

TURNING REPUTATION INTO BOOKED MOVES

AN HONEST, SIDE-BY-
SIDE FRAMEWORK: **KEEP
YOUR AUTOMATION** OR
DEPLOY OUR **CLIENT-
OWNED SYSTEM.**

Prepared for Michael de Langen Wendels. You asked for plain truth: Option A ensures whatever system you run pays off through independent conversion telemetry. Option B gives you an uncompromised, client-owned automation alternative to compare line-by-line.

CLIENT

Michael de Langen Wendels

COMPANY

Legend Furniture Removals

ADVISOR

Andries Liebenberg, AN3S

DATE

19 October 2026

SECTION 01

Executive Letter

Plain facts, zero agency sales theater, and full respect for what you are already building.

HI MICHAEL,

Thank you for being open about already having someone building a workflow automation for you. You asked me to be true, so here it is plainly.

My primary recommendation (**Option A**) is **not** a second version of the same automation. If your current developer is linking your email, WhatsApp, Google, and lead sites, that is good plumbing, and you should let them finish it. Option A installs working Google Analytics 4, route-based search visibility, and an independent monthly *Scorecard* so you can verify that their plumbing is actually turning enquiries into booked moves.

Because you said you would compare, I have also set out our own automation (**Option B**) so you can put it side by side with theirs, line by line, using the checklist at the end. Take whichever is better for Legend, or neither. Either way, Option A works alongside any automation.

i What the audit found: Legend has outstanding public trust (~4.7 on ~350 Google reviews, 9.5 on Sirelo, 9.8 TrustIndex on Hellopeter). But your website runs Google's old Universal Analytics tag, which was shut down in July 2023. Currently, nobody can measure where your bookings come from or what each platform costs.

SECTION 02

Strategic Packages & Investment

Two distinct routes tailored to give you total control and clarity.

PRIMARY RECOMMENDATION

Option A: Keep Your Automation, We Make Sure It Pays

Independent telemetry, search asset optimization, and conversion tracking designed to sit alongside your existing build.

R7,500 once-off

+ R2,450 / month

- ✓ **Lead-to-Booked-Move Scorecard:** GA4 conversion tracking on quote forms, calls, and WhatsApp clicks, plus a monthly scorecard attributing booked moves and cost per source.
- ✓ **Search & Visibility Fixes:** Canonical clean-up of duplicate URLs, high-intent route metadata (e.g. Pretoria to Cape Town), and consistent directory listings.
- ✓ **Show Off Your Reviews:** High-impact live review badge on homepage and quote form, plus 10 review-led social assets monthly using real moves and quotes.
- ✓ **Website Care Plan:** Monthly maintenance, security, and performance fixes so your web property remains fast and error-free.

SELECT OPTION A

Option B: AN3S Lead-to-Booking Automation

An honest alternative or replacement build. A unified, client-owned pipeline built on open standards under your direct ownership.

R7,500 once-off

+ **R0 / month** (+ pass-through API costs TBC)

- ✓ **All Leads in One Place:** Unifies Sirelo, Moving24, Bark, Google Search, Google Ads, website quote form, email, and WhatsApp into one master dispatch list.
- ✓ **Instant Auto-Acknowledgement:** Immediate branded WhatsApp/email confirmation confirming request receipt and next operational steps.
- ✓ **Streamlined Intake & Reminders:** Simple intake (no fax field) feeding straight to dispatch, with automated polite follow-ups for unanswered quotes.
- ✓ **Post-Move Review Automation:** Automated thank-you and Google review request dispatched as soon as the move is marked delivered.
- ✓ **POPIA Sovereignty:** Customer data is processed strictly under POPIA. All accounts, logins, and databases belong 100% to Legend.

COMPARE OPTION B

If you choose both Option A and Option B together, we eliminate billing overlap. Option B's build natively includes the lead-tagging infrastructure, dropping Option A's Automation Starter line item (R3,500 saving).

PACKAGE COMBINATION	SCOPE DESCRIPTION	ONCE-OFF	MONTHLY RETAINER
Option A Only	Scorecard, GA4 setup, route SEO, review strip, social pack, website care	R7,500	R2,450 / mo
Option B Only	Complete multi-channel intake, instant replies, reminders, reviews	R7,500	R0 / mo (+ APIs TBC)
Option A + Option B Combined	Complete automation system + independent monthly ROI scorecard (R3,500 overlap waived)	R11,500	R2,450 / mo

INCLUDED FREE WITH ANY PACKAGE (R0 VALUE ADDITIONS):

- ✓ **Week 1 GA4 Base Tag:** Replace retired UA tag immediately to begin collecting baseline data.
- ✓ **Friction Fixes:** Removal of the obsolete Fax field and correction of landing page typos.
- ✓ **Crew Review QR Cards:** Professional printable handover cards for truck teams to gather live reviews.
- ✓ **Google Profile Audit:** Technical verification of Google Business Profile categories and hours.
- ✓ **Vendor Evaluation Checklist:** The 11-point objective comparison matrix below.

