



Beach to Bay Launch and Revenue System

What we will build, how it makes money, and exactly what it costs.

Prepared for Shawn

Beach to Bay Junk Removal LLC

Prepared by AI Robot Builds with the AnswerNeo receptionist layer

July 25, 2026

Private proposal review

Prepared for: Shawn, Beach to Bay Junk Removal LLC

Prepared by: AI Robot Builds, with the AnswerNeo receptionist layer

Territory: Pinellas County beach communities and the approved 10-zip launch area

Proposal date: July 25, 2026

Status: Client-ready private draft; not yet accepted or sent

The proposal in one page

Beach to Bay does not need another disconnected website, phone app, marketing vendor, or dashboard. It needs one working system that turns an inquiry into a quoted, deposited, scheduled, completed, measured, and reviewed job.

Our recommendation for Shawn

Build the complete **Launch and Revenue System** at the founding-client rate:

\$9,500 implementation + \$1,500 per month for six months

That is **\$18,500 for the complete first six months**, compared with the standard package total of **\$30,000**—a founding-client savings of **\$11,500**.

For that investment, our team will build, connect, test, document, launch, and manage:

- the customer photo-to-quote experience;
- the 15-minute firm-quote operating workflow;
- missed-call recovery and the AnswerNeo receptionist layer;
- deposit collection and job scheduling;
- QuotelQ job stages, cost fields, and margin tracking;
- review, referral, repeat-customer, and lost-quote follow-up;
- source-to-revenue reporting;
- the first B2B account pipeline;
- owner training, launch testing, documentation, and six months of improvement.

This is a business operating system designed to help Shawn respond faster, book more of the opportunities already coming in, protect gross margin, and know which marketing actually produces completed revenue.

The outcome

Beach to Bay should launch with one connected operating system that captures every lead, returns a firm quote quickly, collects a deposit, books the job, tracks the real margin, and turns completed work into reviews, referrals, and proof.

The centerpiece is:

Customer photos → firm quote within 15 minutes → \$49 deposit → scheduled job → actual job cost and margin → review and referral follow-up.

This proposal converts the completed market work, reports, website, and working prototypes into a production-ready launch and revenue system.

Why this matters

Most junk-removal companies assemble a website, phone, scheduling software, advertising, and follow-up from separate vendors. That creates predictable leaks:

- missed calls are not recovered;
- quote requests sit too long;
- customer photos and job notes are scattered;
- advertising is measured by leads instead of completed revenue;
- disposal cost and gross margin are not consistently recorded;
- reviews and referrals depend on somebody remembering;
- valuable job photos never become useful marketing proof.

Beach to Bay can avoid those leaks from its first day of operation.

What our service actually does

We serve as Beach to Bay's **launch-systems and revenue-operations partner**. We take the strategy and customer promise that already exist, turn them into a working operating system, connect the handoffs between each step, test the complete customer journey, train Shawn to use it, and continue improving it from real job results.

This is not simply a website project, advertising package, phone service, or software subscription. It is the operating path that connects all of them.

What we will do	How it helps Beach to Bay
Build one organized intake path for calls, missed calls, website leads, QR scans, and customer photos	Fewer leads disappear across different phones, inboxes, and text threads
Create the 15-minute firm-quote workflow with owner controls and exception handling	Customers get a confident answer while they are still ready to book
Connect the quote to the \$49 deposit and scheduling step	A verbal “yes” becomes a committed, scheduled job
Configure the operating stages, job records, disposal costs, labor time, and margin fields	Shawn can see which jobs, services, and zip codes are actually profitable
Build review, referral, repeat-customer, and missed-quote follow-up	Completed work keeps producing reputation and future revenue
Create source-to-revenue reporting	Advertising and marketing can be judged by booked and completed revenue—not clicks or raw leads
Build the B2B pipeline foundation	Property managers, realtors, contractors, hotels, storage facilities, and rental operators can become recurring accounts
Monitor and improve the system monthly	The workflow keeps getting better as real customers, jobs, and operating problems reveal what needs adjustment
Document the process and train Shawn	Beach to Bay retains control instead of becoming dependent on scattered vendors or undocumented steps

The practical benefit is straightforward: **faster response, more booked deposits, less administrative chasing, clearer margins, more reviews, and better evidence for every marketing dollar.**

The Beach to Bay revenue loop

Every lead becomes a measurable operating record—not another loose call, text, or photo.



Result: response speed, conversion, completed revenue, and margin can be reviewed from one operating path.

