

A field-service platform owned outright by Pro Link Solutions

Prepared by Brandon Rangel · IgnitivIO · August 28, 2026

Congratulations on Austin. Y'all are building something real, and this platform is about giving that growth a foundation that grows with it — so the team can run more markets without working more hours.

WHAT GETS BUILT

Field app (crew phones, iOS + Android). Sites sorted by GPS — nearest first. Tap the site, tap the service, before photos, after photos, close out. That one tap generates the priced work order, emails the confirmation, and updates the map. Designed for every crew member: big buttons, photos first, nothing to read twice.

Admin portal (Jacob, Trey, Zach). The map: every property a pin, color-coded by service status — green in scope, yellow due, red overdue, black 30+ days. Click through to full service history and every photo ever taken there. Spot problems from a screen instead of a windshield, reassign, build routes. Plus everything the master workbook does today — vendors, COIs, capacity, suppliers, work orders, recurring maintenance with quality ratings — in one place, on any device.

Comms layer. A voice agent that answers when nobody can — captures the address correctly, reads it back, texts you the summary seconds after hangup. Missed-call text-back. Review requests on job completion. And the customer side lives here too: your client and contact database in one place, estimate follow-ups that chase quiet quotes so nothing goes cold, text and email campaigns to your client list for new services and seasonal work, automatic status updates at every stage — including a "your technician is on the way" text with a photo of who's coming — and website chat that captures requests and questions after hours. Later: property takeoff data (Beam) feeding one-click branded proposals, route optimization, vehicle tracking, and AI photo quality scoring.

What stays: CompanyCam (your Whataburger photos flow in automatically via integration — nothing about that relationship changes) and Beam AI (integrated, so takeoff data lives on the

property record).

OWNERSHIP — WHAT "YOU OWN IT" MEANS OPERATIONALLY

Every account the platform runs on — the code, the database, the phone system, the AI services, the app store accounts — opens in **Pro Link's name and bills to Pro Link's card**. Your code, your data, exportable any day, with automated nightly backups to storage you control. I set it all up and run it; my access is granted by you and you can pull it anytime. When an investor asks "do you own your technology?" the answer is yes, provably, at the account level.

Worth noting: the company behind KFM 24/7 runs its entire national program on a platform it built in-house — and talks about it publicly as its competitive edge. That's the tier you're building toward, and this puts the same category of asset in Pro Link's hands — shaped around how y'all work, at the stage where you can still shape it.

THE 30 / 60 / 90 DAY PLAN

First 30 days — stop losing what's already coming in.

The phone answers when nobody can: the voice agent goes live, missed calls get a text back within a minute, and finished jobs ask for reviews automatically. Carrier registration for Pro Link's texting gets filed on day one, since that approval takes weeks no matter who builds it. Behind the scenes, the master workbook starts moving into the real database — so by day 30 the map you're looking at in the prototype shows *your actual properties*, live.

Why this comes first: it catches revenue and protects the reputation while the bigger build happens — you're getting paid back before the platform is even finished.

Days 31–60 — the office runs on it.

Recurring-maintenance tracking goes live: every site, last service date, days since, status computed automatically — the workbook's biggest tab, retired. Work orders with per-site pricing. Trey and Zach manage the day from the portal instead of the spreadsheet, and one or two crews pilot the field app on their phones — nearest site first, before photos, after photos, close out.

Why second: the office data has to be solid before crews touch it — nobody hands their guys a half-empty app and asks them to trust it.

Days 61–90 — every crew, every market.

The field app rolls out to all crews and vendors doing the work. CompanyCam photos flow into property records automatically — nothing changes for Whataburger. Vendor management comes online: pipeline, insurance (COI) tracking with expiry alerts, capacity. The native

iPhone/Android apps get submitted to the app stores. By day 90, a service in Houston shows up on the map in Lubbock the minute it closes out.

Why third: crews adopt fastest when the thing already works — by now it's been running the office for a month.

Past day 90 — the growth tools.

Property takeoff data (Beam) on every site, one-click branded proposal PDFs, route optimization, vehicle tracking, photo quality scoring with human review, the snow module before the season needs it.

Why last: these get smarter the more real service history the platform has — building them first would mean building them on guesses.

Working pieces every week, a demo at every 30-day mark, and if the build runs ahead of this plan, the later tools move up — the window stays the same, you just get more inside it.

THE HOMEWORK BEHIND THIS

This proposal isn't a guess. Before writing it, I studied how your operation actually runs: the portals you work inside today — KFM, CompanyCam, Jobber, CallRail, Beam — what the national facilities primes run on, and the off-the-shelf platforms an operation your size would otherwise rent. The design and the price both come from that homework.

	RENTED PLATFORM	PRO LINK OS
Who owns it	Them	You
Cost shape	Per-user fees, every year, forever	Build once, modest support after
Fit	You adapt to their workflow	Built around how y'all work
Your vendors	Extra seats at their prices	Your own portal, when you're ready
Your data	Lives in their system	Yours, exportable any day

INVESTMENT

Platform foundation (one-time)	\$5,000
Build retainer through the 90-day plan + growth tools (~5 months)	\$8,000 / month — 1099, paid on your payroll cycle

After the build	\$3,500 / month — hosting oversight, support, continuous improvement
Infrastructure (phone lines, cloud, AI usage, app-store accounts)	Billed directly to Pro Link's own accounts at cost, no markup — estimate \$150–400/mo during the build, scaling with usage as the business grows. Roughly \$125 in one-time developer-account fees to publish the apps under Pro Link's name.

Two separate things, so there's never confusion: the retainer is my work — design, code, testing, rollout, and keeping it stable. The infrastructure line is the platform's running costs — phone lines, servers, the AI that answers calls and reads photos, monitoring and backups — and it runs on Pro Link's own accounts because Pro Link owns the platform. I set those services up, keep them tuned, and watch the spend; you see every bill at actual cost. I never mark up your infrastructure — those bills are yours at cost, and I don't make a dime off them.

Roughly \$70k in year one. About \$40–45k a year after. For comparison: assembling this from off-the-shelf tools (Aspire-class platform + the apps you're juggling today) runs about **\$110k in year one and every year after, forever** — and you own nothing at the end of it. This is \$40k less in year one, a third the cost after — and it's yours.

IP terms (default): Pro Link owns its product — all application code, branding, and data — outright and exclusively in your industry and markets. I retain the right to reuse generic underlying components in unrelated work. **Full assignment** (every line, no reuse anywhere): +\$75,000 within the first year — repriced after that as the platform's value grows, so buying it early is buying it cheap.

Built for where you're headed: the platform is structured from day one so that when Pro Link becomes the prime, your vendors log into *your* system to receive work, submit photos, and close out jobs — the same way you use your clients' portals today, except this time it's yours. That door gets built now so it's already there when you're ready to walk through it.

TERMS

Six-month initial engagement. Every phase has named deliverables and a demo day. 30-day check-ins against this document. Contract defines deliverables and IP — not hours.

Ready to start tonight. — Brandon



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