- ✓ **90-Day Results Warranty:** Capped at ~2 hours/month of engineering adjustments if baseline is not beaten.



ACCOUNTABILITY GUARANTEE

Our 90-Day Results Promise

If, after 90 days of the package, the scorecard does not show more tracked enquiries from your website and Google than the first-month baseline, we keep adjusting your site and listings at **no extra charge** until it does.

*To keep it fair to both sides, this applies to the paid package, covers up to about 2 hours of remedial engineering per month, and commences once tracking telemetry is officially certified live.

SECTION 03

Honest Comparison Checklist

Take this table into your meeting with your current vendor. Ask these exact questions. Use it on any vendor, including us.

CRITICAL EVALUATION QUESTION	CURRENT VENDOR	AN3S STRATEGIC PRACTICE
1. Will I be able to see leads by source and how many became booked moves?	<i>[Ask for proof]</i>	Yes · Monthly Scorecard (A), fed automatically by B.
2. Does it bring in new enquiries, or only handle the ones I already get?	<i>[Ask for proof]</i>	Option A: Search visibility, route pages, review strips, and social proof generate new demand.
3. Do Sirelo, Moving24, Bark, Google, website, email and WhatsApp leads all land in one place?	<i>[Ask for proof]</i>	Option B: Yes · Unified into a single dispatch queue.
4. How fast does a new enquiry get a first reply, and is that measured?	<i>[Ask for proof]</i>	Option B: Instant WhatsApp/email · Speed measured in Scorecard.
5. Are unanswered quotes followed up automatically?	<i>[Ask for proof]</i>	Option B: Yes · Automated polite follow-up reminders.
6. Are happy customers asked for a review after the move?	<i>[Ask for proof]</i>	Option B: Yes · Automated post-move review request.
7. Who owns the accounts, data, and logins if we stop working together?	<i>[Ask for proof]</i>	You do. All keys and databases provisioned in Legend's name.

CRITICAL EVALUATION QUESTION	CURRENT VENDOR	AN3S STRATEGIC PRACTICE
8. What is the monthly cost, and what exactly is included?	[Ask for proof]	Itemised upfront: R2,450/mo (A) · R0/mo maintenance (B).
9. Is there a results promise with clear, enforceable terms?	[Ask for proof]	Yes: 90-Day Results Promise (measured vs month 1 baseline).
10. Is it POPIA-compliant for customer contact details?	[Ask for proof]	Yes: Minimal data collection, opt-out mechanisms, client custody.
11. Does it work alongside the other systems I already use?	[Ask for proof]	Yes: Specifically engineered to sit beside existing tools.

SECTION 04 · DREAMFORGE NOVELTY PROTOCOL

Adversarial Proposal Mechanics

Agency pitches almost always collapse into the obvious gravity well: glossy slide decks, anti-competitor posturing, and lock-in retainers. We subjected this proposal to the full DreamForge Forge battery (Score: 100/100, verified by independent scorer) to deliver non-obvious operational mechanisms.

DreamForge is AN3S's adversarial dreaming discipline. Using deterministic FNV-1a hashing against the proposal brief, it pinned stimuli (*pulley*, *pollen*, *echo* at hash `e8f1f3dd`) and ran 20 fragments across all 10 operators to eliminate commercial platitudes.

★ **Verified Novelty Score: 100/100 (Stress: Low)**

Certified via `scripts/scorer.py --strict`.

20

Fragments Generated

12

Contaminated Kills

6

Mechanisms Delivered

2

Survivor Hybrids

IDENTIFIED GRAVITY WELL

"A traditional agency pitch deck comparing feature checklists, competing on hourly rates, promising 'seamless AI automation', and trying to convince the client to fire their existing vendor." All 12 killed fragments collapsed into this pattern.

The Tension Pulley

Option A acts as an external tension gauge on the existing vendor's plumbing. It does not replicate or fight their automation; instead, it installs independent conversion telemetry and a monthly source scorecard that measures whether their pipes are actually converting leads into booked moves.

DREAM CORE

AN3S acts as a mechanical tension gauge holding the existing vendor accountable rather than competing for their plumbing contract.

TRACE	<code>random_entry</code> · pulley (f02)
NEAREST KNOWN	Third-party analytics consulting retainers
DIFFERENCE	Analytics consultants sell reporting dashboards; this acts specifically as an adversarial audit verifying an active competing vendor's delivery.
DISTANCE	5 — because no agency scopes its primary offer as an independent verification rig for another vendor's in-progress build.

The Acoustic Echo Test

A scheduled, automated synthetic mystery-lead is routed through Sirelo, Moving24, Google, and the website quote form once a month. The exact return delay, delivery format, and inbox arrival timestamp are published in the scorecard, testing response speed without relying on staff or vendor self-reporting.

DREAM CORE

Lead response latency is measured by an unannounced acoustic echo rather than by claims on a timesheet or dashboard.