The connected customer and revenue path we will build and manage.

Three ways to build it

Option 1 — Launch Foundation

\$6,500 implementation + \$950/month

For launching the essential intake and operating backbone with a controlled, mostly owner-reviewed workflow.

Includes:

- 727 business-number intake plan and missed-call text recovery
- QuotelQ setup, core service catalog, price-book structure, and job stages
- customer photo intake connected to a manual firm-quote review
- \$49 Stripe deposit and Cal.com scheduling handoff
- basic review-request follow-up
- lead-source, quote, booking, and completed-revenue dashboard
- launch checklist, documentation, and owner training
- monthly monitoring, reporting, and one minor workflow adjustment

Does not include a production AI receptionist, custom automated quoting, job-cost/margin intelligence, B2B pipeline, content workflow, or ongoing conversion work.

Option 2 — Launch and Revenue System

\$15,000 implementation + \$2,500/month

Recommended. This is the complete system designed around Beach to Bay's 15-minute quote advantage.

Everything in Launch Foundation, plus:

- production customer photo-quote flow with approve/adjust controls
- 15-minute firm-quote workflow and 10-minute fallback alert
- controlled AI receptionist configuration, knowledge base, and handoffs
- QuotelQ job-cost fields for labor, dump fees, drive time, and gross margin
- missed-call recovery and quote follow-up automation
- review, referral, and repeat-customer workflows
- disposal, donation, and recovery-directory foundation
- job-to-content proof workflow
- B2B pipeline foundation for property managers, realtors, contractors, storage facilities, hotels, and vacation-rental operators
- revenue attribution connecting source → quote → deposit → completed job
- launch testing, operating procedures, training, and change log

Monthly management includes:

- system monitoring and repair
- one improvement sprint each month
- dashboard and margin review
- competitor and public-price monitoring

- review/referral performance
- landing-page and quote-conversion improvements
- Google Ads attribution coordination with Shawn

