



SEASON REVENUE TO DATE

\$148,260

+18% vs last season

NEXT 14 DAYS BOOKED

87%

42 jobs on the calendar

AVG JOB · BUNDLED VS SINGLE

\$382 / \$175

bundle = 2.2x revenue per stop

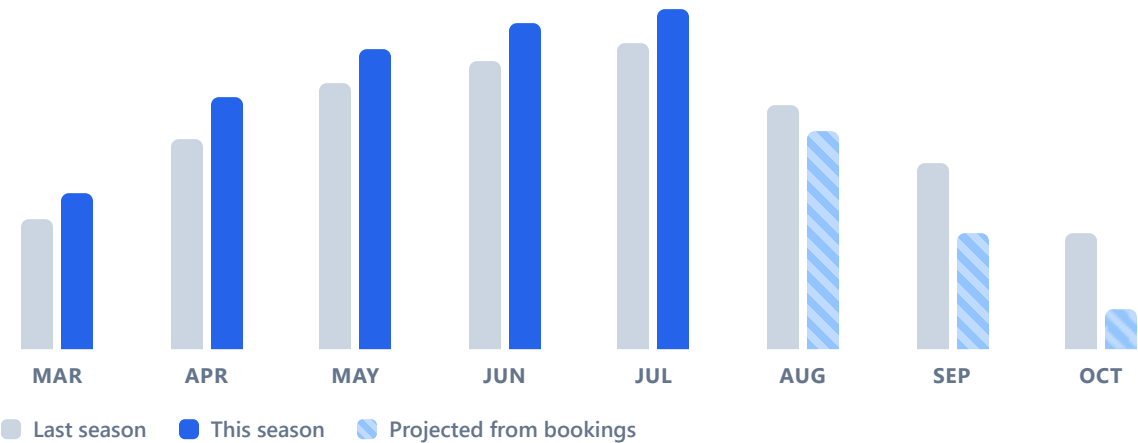
UPSELL CONVERSION

34%

was 19% before automation

Monthly Pipeline vs Last Season

Mar – Oct



September pacing 38% behind last year — early-fall offer queued to 214 past customers

Avg Job Value by Surface

This season

Commercial		\$890	11 jobs
Roof wash		\$455	28 jobs
House wash		\$310	96 jobs
Deck & patio		\$225	54 jobs
Driveway		\$175	132 jobs

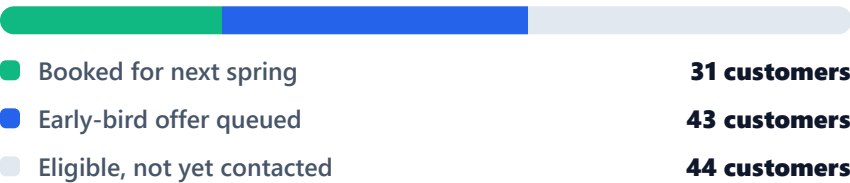
60% of driveway-only customers have no house wash on record — biggest open revenue lever

Next-Spring Rebooking Pipeline

Fires in Feb

\$11,780

already booked for March 2027



Upsell Automation — Live Feed

Running

- ✓

Marcus T. · Driveway completed 11:40 AM

+ \$248

Bundle offer sent 2 hrs after completion. Replied "yes on the house wash" — booked Sat 9 AM.

Today, 2:12 PM
- **Dana R. · House wash completed 9:15 AM**

\$180 offer

Deck & patio add-on offered at bundle rate. Awaiting reply.

Today, 11:20 AM
- ✓

Missed call · (555) 014-2276

+ \$395

Text back sent in 28 sec. Asked about driveway; AI quoted driveway + house bundle. Booked both for Tuesday.

Yesterday, 6:48 PM
- ↺

Priya K. · House wash June 2026

Queued

Added to February rebooking sequence — same-price early-bird offer, expires March 15.

Yesterday, 5:02 PM