

GORDON MYERS · THREE-BRAND ACQUISITION & FULFILLMENT SYSTEM

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

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

LIVE IN BUILD QUEUED KEEP HAVE HAVE, UNREAD NEED YOU

Left chip: where the build is. Right chip: whether we can get in.

WHERE WE ARE

Move 1 done: every lead is caught. Move 2 in build: the Katalyst replacement.

Jul 24 · The form used to discard the lead. Now it saves and alerts. Anything before Jul 24 is gone.

Access · We hold Katalyst, GoDaddy, JobTread and Mailchimp. Not read yet. The Katalyst audit is the first job in Move 2.

Missing · The Meta ad account. Until we see it we cannot tell you what your spend buys.

1 · Catch every lead → 2 · Work the lead → 3 · Turn the ads up → 4 · Compound it

THE FLOW: HOW ONE LEAD TRAVELS

01 DEMAND

Meta Ads

Running, per you. We have not seen it.

NEED YOU

02 THE PAGES

Cloudflare Pages

Four SB 721 / SB 326 pages. Hidden from Google.

LIVE

03 CAPTURE

Cloudflare Workers

Saves the lead before it answers. Never drops one.

LIVE

04 YOUR DATABASE

Cloudflare D1

Every lead and building, with source and next due date.

LIVE

05 INSTANT ALERT

Cloudflare Email

Fires on arrival. Target: contact under 5 minutes.

LIVE

06 WORK THE LEAD

Lead board · Claude

See it, stage it, mark it won or lost.

BOARD LIVE

07 DO THE JOB

JobTread

Your system of record. We connect and leave it alone.

KEEP

08 THE BOOKS

QuickBooks Online

Profit and loss per brand, plus job costs.

MOVE 4

• Two loops make it compound. Won-job feedback: a closed job sends its value back to the ad platforms, so bidding chases revenue, not form fills. The re-inspection clock: every inspection records its next due date, so each building becomes a dated future job.

THE ORDER OF BUILD

MOVE	WHAT SHIPS	NEEDS FROM YOU
1·Catch Shipped Jul 24	Nothing gets lost. Your lead database is live. Every submission is saved with the ad or search that produced it, and alerts on arrival.	Nothing. Done.
2·Workit Aug 3 - Aug 8	Every lead answered fast. Stages, automatic first reply, follow-up until a human connects, reminders. Plus the Katalyst audit and the move off it.	Nothing. We have the access.
3·Ads up Aug 10 - Aug 15	Spend more, see what it bought. Pages on your own domain, open to Google. Ad source tracked to the won job. <u>Local Services Ads sit outside your signed scope.</u>	The domain name · Meta access · your license number.
4·Compound Aug 17 - Sep 5	Growth without more ad spend. The scorecard, plus re-inspection outreach to past customers. <u>Map listings, reviews, SEO, QuickBooks and entity work sit outside your signed scope.</u>	Past-customer list · building list · the entity answer.

A working plan, reviewed weekly, not a guarantee. Moves 3 and 4 also wait on Google's own approval times. If a date slips, we name it in the session.

THE APPS: WHAT EACH ONE IS FOR

APP	WHAT IT DOES	~ \$ / MONTH	STATUS
GETTING FOUND · GENERATES DEMAND			
Meta Ads YOURS	Facebook and Instagram ads. Running, per you. Your budget goes straight to Meta, never through us.	your budget	NEED YOU
Google Business Profile YOURS, TO CLAIM	Your listing on Maps. The widest gap: a competitor shows 613 reviews, you have close to none.	free	MOVE 4
Google Local Services YOURS, TO OPEN	The Google Guaranteed badge above normal results. Google verifies your license first.	per lead	MOVE 3
Google Search Console YOURS, TO OPEN	Which searches show your pages, and where you rank. Feeds the SEO engine.	free	MOVE 3
THE PAGES AND THE CATCHER · NO LEAD LOST			
GoDaddy YOURS	Where your domains are registered. The move is on us now. Which name is your call.	your current bill	MOVE 3 HAVE
Cloudflare Pages OURS → YOU	Hosts the four landing pages, tools and blog. Temporary address, hidden from Google.	free	LIVE
Cloudflare Workers OURS → YOU	Receives a form, saves it, fires the alert. Tested Jul 24. Never drops a lead.	~\$5 all Cloudflare	LIVE
Cloudflare D1 OURS → YOU	Your lead and property database. Every lead and building, with brand, source and next due date.	included	LIVE
Cloudflare Email OURS → YOU	Sends the instant lead alert. Reaches us and we relay, until you want it direct.	included	LIVE
WORKING THE LEAD · YOU HOLD IT			
Lead board ON YOUR DATABASE	Every lead, its source, its stage, won or lost with its value. The part of Katalyst you actually use.	included	LIVE