Option 3 — Managed Growth Partner

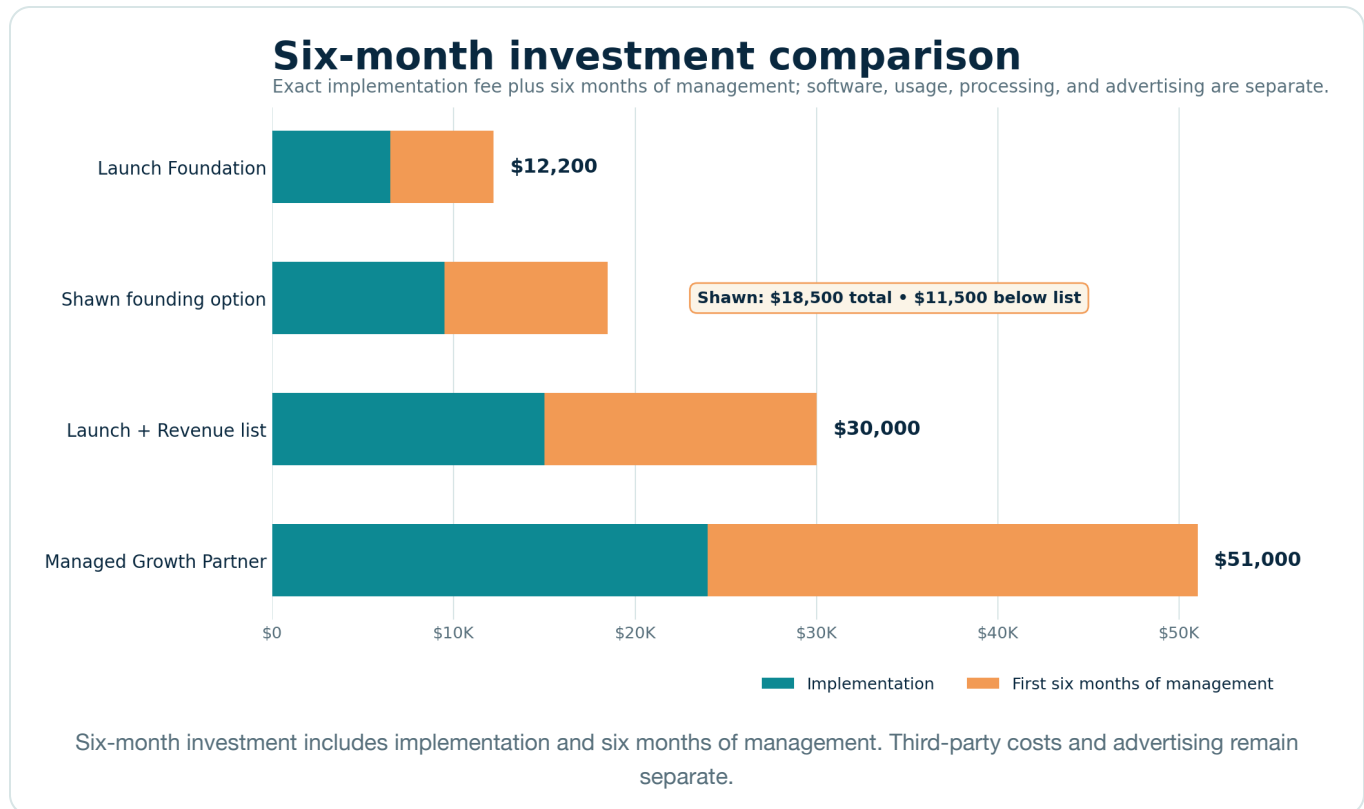
\$24,000 implementation + \$4,500/month

For treating Beach to Bay as an actively managed growth operation rather than a technology installation.

Everything in Launch and Revenue System, plus:

- two improvement sprints per month
- full B2B account pipeline, outreach packet drafts, rate-card framework, and follow-up sequences
- customer database reactivation campaigns
- monthly local SEO and AI-search content production
- beach-town service-page expansion plan and implementation allowance
- offer and landing-page testing
- call, quote, and lost-job review
- advertising creative and campaign-measurement coordination
- recurring-account reporting and territory-density analysis
- quarterly operating and pricing review

Advertising spend and large media-production campaigns remain separate.



Founding-client option

Because Shawn is an early partner and can help create the first documented Beach to Bay case study, the recommended package can be offered at:

\$9,500 implementation + \$1,500/month for six months

This is a **\$5,500 implementation discount** and a **\$1,000 monthly discount** from the recommended package's list price.

Exactly what the \$9,500 implementation buys

Implementation work	Price
Operating-system design, service rules, quote logic, and launch plan	\$1,250
Business-number intake, missed-call recovery, and AnswerNeo receptionist setup	\$1,500
Customer photo intake, 15-minute quote workflow, \$49 deposit, and scheduling handoff	\$2,000
QuotelQ stages, service catalog, job-cost fields, dump fees, labor, drive time, and margin tracking	\$1,500
Source-to-revenue dashboard and reporting setup	\$1,250
Review, referral, repeat-customer, lost-quote, and B2B pipeline foundations	\$1,250
Full-path testing, owner training, documentation, and controlled soft launch	\$750
Total implementation	\$9,500

Implementation is paid in three approval-based milestones:

Milestone	Amount
40% to begin—operating rules, access, architecture, and build kickoff	\$3,800
40% at production-demo approval—connected customer journey ready for testing	\$3,800
20% before soft launch—testing, documentation, training, and handoff complete	\$1,900
Total	\$9,500

Exactly what the \$1,500 monthly management buys

Monthly work	Monthly allocation
System monitoring, issue response, and workflow maintenance	\$350
One focused improvement sprint based on real jobs and customer behavior	\$500
Revenue dashboard, job-cost, conversion, and margin review	\$250
Competitor and public-price monitoring	\$150
Review, referral, missed-call, and lost-quote optimization	\$100
Landing-page, quote-conversion, and ad-attribution coordination	\$150
Total monthly management	\$1,500

Shawn's complete first-six-month investment

Investment	Founding price	Standard price
Implementation	\$9,500	\$15,000
Six months of management	\$9,000	\$15,000
Complete first six months	\$18,500	\$30,000
Shawn's founding-client savings	\$11,500	—

Software subscriptions, phone and receptionist usage, payment-processing fees, and advertising are paid directly by Beach to Bay and are not marked up by our team.

The founding-client rate assumes:

- timely access to the approved business tools and operating information;
- completed jobs are labeled with actual price, labor time, dump fee, and lead source;
- Shawn participates in one monthly operating review;
- practical feedback is provided during implementation;
- a redacted case study may be created after measurable results exist;
- software, phone usage, payment fees, and advertising are paid separately.

After six months, the parties review actual workload, results, and scope before renewal at the then-current managed-service rate.

