

GUARDIAN SOFT WATER (JEFF SMITH) — CHARTER PARTNER KICKOFF & 16-PILLAR STOREFRONT PACKET

Official Exclusive Eagle Mountain, UT (84005) Partner · eaglemountainwatersoftener.com · Activated Friday, Oct 23, 2026

ACTIVE PARTNER #1 · 3 FREE LEADS (\$0)

Partner: Jeff Smith · (801) 928-8565 · jeff@guardiansoftware.com

CRM Portal: <https://onetownmedia.com/crm>

DIAGRAM 1: ANGI-KILLER EXCLUSIVE EAGLE MOUNTAIN FUNNEL VS. ANGI SHARED-LEAD MODEL

100% EXCLUSIVE ROUTING TO GUARDIAN SOFT WATER (801-928-8565)

ANGI / THUMBSTACK SHARED TRAP
\$85-\$120/Lead Sold to 5 Utah Plumbers

5 SHOPS CALL AT ONCE
Price-Shopping War · ~11% Close Rate

RESULT: \$765+ EFFECTIVE COST PER BOOKED INSTALL & ZERO DIGITAL ASSET OWNERSHIP
You pay for disconnected numbers & tire-kickers while Angi owns the traffic.

1. EAGLEMOUNTAINWATERSOFTENER.COM
Homeowner Sizes 48k/64k Clack WS-1 + RO

2. 100% EXCLUSIVE TO JEFF SMITH
<5s SMS to (801) 928-8565 · 0 Competitors

3. FIRST 3 LEADS = 100% FREE (\$0)
Verify Field Quality Before Paying \$0.01

4. CHARTER LOCK (\$39/Lead or \$149/Mo)
Or \$199/Mo All-In (1 Install Pays Full Year!)

DIAGRAM 2: YOUR 16-PILLAR FULLY SERVICED ONLINE STOREFRONT → 3-TIER INTRADAY PULSE → 2-PART GUARANTEE

\$0 UPFRONT SETUP · MONTH-TO-MONTH · YOU OWN ALL ASSETS

A. 16-PILLAR STOREFRONT (GUARDIANSOFTWARE.COM)

- Fix Wix "I'm a product" items + Clack WS-1 Calculator
- @guardiansoftware.com Switchboard (\$0/seat) + 5-Sec SMS
- Eagle Mtn/Saratoga SEO, AI Search & Merchant Feed
- Google/Trustpilot/Yelp Reviews + Text-to-Pay Invoicing

B. 3-TIER "ZERO-BLINDSPOT" OWNER NOTIFICATIONS

- Tier 1 (<5s SMS/Email): New leads, missed-call SMS transcripts, <4★ complaint catches & invoices paid (\$)
- Tier 2 (12:30 PM & 5:30 PM Intraday Operations Pulse)
- Tier 3: Weekly & Monthly Plain-English ROI Scorecard

C. 2-PART ZERO-RISK PERFORMANCE GUARANTEE

- Track A: First 3 Leads Free (\$0) + 1-Text Replacement + <4 Leads/Mo on \$149 Flat = Next Month 100% FREE
- Track B: \$0 Upfront Setup (Pay Nothing Until Live)
- Month-to-Month: Keep Domain, CRM & Review Profiles