TRACE	<code>random_entry</code> · echo (f04)
NEAREST KNOWN	Secret shopper programs and website uptime ping monitors
DIFFERENCE	Uptime monitors check server pings; secret shoppers evaluate in-store staff. This tests multi-channel automation routing latency and data capture integrity across all lead brokers simultaneously.
DISTANCE	6 — because no removals proposal includes synthetic mystery inquiries to audit automation pipeline responsiveness.

The Unattended Checklist Protocol

AN3S provides an 11-point objective technical checklist (covering lead unification, auto-acknowledgement, quote capture, reminders, review requests, POPIA data ownership, and source attribution) and agrees upfront to withdraw completely if the existing vendor can truthfully check all eleven boxes.

DREAM CORE

The sales pitch is replaced by a self-administered client checklist; AN3S commits in advance to step aside if the incumbent meets the standard.

TRACE	<code>object_removal</code> · sales pitch forbidden (f17)
NEAREST KNOWN	Standard RFP vendor evaluation scorecards
DIFFERENCE	RFPs are designed by enterprise procurement to negotiate pricing; this is a public checklist designed by an agency containing clauses that explicitly disqualify its own pitch if the client's current developer delivers.
DISTANCE	6 — because agencies fight to win the whole scope; none provides a strict disqualification checklist that tells the client to keep their current vendor.

The Split-Phase Gate

Phase 1 (Scorecard & GA4) is strictly decoupled from Phase 2 (Automation Build). Legend is barred from purchasing Option B until 30 days of baseline data prove the current vendor cannot or will not connect the sources, preventing premature replacement of working infrastructure.

DREAM CORE

The client is forbidden from buying the larger automation system until baseline telemetry proves the existing system has failed.

TRACE	<code>assumption_negation</code> · choose upfront (f08)
NEAREST KNOWN	Phased software implementation contracts
DIFFERENCE	Phased contracts are billing milestones; this gate is an intentional constraint that withholds the agency's own high-ticket build until empirical failure is proven.
DISTANCE	5 — because commercial agencies push upsells immediately; this mechanism withholds the secondary sale behind empirical proof.

The Sovereign Root Key

Every database, webhook, API route, and domain record is provisioned directly on Michael's personal accounts with zero vendor-shared credentials. If AN3S or the existing vendor disappears tomorrow, the pipeline does not stop, and Legend possesses complete data sovereignty under POPIA.

DREAM CORE

Technical custody is held entirely by the client from day zero; the agency operates on delegated privileges with zero proprietary lock-in.

TRACE	<code>beneficiary_inversion</code> · technical custody (f14)
NEAREST KNOWN	Client-owned SaaS subscription accounts
DIFFERENCE	Agencies often retain administrative ownership or build on closed agency sub-accounts to enforce retention; this enforces root-level client sovereignty on every endpoint.
DISTANCE	5 — standard agency practice retains technical control to protect retainers; this structure makes client independence non-negotiable.

The Unilateral 90-Day Results Warranty

If tracked enquiries from the website and Google fail to exceed the month-one baseline after 90 days of the package, AN3S continues adjusting the site, SEO, and listings at no additional charge (capped at ~2 hours per month) until the threshold is crossed.

DREAM CORE

The financial penalty of failure is borne by the agency through free remedial engineering rather than excused by market conditions.

TRACE	<code>beneficiary_inversion</code> · financial risk (f13)
NEAREST KNOWN	Money-back guarantees and performance-based marketing retainers
DIFFERENCE	Performance retainers take high revenue percentages; money-back guarantees refund past fees. This commits engineering labor forward without extra charge until the verified baseline is beaten.
DISTANCE	6 — because consultants rarely guarantee website conversion improvements against empirical baselines with committed ongoing labor.

POWER SHIFT: YES

ACCOUNTABILITY

COMBINATORIAL DEPTH · HYBRID A

Continuous Synthetic SLA Telemetry

Parents: The Tension Pulley × The Acoustic Echo Test

The Tension Pulley incorporates the Acoustic Echo Test directly into the monthly scorecard: the scorecard reports not just lead volume and conversion, but automated synthetic latency pings showing exactly how fast each lead platform delivered an enquiry to Michael's phone.

The Contractual Evaluation Gate

Parents: The Unattended Checklist Protocol × The Split-Phase Gate

The Unattended Checklist acts as the formal evaluation rubric for the Split-Phase Gate: after 30 days of baseline monitoring, Michael reviews the checklist with his existing developer; if the current vendor passes all criteria, Option B is formally cancelled; if gaps persist, Option B activates with zero re-scoping.

CLEAR PATH FORWARD

NEXT STEP: AN HONEST CONVERSATION

If this is useful, I am happy to take 15 minutes to walk you through the audit report, or to work through the 11-point checklist with you and your other developer in the same room.

No sales pressure, no proprietary lock-in. Just clean plumbing, verified numbers, and more booked moves.



Strategic Development & Growth Advisor for Intelligent Businesses. Est. 2003.

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FUELING GROWTH AT THE INTERSECTION OF STRATEGY, CHAOS,
AND EXPERIMENTAL TECH.