What has already been built

The engagement already has a strong foundation:

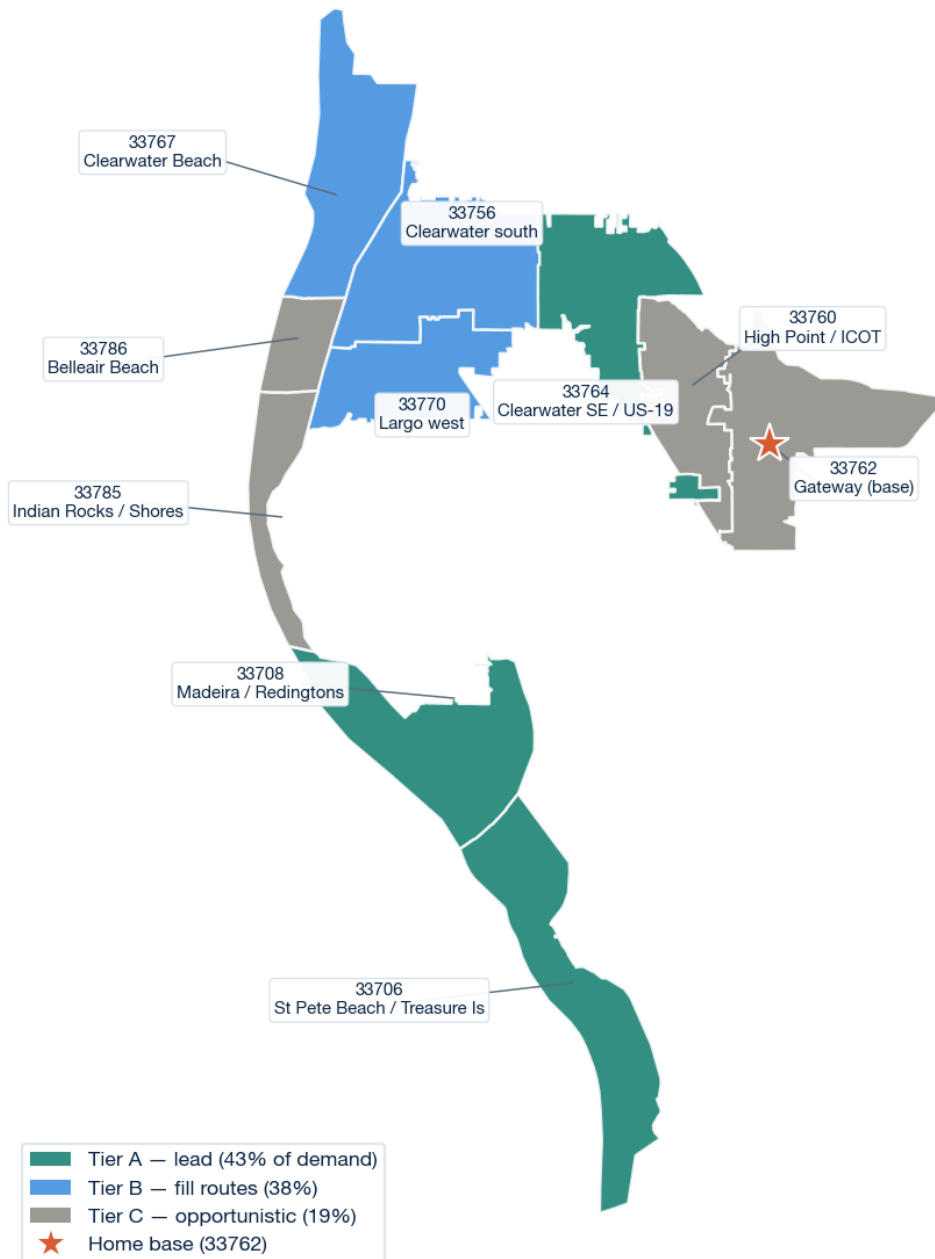
- market, competition, SEO, AI-search, and financial research;
- business plan and zip-by-zip territory analysis;

- launch pricing and speed-to-lead blueprint;
- branded report package and supporting visuals;
- customer photo-quote and QR demo;
- “Sandy” receptionist prompt, knowledge base, and dry-run package;
- Beach to Bay website.

