

SLOTS LEFT BEFORE THANKSGIVING

26

of 90 house slots, Oct 26 – Nov 25

BOOKED

64

+11 this week

PAST CUSTOMERS TEXTED

212 / 318

Wave 3 queued Mon

SCREENS ATTACH RATE

41%

Tracks 22% · Gutters 17%

STOREFRONT ACCOUNTS

8

3 quoted, start before 11/28

Crew capacity by week

house slots · sunset in Hudson

Oct 26 – 30

sunset 6:30 PM

22 booked

2

2 open / 24

Sun, Nov 1: clocks fall back. About an hour of evening work gone; 3 exteriors/crew-day becomes 2–2.5.

Nov 2 – 6

sunset 5:21 PM

15 booked

3

3 open / 18

Nov 9 – 13

sunset 5:14 PM

12 booked

6 open

6 open / 18

Nov 16 – 20

sunset 5:07 PM

9 booked

9 open

9 open / 18

Nov 23 – 25

sunset 5:02 PM

6 booked

6 open

6 open / 12

Booked

Open

Capacity already net of 3 rain days and add-on time

Booking cutoff countdown

26

slots left before Wed, Nov 25

26 – 10

Texts quote the open count and the next day on their street

Under 10

"That week is filling" wording, owner gets a daily count

0

Thanksgiving list closes. Offer Dec 1 – 4 holiday-party route instead

Website widget now:

"26 openings left before Thanksgiving. Your street's next date shows after you enter your address."

Last year's list, reactivated by street

anchor booking triggers the neighbors

STREET	PAST CUSTOMERS	BOOKED	ROUTE DAY	STATUS
Maple Dr anchor: Pruitt, booked 10/14	7	4	Tue, Nov 10	Neighbors texted
Ellsworth Ln no anchor yet	5	0	Tue, Nov 17 (tentative)	Wave 3 · Mon
Hines Hill Rd anchor: Okafor	6	5	Thu, Oct 29	Route full
Valley View Rd anchor: Brandt	4	2	Wed, Nov 4	Neighbors texted
Streetsboro St 2 asked for Saturdays	3	1	Fri, Nov 13	2 replies pending
Barlow Rd complaint on file from 2025	4	0	—	Tom calls first

Text thread · Beth Haney, Maple Dr

Hi Beth, it's Tom at Brightline. We cleaned your windows last November, 26 panes plus screens. We'll be on Maple Drive Tuesday the 10th for a couple of your neighbors. Want us to do yours the same day? Same price as last year.

Wed 4:12 PM · auto

Yes please. Can you do the tracks this time too? They're gross

Wed 6:48 PM

You got it. Tracks and sills on your house are \$35, so \$260 total with screens. You're on for Tue, Nov 10, morning. We'll text the day before.

Wed 6:48 PM · auto

Booked Tue 11/10 · screens + tracks · slot count adjusted (job now ~3 hrs)

Add-on attach rate

booked jobs this fall

BY ADD-ON

Screens

41%

Tracks

22%

Gutters

17%

SCREENS, BY WHO BOOKED IT

AI text

48%

Ryan (on-site)

31%

Dev (on-site)

20%

Storefront recurring accounts

Small Business Saturday: Nov 28

ACCOUNT	PLAN	NEXT VISIT	STATUS
Main St bakery	Every 2 wks → monthly Jan	Mon, Nov 16	Active
Green-side bookshop	Every 2 wks → monthly Jan	Mon, Nov 16	Active
Boutique, First St	Monthly	Tue, Nov 24	Active
Dental office	Monthly	Fri, Nov 6	Active
Downtown gift shop	Quoted: every 2 wks	—	Tom prices
Coffee shop, Clinton St	Quoted: monthly	—	Follow-up Tue

+ 4 more active accounts · 1 more quote out

10-day forecast · Hudson, OH

freezing mornings move exteriors after 11 AM (no water-fed pole below 32°)

Fri 16

44°

normal

Sat 17

41°

normal

Sun 18

39°

off

Mon 19

46°

rain · slide 4

Tue 20

40°

normal

Wed 21

35°

normal

Thu 22

30°

interiors first

Fri 23

31°

ext. after 11

Sat 24

38°

normal

Sun 25

42°

off