Ridgeline Gutter Co. · Fall Command Board

Monday, Oct 12 · Leaf-season mode

OCTOBER BOOKED

82%

+9 pts vs last October

FALL CLEANINGS BOOKED

214

168 from September reactivation texts

GUARD PIPELINE

$41,300

17 open quotes · 6 won this month

DUE LIST REMAINING

37

Next reminder wave: Thursday 9 AM

Due for cleaning — routed by neighborhood

sorted by route block

CUSTOMER	NEIGHBORHOOD	LAST CLEANED	TREE COVER	CADENCE	STATUS
M. Alvarez	Maple Glen	Oct 2025	Heavy · 2 oaks	2x / year	Booked Oct 19
D. Whitfield	Maple Glen	Nov 2025	Heavy · maples	2x / year	Booked Oct 19
S. Chen	Maple Glen	Oct 2025	Moderate	1x / year	Text sent Oct 10
R. Okafor	Harper's Mill	Nov 2025	Heavy · sweetgum	2x / year	Booked Oct 21
T. Brandt	Harper's Mill	Dec 2025	Light · 1 pear	1x / year	No reply · nudge Fri
L. Marsh	Harper's Mill	Oct 2025	Heavy · pin oaks	2x / year	Due · not texted
K. Donnelly	Willow Bend	Nov 2025	Moderate · elm	2x / year ⚠ was 1x	Text sent Oct 11
J. Pruitt	Willow Bend	Oct 2025	Heavy · hickory	2x / year	Booked Oct 22

Storm capture — last night's missed calls

Oct 11, 7:04 PM – 6:30 AM

Calls missed while crews were off	**11**
Caught by text-back within 60 seconds	**11 / 11**
Storm repairs booked (downspouts, detached runs)	**3 · Thu AM slots**
Cleanings routed into open blocks	**7**
Escalated to on-call (active overflow into basement)	**1**

Guard sales pipeline

Cleaned, never pitched	**58 houses**
Pitched with debris photos	**31**
Quote requested	**17**
Won this season	**6 · $14,800**

After-service follow-up — 4412 Sycamore Dr

Here's what we pulled out of your gutters today, Paula.

Sent 12:45 PM · 1 hr after job closed

With that much oak canopy you'll fill up again before spring. Guards would take you out of the cleaning cycle entirely — we can price your house from today's measurements. Want the number?

How much are we talking?

For your 168 linear feet: $2,340 installed, and we stand behind it. Want us to hold a spot the week of Nov 2?

Yeah let's do it

Concept mockup — what a fall booking + guard sales board could look like · Crave AI · crave-media.ai