MPATH
CONSULTING



PROPOSAL PREPARED FOR

Correct Cooling

Every call answered. Every request written down.

Prepared by Daniel Booker, MPath Consulting · October 7, 2026

THE PROBLEM

When you are on a job, the phone keeps ringing.

52 in 100

calls to home service companies reach a person. The rest do not.

A homeowner whose air quits in a Tampa summer does not wait long. If nobody answers, they can call the next name on the list. The demo shows what happens when every call, text, chat and form gets answered.

Source: Invoca, Home Services Lead Conversion Benchmarks Report, July 2026, more than 70 million calls on its own platform (vendor data).

PROOF BEFORE YOU DECIDE

It is built and ready for you.

Your demo page

correctcooling.mpathconsulting.io

Your page, the request form, the chat.

A demo line

When you say go

It runs until the end date on the page. Call it, text it, hang up on it.

Your dashboard

/dashboard

A sample month, so you see what you get.

Open correctcooling.mpathconsulting.io/try for the steps to try it.

HOW IT WORKS

When a homeowner reaches out

1

They reach out

A call, a text, the chat or the form.

2

Four questions

What they need, about the system, the address, how soon.

3

A text back

They hear back right away, even when you are on a job.

4

You follow up

The answers and a reminder, all in one place.

BUILT FOR CORRECT COOLING

All of this is built and tested.

What	Status	What it does
Voice assistant	Ready	Answers the demo line and asks the four questions
Missed-call text back	Ready	A caller who hangs up gets a text
Website chat	Ready	The same assistant, on your page
Request form	Ready	The request comes in with the four answers
Follow-up texts	Ready	A few texts over a week, stopping on any reply
One board for every request	Ready	Each request gets a card and a reminder for you

WHAT WAITING MAY COST

What is a missed call worth?

Worked example: about 20 calls a week, about half not reaching a person, a $1,205 average repair job, 1 in 5 of those callers booking

About $10,000 a month

in repair work missed, about $120,000 a year. That is revenue, before your costs.

Put in your own numbers. Nothing is saved or sent.

correctcooling.mpathconsulting.io/your-numbers

This shows what missed calls may be costing now. It is not a promise of what you will gain.

$1,205: Housecall Pro, 2026 HVAC Industry Trends, from about 2 million jobs. About half reach a person: Invoca, July 2026. Both are vendor data. 20 calls a week is an illustration.

THE PRICE

Launch pricing

One time setup

$1,500

Months 1, 2 and 3

$297 a month

What is included

- The assistant answers calls day and night (200 minutes a month)
- A local number that rings your phone first
- Missed-call text back
- Website chat
- Photos by text
- Follow-up texts
- Your page on your own web address, hosted
- Facebook, Instagram and Google profiles, set up or tuned up, every post and ad tracked

At signing: $1,797, the setup plus your first month. From day 91, everything at the regular price: $1,788 a month.

INCLUDED IN YOUR SETUP

Your top 3 profiles, done right

Before people call, they look you up on Google, Facebook and Instagram. Most owners post and run ads without ever knowing which ones bring in calls. We fix that.

Google Business Profile

The one that matters most. It is how people find you on Google Maps. Yours has 5.0 stars from 34 reviews. We clean it up and keep it current.

Facebook Page

Where people look you up, and where your ads run. Set up right and tied to your ads.

Instagram

Included alongside Facebook, from the same posts. Any profile you are missing, we set up.

Every post and ad tracked, so you can see which ones bring in calls and which ones don't. No extra cost.

THE TERMS

Simple, and month to month

Month to month

Stop any time with 30 days notice.

Two small changes a month

Ask us for two small changes each month.

200 assistant minutes a month

Past that, usage is billed at our cost.

Ads are separate

Ad spend is not included in the plan.

INCLUDED FOR 90 DAYS

All of it, from day one

Social media, $597 a month

12 posts a month on Facebook, Instagram and your Google profile, plus message replies.

Reviews, $397 a month

Review requests after each job, and an alert to you on any rating under 5 stars. You start from a 5.0 on Google.

Ads, from $497 a month

Google and Meta ads run for you. Our pick: about $2,900 a month in ad budget. HVAC companies spend about 6% of revenue on marketing.

Prices shown are the regular price from day 91. The ad budget is paid to Google or Meta directly.

HOW YOU START

90 days of everything. Then the regular price.

Months 1, 2 and 3

$297 a month

Everything: every call answered, plus social, reviews and ads. $1,797 at signing, the $1,500 setup plus month 1.

From day 91

Everything at the regular price: $1,788 a month.

Cancel any time in your first 90 days and the regular price never starts. After that, cancel any time with 30 days notice.

Around day 80 we meet to review your proof report, missed calls answered and new customers, and make sure we are aligned before you decide. Your dashboard shows the same numbers any time. Ads run only while you fund the ad budget.

GOING LIVE

What changes when it is yours

Your own number

A new local number that rings your phone first. The assistant answers when you can't.

Your own name

Texts and the assistant speak as Correct Cooling, not as a demo line.

Your own page

The page moves to your web address, with the demo notices taken off.



TRY IT FOR A WEEK

Say go. We turn it on.

1. We turn on a demo line and the chat, with an end date.
2. Call it and answer like a homeowner would.
3. Call again and hang up. Watch for the text.
4. Open correctcooling.mpathconsulting.io/try for every step.

Then let's talk about turning it on for real.

Concept by MPath Consulting.