

YOUR VERSION OF DONNA

The Factory

One spine that connects everything you already use, and modules that plug into it one at a time, starting with what eats your week. Built with you, so you keep building on it.

"It's going to help me build the factory that will help me build new features or businesses or concepts."

DYLAN, OCT 21

The spine

Every source connected once. One home per fact. Compass stays your CRM.

Texts + calls

Your same number

Email

Compass + Gmail

Compass CRM

Contacts + deals.
Read and log,
never replaced

Google Drive

Listing packets

Calendar

Showings + open time

Salt Collective site

Sign-ups

Instagram

Posts

MONTH 1

Listing packets

One Drive folder per listing: photos, plat map, disclosures, CC&Rs, showing windows. Always ready to send.

"Scattered all over my computer."

MONTH 1

Inquiry autopilot

Texts, missed calls, email, Compass and site sign-ups answered with the right packet and open times. You approve before it sends.

"Five to seven a week, primarily text and phone."

MONTH 2

Follow-up engine

Day 1, 3, 7 and 30 nudges drafted for every lead, plus a heads-up when a new listing fits what someone asked for.

"Every deal matters."

MONTH 3

Marketing + social

A launch kit the day a listing goes live: the post, the email to matched buyers, a flyer in your Salt Collective look.

"Marketing for sure, helping me with social media."

AFTER 90 DAYS

Escrow desk

Deadlines, documents and updates to every party, from accepted offer to keys.

"Once a deal is in escrow."

YOU BUILD IT

Your next business

Same spine, new module. Spec builds, a new concept, whatever's next. You build it, Brody coaches.

"Other businesses and concepts going into the future."

MONTH 1

Foundation + first win

Your HQ set up, packets organized, every inquiry answered with the right packet in minutes.

MONTH 2

Nothing goes cold

Follow-ups drafted for every lead. One weekly list of who's warm.

MONTH 3

Marketing, then on your own

Listings launch themselves, and you build a module without Brody.

Built with you

A weekly build session. You drive, Brody architects. You learn it by building it.

You approve, it sends

Nothing goes to a client without your OK. You stay the agent.

You own all of it

Your accounts, your files, your HQ. It keeps working and growing without us.