see your existing contacts and live automations before the move.

3 A domain for the compliance pages.

On your own domain they can start ranking, and the traffic is yours.

4 Meta ad account access, and JobTread API access.

The first lets us see what the spend buys and where it lands, which we cannot answer today. The second lets a won job report its value back to the ads.

5 One business, or separate entities per brand?

This one blocks QuickBooks, so it comes before Move 4. It also decides one payment account or several. One conversation with your accountant and attorney. We lay out both options; we file nothing.

6 Your past-customer and building lists.

Starts the review drive and the re-inspection outreach now, instead of waiting years for the clock to fill.

HOW WE WORK

Weekly 30-minute session.

What shipped, what needs you, the numbers, next sprint, risks. Being scheduled.

A shared board.

Every task, owner and due date, visible to you and any vendor you add. Being set up.

Changes ship as reviewable pull requests.

You, or any technical person you trust, can read every change before it goes live. Nothing changes silently.

Written documentation of everything.

Every account, every automation, and how to run it. Nothing stays trapped in our heads.

Nothing goes live without your yes.

Nothing sent, published or paid without your approval.

You own it.

Every account is opened in your name. Where something sits in ours because it was built first, it is marked above and it transfers to you.

BILLING

\$1,800 a month, month to month. First month split in two: \$900 received 2026-07-23, **\$900 due 2026-08-06.** Standard monthly invoicing begins **2026-08-23.** Labor at a flat \$100 an hour, software at cost, no build fee.

THE HOUSE, KEPT HONEST

The "impartial estimates" positioning: decided July 24.

Your call: three impartial estimates come off Balcony & Deck Advisors and LA Construction Consultants, and stay only with Soft Story Advisors. That is the right move. Offering "impartial" estimates on the two brands that also own the repair is a real advertising-law exposure (FTC Act §5, CA B&P §§17200 and 17500); concentrating it in the one brand that genuinely brokers to outside contractors keeps the cross-sell without the exposure. One thing has to hold for Soft Story to stay clean: its three bids go to real outside contractors, not routed back to LACC. Note: the "3 impartial estimates" line is still live on your own Balcony & Deck site, which is not one of ours to edit. Your team changes it there, or give us access and we will.

The review drive has a federal rule attached.

Since 2024 the FTC prohibits asking only your happy customers (16 CFR Part 465, penalties up to \$51,744 per violation). The ask goes to every completed job, with no filtering by how we expect someone to answer. We automate the timing of the ask, never its content and never who receives it.

EVERY VERSION: VIEW OR DOWNLOAD

v2 2026-07-24 **Current.** Every app named, the build order dated, and the capture gap called out.

VIEW

PDF

v1 2026-07-23 First map. Systems grouped A to D, objectives and open decisions.

VIEW

PDF

PaperSt.AI

Business System Map · **v2** · updated 2026-07-24 · latest always at lacc-system-map.pages.dev · joseph@paperst.ai
Built on the signed Scope of Work (2026-07-22) and verified against the live systems on 2026-07-24.