

Every lead deserves an answer.

When a call to your agreed number goes unanswered, an approved text goes back automatically — and website form or chat enquiries get an acknowledgement too. Leads route into the tools you already use, and a client-approved 14-day follow-up runs until the customer books, declines, or opts out. You approve every script, stop condition, and escalation rule before launch.

What is in here

- The 30-day sprint — how an engagement starts
 - Managed platforms — Contractor Automation, Staffing Platform
 - Reviews, on their own — Reputation Starter, Reputation Pro, Reputation Elite
 - Websites — Web 2, Web 3, Web 5, Web 10, Web 20
 - Care and brand retainers — WebHost, Scale 500, Scale 1500, Scale 3000
 - What we guarantee, and what we do not
-

Automatq Inc., operating as Automatq Marketing.
Greater Kitchener–Waterloo, Ontario · serving Canada and the US.
Built and operated by Chris Bender.

Start here

Pay now — www.automatqmarketing.com/portal
Book a 30-minute Missed-Lead Audit — cal.com/automatq/discovery
Written next steps, no call — www.automatqmarketing.com/start.html
Email — Chris@automatq.com

HOW THIS WORKS

Start with the sprint. Continue only if it works.

Three decisions, in order. Every price covers the scope described — no hourly surprises.

- **\$1,500 CAD** — 30-day sprint
- **No setup fee** — the sprint is the setup
- **\$399 CAD/month** — only if you continue

Who this is for. Owner-led residential HVAC, plumbing, electrical, and roofing contractors.

A note on two prices that match. Contractor Automation and Reputation Pro are both \$399 CAD per month. They are different products: the first runs your whole lead workflow, the second only your reviews. That is not a misprint.

A note on website pricing. A working website is included with Contractor Automation. Bought on its own, a build starts at \$2,000. As an upgrade from the site you already have with the plan, premium builds start at \$3,000.

30-Day Missed-Lead Recovery Sprint

\$1,500 CAD one-time · No setup fee · then \$399 CAD/month, only if you continue.

- Missed-call text back on the channels you authorize
- Website form and chat enquiries acknowledged too
- Leads routed into your existing CRM, Jobber, or a Trello pipeline
- A client-approved 14-day follow-up with opt-out handling
- A weekly scorecard covering acknowledgement time and follow-up status

The launch guarantee

If the agreed channels are not live by the end of business day 10 because of an Automatq-caused delay — after credentials, routing details and approved scripts are received — you choose the remedy: a full refund of the \$1,500 CAD sprint fee, or continued work at no charge until the workflow is live.

Managed platforms

Set up and operated for you, month to month.

Contractor Automation

\$399 CAD/mo

Every lead lands somewhere. Chased automatically.

- A working website built and hosted for you — mobile-first, on-page SEO, quote form and click-to-text
- Missed-call text back on the channels you authorize
- Automated lead follow-up — website forms, chat, missed calls and social messages all acknowledged
- All-in-one inbox — Facebook, Instagram, SMS and email in one thread list
- Business phone number with call tracking, separate from your personal line
- One-click marketing campaigns — lead revival, review requests, seasonal promos, customer nurture
- Local SEO — on-site, off-site, technical and Google Business Profile work, with a monthly report

and 3 more — full scope at www.automatqmarketing.com/pricing.html

Staffing Platform

\$1,495 CAD/mo

plus a one-time setup of \$5,000 CAD

The full staffing agency platform, run for you.

- Branded job board + candidate intake portal
- Employer onboarding + back-office admin dashboard
- AI résumé screening → top-5 shortlist in your inbox daily
- Receptionist · Follow-up · Reviewer · Voice · Onboarder agents
- Routed into your ATS (Bullhorn, Vincere, ...)
- Hosting, monitoring, updates + support included

Reviews, on their own

Review requests, monitoring and drafted replies. Self-serve — start and stop these yourself.

Reputation Starter

\$149 CAD/mo

Review requests sent automatically after every job.

- Reviewer agent — auto-asks after every job (SMS + email)
- One-tap review widget for your site
- Live Google rating + count badge on your site
- Weekly new-review digest to your inbox
- Up to 1 location

Reputation Pro

\$399 CAD/mo

Monitoring across the major review sites, with drafted replies.

- Bad-review intercept — flag 1–3★ before they go public
- AI-drafted replies in your brand voice (Google + Facebook + Yelp)
- Cross-platform monitoring (Google, Facebook, Yelp, BBB)
- Real-time Discord / Slack / SMS alerts on every new review
- Review-request templates by job type
- Up to 2 locations

Reputation Elite

\$799 CAD/mo

Multi-location monitoring with human-reviewed replies.