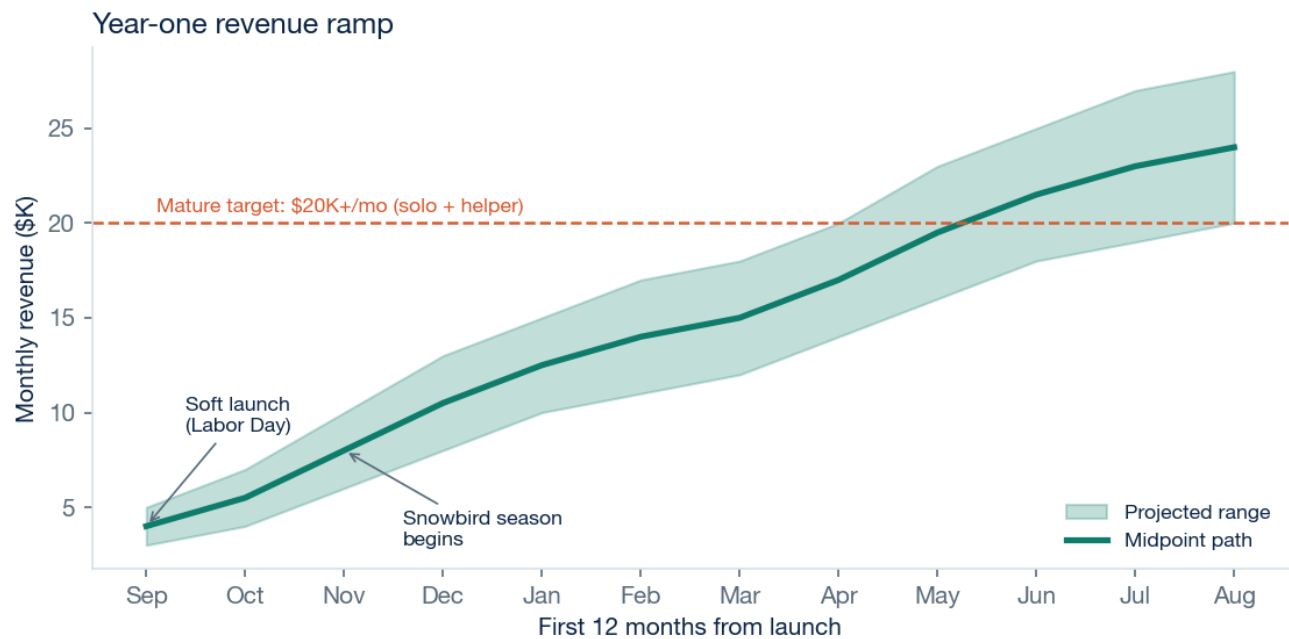
Our team completed the report package and website foundation and is now integrating the research, prototypes, business tools, and ongoing revenue-operations plan.

The combined replacement value of the completed work and planned system is estimated at **\$25,000–\$45,000**. The package pricing above reflects the efficiency of building the components as one connected system.

Beach to Bay service territory — 10 zip codes by priority tier



The ten-zip launch territory is already prioritized for lead, route-fill, and opportunistic coverage.



Planning model from the completed Beach to Bay business report. This is a forecast range, not a guarantee.

Implementation plan

Phase 1 — Lock the operating rules

- confirm services, coverage area, exclusions, pricing logic, and approval limits;
- confirm the 727 number strategy;
- approve QuotelQ tier and system-of-record fields;
- define the customer promise and escalation rules.

Phase 2 — Build the intake and quote path

- connect calls, missed-call recovery, website/QR photo intake, quote review, deposit, and scheduling;
- build safe fallbacks for incomplete photos, complex jobs, and urgent jobs.

