LEESBURG & LOUDOUN COUNTY • SITREP LEADS • FOR PROSPECTS

For 1-5 person remodelers - kitchens, baths, basements, decks & additions

You run the jobs. We run the *desk.*

You are on site all day. Quotes, follow-ups and invoice reminders pile up until 9pm - or they do not get done at all. **Remodeler Ops Desk is a daily operations retainer for small remodelers.** We handle the desk work in writing, every weekday, and you approve anything sensitive before it goes out.

Plain promise: We don't promise ratings, rankings, more reviews, jobs, or revenue. We promise the deliverables, turnaround and process described here.



A kitchen mid-remodel - the kind of multi-week job where the sale lives in email long before it lives on site.

Built for shops like yours

1-5 person residential remodelers in Leesburg and Loudoun County, where the owner is on the tools or on site during the day and does the paperwork at night.

Not for

Large general contractors, showrooms, or franchises with their own central office. If your admin problem is one owner's evenings, this is sized for you.

FULL ONLY Invoice reminders (04) and review replies (05) are in the Full tier only - see pricing on page 4.

WHAT WE TAKE OFF YOUR PLATE

The desk work, handled every weekday

Six services, same-business-day rhythm, in writing - with anything sensitive held for your approval.

01

Inbox triage, twice a day

New mail sorted into Act now, Quote follow-up, Scheduling, Invoice, Supplier / sub, and Spam. Replies drafted in your voice from templates you approve. Price changes, delays, defects, complaints or payments are flagged - never sent on our own.

02

Quote follow-ups that happen

One live list of every open quote: client, job, amount, date sent, last contact, next touch. Each follow-up written for the actual job, never a generic "just checking in." We never invent or adjust a price, scope, or start date.

03

Calendar holds & confirmations

Site-visit and measure slots held and confirmed, bookings moved when a job overruns, a recap drafted after each visit, and a one-page "this week / next week" schedule for you and your lead.

04

Invoice-reminder drafts FULL ONLY

Deposits and progress payments tracked from your invoice list. Reminders at 7, 14 and 30 days overdue, all drafted for your approval - nothing sends until you approve it. We never send money, take payment details, or promise a payment plan.

05

Review replies, within 24 hours FULL ONLY

Your Google Business Profile checked daily. Every new review gets a specific reply drafted within 24 hours for your approval - 1-3 star reviews first. Nothing posts without your written approval.

06

A one-page Friday summary

Quotes sent, followed up, won, lost, and stalled. Invoices overdue and collected, as you report them. Reviews received and replied to. Calendar changes. And the 3 things that need your decision.

Quote follow-up cadence

Quote sent → **Day 2-3** → **Day 7** → **Day 14** → **Close-the-file note**

Each note personalised to the actual job. Never a generic chase, never an invented price or date.

You stay on site. The inbox, the quote list and the calendar stop depending on whether you get home early enough to catch up.

PROVE IT FIRST

Start with a 2-week pilot

No long commitment up front. The pilot never converts to a paid month on its own - a paid month starts only on your written approval after the Day 14 review.

DAY 0 - ONBOARDING, IN WRITING

Onboarding

About 60-90 minutes of your time, in writing, over email. We agree your rules sheet, templates and approval list, set up your quote and invoice lists and calendar rules, and connect access by delegation only - never your password.

DAYS 1-3

Shadow and clean-up

We triage the backlog, build your quote pipeline and overdue-invoice list, and draft replies to anything older than 48 hours. Drafts only - nothing sends. You get a "here is what was hiding" list.

DAYS 4-10

Live daily rhythm

Twice-daily triage, quote follow-ups on cadence, calendar confirmations, review drafts within 24 hours (Full tier), invoice-reminder drafts (Full tier). You approve sensitive drafts the same day - about 15 minutes a day.

DAYS 11-14

Measure and decide

A second Friday report and a written review. You decide go or no-go against the measures agreed on Day 0.

Pilot fee: $297 flat, due before Day 0. Waived in full for the first 3 pilot clients. Not credited toward the first paid month. Cancel before Day 0 and we refund it less any work completed; once Day 0 work starts, it is not refundable.

YOU STAY IN CONTROL

Nothing sensitive goes out without you

- ✓ **Written approval first**
  Nothing sensitive sends without your approval of that exact text. Silence is not approval.
- ✓ **Delegated access only**
  Gmail delegation, calendar edit access, and a Manager (not Owner) role on your Google Business Profile. Revocable at any time.
- ✓ **You own everything**
  Every account, list and file is yours, built in your accounts.
- ✓ **Everything in writing**
  Email and written messages only - no phone or video calls.

PRICING

Simple, month-to-month pricing

Month-to-month, invoiced in advance, due on receipt. No per-job or per-appointment pricing. Both tiers start with the 2-week pilot on page 3 (pilot fee $297, waived for the first 3 pilot clients).

CORE

$750 / month

The desk essentials, every weekday.

- Twice-daily inbox triage + drafted replies
- Live quote pipeline + follow-ups
- Calendar holds & confirmations
- One-page Friday summary

FULL

$950 / month

Everything in Core, plus:

- Invoice reminders at 7, 14 & 30 days overdue, drafted for your approval
- Review management - every new review drafted for approval within 24 hours



Leesburg, VA. We work with small remodelers across Leesburg and Loudoun County.

Pilot, renewal, cancellation & refunds

Pilot: 2 weeks, no auto-conversion; a paid month starts only on your written approval after the Day 14 review. Pilot fee $297 flat, due before Day 0, waived in full for the first 3 pilot clients, not credited toward the first paid month. Cancel before Day 0: refund less work completed; once Day 0 work starts: no refund.
Ending the service: written notice at least 14 days before the next renewal date, effective at the end of the paid service month, unless we both agree an earlier date in writing.
Refunds: none for the current paid month, except a pro-rata refund for unused full weeks if Sitrep Leads terminates without cause mid-month, or materially breaches and does not cure.

✓ **Delegated access & your current lists**

Open quotes, active jobs and start dates, and overdue invoices - in whatever form you already keep them - plus one page of rules for tone, sign-off and approvals, and about 15 minutes a day in the pilot.

What this service does not do

Phone calls. Handling money or taking payments. Bookkeeping. Pricing or estimating. Permit or code advice. Contract or change-order drafting. Hiring subcontractors or scheduling their work - we hold calendar slots only.

Next step

Tell us how many quotes you have sitting open right now. We reply in writing with a one-page plan for your pilot within 2 business days - all in writing, by email.

michael@getsitrepleads.com

Not ready for the service? Starter Kit waitlist

We are gauging interest in a do-it-yourself Starter Kit of templates and checklists for the same routine. It is not built yet; joining is free and is not a purchase, and we plan to build it if enough remodelers join. Join at **sitrepleads.com/waitlist/**.

Business days are Monday to Friday, excluding US holidays. Turnaround clocks pause while we wait on your approval.