- Unlimited locations (multi-location dashboard)
- Competitor monitoring — track 5 rivals' star trends weekly
- Human-reviewed AI replies (you approve, we post)
- Monthly branded reputation report (PDF, board-ready)
- Local-SEO schema injection on your site
- Direct line to Chris for escalations

Websites

Five fixed-scope packages. Each tier includes everything in the one below it.

DELIVERY · 2 WEEKS

Web 2 **\$2,000** CAD one-time

A landing page that captures leads.

- Single-page launch site
- Up to 5 sections (Hero · Features · About · Contact · Footer)
- Mobile-responsive, 60 fps target
- Domain + hosting on Vercel
- Basic SEO + Google Analytics

and 2 more — full scope at
www.automatqmarketing.com/pricing.html

DELIVERY · 2 WEEKS

Web 3 **\$3,000** CAD one-time

A two-page site that warms the lead.

- Two pages instead of one (Home + About or Services)
- Brand-matched motion + scroll choreography
- Up to 7 sections across both pages
- Multi-step qualification form (not just a contact box)
- Extended SEO + sitemap

DELIVERY · 3 WEEKS

Web 5 **\$5,000** CAD one-time

A multi-page site that books the call.

- Custom video backdrop — shot on Lumix S5IIX + edited (15–20s loop)
- Inline visual editor — edit copy, swap images & video on the live page (no Squarespace, no dashboard, no dev)
- Up to 5 pages, not 2
- Custom page-to-page transitions
- Component & design system you can extend

and 2 more — full scope at
www.automatqmarketing.com/pricing.html

DELIVERY · 4–6 WEEKS

Web 10 **\$10,000** CAD one-time

A flagship site competitors screenshot.

- AI-cinematic video edit — color-graded, AI-upscaled, motion-tuned
- Custom WebGL hero + interactive 3D scenes
- Up to 10 pages, not 5
- Bespoke motion language across every page
- Unlimited revisions during the build

and 3 more — full scope at
www.automatqmarketing.com/pricing.html

DELIVERY · 6–8 WEEKS

Web 20 **\$20,000** CAD one-time

A launch event in a URL.

- Custom WebGL throughout — not just the hero (shaders, 3D, particles)
- Brand film integrated into the product surface
- Concept-to-launch design partner relationship
- Animation system + reusable cinematic scenes
- Multi-locale (i18n) support

and 3 more — full scope at
www.automatqmarketing.com/pricing.html

Care and brand retainers

The optional plans once the build is live.

WebHost

\$150 CAD/mo

Hosting + active optimization, handled.

- Edge hosting on Vercel
- 24/7 uptime monitoring + security patches
- Monthly performance + conversion optimization
- 3 hrs/mo of content + micro-feature work
- Quarterly A/B test setup

and 2 more — full scope at
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Scale 500

\$500 CAD/mo

Always-on cuts from your existing footage.

- 4 short-form cuts per month (15–30s) for social
- 1 hero edit per month (60–90s) for site or pitch deck
- 5 hero stills, color-graded — refreshed monthly
- Half-day shoot day quarterly on Lumix S5IIX
- Monthly drop to your Drive / Dropbox, ready to post

Scale 1500

\$1,500 CAD/mo

Monthly shoot day + a full content drop.

- Full shoot day every month (Lumix S5IIX · 4K · 10-bit)
- 8 short-form cuts + 2 long-form (90–120s) per month
- 20 hero stills, color-graded
- Motion design overlays — lower thirds, logo lifts, animated text
- Monthly distribution calendar: what to post where, when

Scale 3000

\$3,000 CAD/mo

A brand-film engine, every month.

- Multi-cam day — B-cam + gimbal, drone where permitted
- Cinematic edit with sound design + licensed music
- Quarterly brand film (90–180s flagship cut)
- Performance creative — A/B ad variants for paid traffic
- Quarterly creative strategy session with Chris

What we guarantee, and what we do not.

In writing

- The agreed workflow live on the agreed number by the agreed day — or you pick the remedy.
- Every eligible missed call gets an approved text back, automatically.
- Fixed scope at a fixed price, with every script and stop condition approved by you first.

Never promised

- Lead volume, enquiry quality, or customer behaviour.
- Booked jobs, closed revenue, or return on investment.
- Rankings, traffic, or a date by which any of the above arrives.

Automatq guarantees the agreed launch remedy — not lead volume, customer behaviour, booked jobs, closed revenue, or return on investment.

Prices are set in Canadian dollars and charged in CAD. Final scope, access, privacy, consent, messaging, third-party costs, taxes and payment terms are agreed in writing before work begins. Recurring work is month to month. Automatq does not provide legal advice. Full terms at www.automatqmarketing.com/agreement.html.

Ready when you are

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