Phase 3 — Connect operations and proof

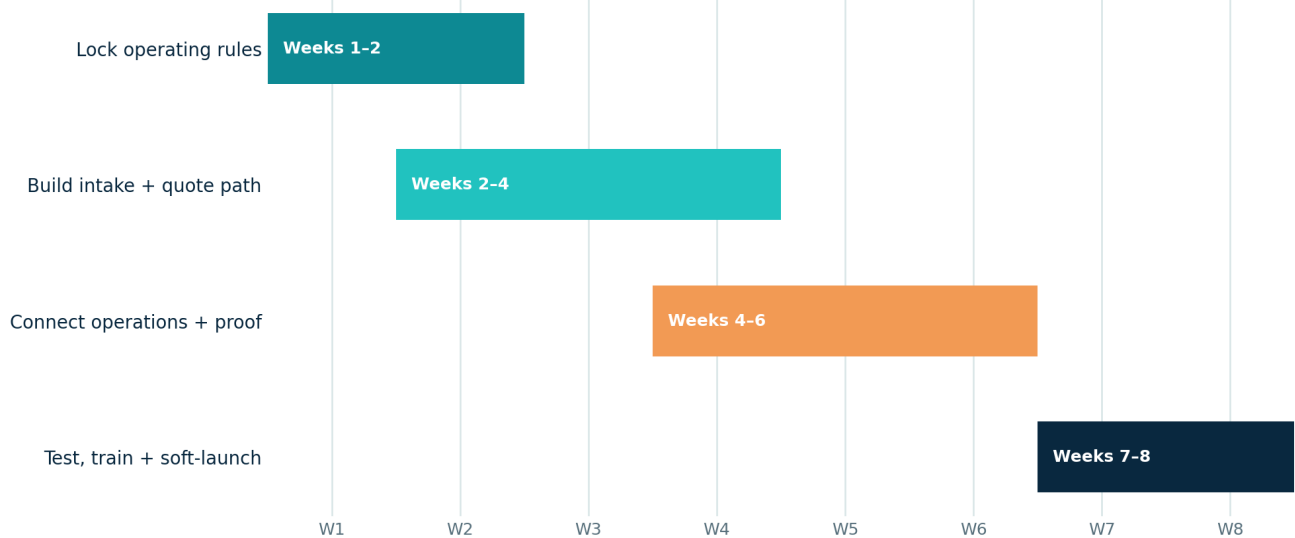
- connect job stages, costs, disposal records, margin, review requests, and proof capture;
- build dashboard and owner review checkpoints.

Phase 4 — Test and launch

- run desktop, mobile, SMS, call, quote, payment, calendar, and reporting tests;
- train Shawn;
- soft-launch with controlled traffic;
- review the first real jobs and tune the workflow.

Eight-week implementation path

Build in controlled phases, test the complete customer path, then enter soft launch.



The recommended controlled build path from operating decisions to soft launch.

Expected implementation window: **six to eight weeks after access, selections, and required business information are available.**

Success measurements

The monthly review should track:

- median first-response time;
- percentage of firm quotes delivered within 15 minutes;
- quote-to-deposit conversion;
- deposit-to-completed-job conversion;
- booked and completed revenue by source;
- average ticket;
- disposal cost and gross margin;
- missed calls recovered;
- reviews requested and received;
- referrals and repeat customers;
- B2B accounts and recurring revenue.

These are operating measurements, not guaranteed financial results. Outcomes also depend on demand, capacity, pricing, field execution, ad spend, and Shawn's response to review requests and operational decisions.

Separate costs

Beach to Bay pays third-party costs directly whenever practical:

- QuotelQ plan;
- business phone and AI receptionist usage;
- Stripe processing;
- Cal.com or other scheduling plan if a paid tier is selected;
- website hosting, domain, email, and SMS usage;
- advertising spend;
- any approved premium integrations or content/media production outside scope.

No advertising-spend markup is included.

Ownership

Beach to Bay owns its domain, phone number, advertising accounts, customer data, creative assets, exported reports, and business records. Reusable platform code, internal tools, templates, and general automation methods remain the implementation team's intellectual property unless separately assigned in writing.

Scope boundaries

This proposal does not include:

- truck, trailer, insurance, permits, labor, disposal, or field operations;
- legal, tax, accounting, or franchise advice;
- advertising spend or guaranteed lead volume;
- unlimited revisions or unlimited custom software;
- large-scale SEO publishing, daily social management, or full-service ad buying unless included in Managed Growth Partner or separately scoped;
- third-party platform availability, price stability, or policy changes.

Commercial terms

- Proposal valid for 30 days.
- Implementation payments: 40% to begin, 40% at production-demo approval, and 20% before launch.
- Monthly management begins when the production system enters soft launch.
- The founding-client option carries an initial six-month management term.
- Work outside the selected package is estimated and approved separately.
- Live phone purchase, account connections, payment activation, advertising, publishing, and customer-facing launch require explicit approval.

Recommended decision

Select **Launch and Revenue System** using the founding-client rate:

\$9,500 implementation + \$1,500/month for six months, plus direct third-party costs and advertising.

That option protects the core 15-minute quote advantage, creates measurable proof, and leaves room to upgrade into Managed Growth Partner once real job volume and margins justify it.

Acceptance

Selected package: _____

Implementation investment: _____

Monthly management: _____

Target start date: _____

Beach to Bay Junk Removal LLC:

Name: _____ **Signature:** _____

Date: _____

AI Robot Builds / AnswerNeo implementation team:

Name: _____ **Signature:** _____

Date: _____