APP	WHAT IT DOES	~ \$ / MONTH	STATUS
CRM automations ON YOUR DATABASE	Reminders, stage moves and the seven automations in your scope, plus reply and follow-up.	included	MOVE 2
Claude BILLED AT COST	Reads an inquiry, answers it, qualifies it, drafts follow-ups. Cents per lead.	~\$5-100 usage	MOVE 2
Katalyst (GoHighLevel) YOUR VENDOR	What you pay for today. The read-only audit is the first job in Move 2, then contacts and automations move off it.	your current bill	MOVE 2 HAVE, UNREAD
Mailchimp YOURS	New to this map. Email marketing. May hold the past-customer list that Move 4 outreach runs on.	your current bill	MOVE 4 HAVE, UNREAD

DOING THE WORK AND GETTING PAID · WHERE MONEY LANDS

JobTread YOURS	Estimating, job costing, scheduling, purchase orders, retainage. Your system of record, and it stays.	your current bill	KEEP HAVE, UNREAD
QuickBooks Online Plus YOURS, TO SET UP	Per-brand profit and loss. Syncs both ways with JobTread. The entity question comes first.	~\$115-140	MOVE 4
Stripe YOURS, TO OPEN	Card and bank payments, per brand, so advisory and repair invoices never share a merchant record.	per transaction	MOVE 4
Business phone line YOURS, TO OPEN	A number per brand. Caller ID is right, and it ports out with you.	~\$23 / brand	MOVE 4

MEASURING IT · READS ACROSS ALL

Scorecard ON YOUR DATABASE	Leads in, speed of answer, cost per booked appointment, won repair revenue.	included	MOVE 4
Won-job feedback META & GOOGLE	Sends closed jobs and their value back to the ad platforms. Katalyst cannot do this.	free	MOVE 3
SEO engine OURS, RUN FOR YOU	Measures pages weekly, proposes moves, reverts what hurt. It never publishes.	included	MOVE 4

Software is opened in your name and billed to you at cost. We never mark it up. Cloudflare and Claude together run \$10 to \$110 a month on volume. QuickBooks rises Aug 1. Prices as of 2026-07-23.

NEEDED FROM YOU

- 1 Your contractor license number.** Required on every repair ad and page (B&P §7027.1), and Google verifies it before Local Services Ads. **Our four pages carry the same gap.**
- 2 Meta ad account access.** The last account outstanding, and the reason we cannot tell you what your spend buys.
- 3 Which domain the pages live on.** We have GoDaddy. We need the name. On your own domain the traffic is yours.
- 4 One business, or an entity per brand?** Blocks QuickBooks, so it comes before Move 4. We file nothing.
- 5 Your past-customer and building lists.** Starts the review drive and re-inspection outreach now, instead of waiting for the clock.

HOW WE WORK

Weekly 30-minute session. Shipped, needs-you, numbers, next, risks.

A shared board. Every task, owner and due date. Being set up.

Every change is reviewable before it goes live.

Everything documented. Every account and automation, and how to run it.

Nothing ships without your yes. Nothing sent, published or paid.

You own it. Every account in your name. What sits in ours is marked above.

BILLING

\$1,800 a month, month to month. \$900 received 2026-07-23, **\$900 due 2026-08-06.** Monthly invoicing begins **2026-08-23.** Labor at \$100 an hour, software at cost, no build fee. Scope covers the CRM, automations, funnel, reactivation, scorecard and docs. **Dotted items** sit outside it.

THE HOUSE, KEPT HONEST

"Impartial estimates": decided Jul 24. Your call, and the right one. It comes off Balcony & Deck Advisors and LA Construction Consultants, staying only with Soft Story Advisors, whose bids go to real outside contractors. Offering it from a brand that also owns the repair is real exposure (FTC Act §5, CA B&P §§17200 and 17500). The line is still live on your own Balcony & Deck site, which is not ours to edit.

The review drive has a federal rule attached. Since 2024 the FTC prohibits asking only your happy customers (16 CFR Part 465). The ask goes to every completed job, unfiltered. We automate the timing, never who receives it.

EVERY VERSION: VIEW OR DOWNLOAD

v4	2026-07-25	Current. Access shown per app as a chip. Mailchimp added. Cut back to a board you can scan.	VIEW	PDF
v3	2026-07-25	Access update, before the trim.	VIEW	PDF
v2	2026-07-24	Every app named, the build order dated, 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 · **v4** · updated 2026-07-25 · latest always at lacc-system-map.pages.dev · joseph@paperst.ai
Built on the signed Scope of Work (2026-07-22).