1. SIDE-BY-SIDE COMPARISON: WHY GUARDIAN SOFT WATER BEATS ANGI & FRANCHISE LEAD NETWORKS

1 Closed Clack WS-1 Install (\$1,690-\$2,750) Pays for a Full Year of Charter Exclusivity

FEATURE / ECONOMIC DRIVER	ANGI / HOMEADVISOR / THUMBSTACK	TRADITIONAL WEB / SEO AGENCY	ONE TOWNE MEDIA LLC (GUARDIAN CHARTER)
Upfront Setup & Proof Trial	\$300-\$1,200+ fee · Charged from Lead #1	\$2,500-\$5,000+ upfront · 12-mo lock-in	\$0.00 Upfront Setup + First 3 Eagle Mtn Leads FREE (\$0)
Lead Exclusivity & Price	\$85-\$120/lead sold to 4-5 Utah shops	\$1,500/mo retainer · Zero lead guarantee	100% Exclusive to Jeff: \$39/lead or \$149/mo Whole-Town
Storefront, Email & SMS	Leaves Wix "I'm a product" bugs untouched	Charges \$15/seat email + \$300/mo SaaS fees	Fixes Wix Store + @guardiansoftware.com (\$0/seat) + 5-Sec SMS
Reviews, Invoicing & CRM	Public complaints hurt profile · No billing	No invoicing or intraday complaint catch	Google/Trustpilot/Yelp Mgmt + Text-to-Pay + Live Edge CRM
All-In Monthly Charter Rate	\$1,500+/mo in shared lead spend	\$3,000 upfront + \$1,500/mo	\$79/mo (B1) · \$129/mo (B2) · \$199/mo All-In Bundle (Save \$79)

2. GUARDIAN SOFT WATER 48-HOUR KICKOFF CHECKLIST

IN PROGRESS NOW

- ☑ Official Partner Badge Live on eaglemountainwatersoftener.com: Displays "Official Exclusive Eagle Mountain Partner: Guardian Soft Water (Jeff Smith · (801) 928-8565)" across all 8 Eagle Mountain subdivision hubs.
- ☑ 3 Free Exclusive Leads Counter Armed (0 of 3 Used = \$0.00): All calculator quotes route in <5s to (801) 928-8565 & jeff@guardiansoftware.com + logged on onetownmedia.com/crm.
- ☑ Fix Wix "I'm a product" Storefront Placeholders: Replace the 12 unfinished Wix template items (\$1,599 / \$1,699 / \$1,799) on guardiansoftware.com with your exact 32k / 48k / 64k / 80k Clack WS-1 + 10% resin packages & Google Merchant feed.
- ☑ Activate @guardiansoftware.com Email Switchboard (\$0/Seat): Instant forwarding for info@guardiansoftware.com, quotes@guardiansoftware.com, billing@guardiansoftware.com + support@guardiansoftware.com to Jeff's phone with zero migration.
- ☑ Enable 5-Sec Missed-Call SMS, Reviews & Text-to-Pay: Auto-text missed calls while installing + Google/Trustpilot/Yelp review requests + 1-click SMS Text-to-Pay invoicing.

3. JEFF SMITH'S LOCKED-IN CHARTER RATE OPTIONS (AFTER 3 FREE LEADS)

MONTH-TO-MONTH

CHARTER PLAN	RATE (\$0 SETUP)	INCLUDED FOR GUARDIAN SOFT WATER
Track A1 (Pay-Per-Lead)	\$39 / lead (\$0/mo base)	100% Exclusive Eagle Mtn (84005) leads after 3 Free Leads. 1-text free replacement on any spam/out-of-area.
Track A2 (Whole-Town)	\$149 / mo flat (Unlimited)	100% of Eagle Mountain portal leads & calls + 4-Lead/Mo Volume Floor Guarantee (or next month Free).
Track B1 / B2 Storefront	\$79 or \$129 / mo (\$0 build fee)	B1 (\$79): Web/CMS, Calculator, Calendar, @guardiansoftware.com Switchboard, 5-Sec SMS, Text-to-Pay, CRM & Intraday Pulse. B2 (\$129): All 16 Pillars (+ Local SEO, AI Search, Google/Trustpilot/Yelp Reviews & Support Desk).
All-In Charter Bundle	\$199 / mo All-In (Save \$79/mo)	Combines Track A2 Whole-Town Exclusivity (\$149) + Plan B2 All 16 Storefront Pillars (\$129).

Sean O'Mara · Managing Member — One Towne Media LLC

"SMB with Fortune 500 Marketing · Your Fully Serviced Online Storefront" · One Town. One Contractor. Zero Shared Leads.

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