

Mavrick — AI Sales System for Inbound Leads

Turn more of your leads into booked appointments.

One AI agent on phone, text and email — working every lead for up to 30 days.

The Problem You Already Know About

Someone fills out your form at 7pm. Someone calls while your tech is under a house. Someone leaves a voicemail on Saturday.

By the time anyone gets back to them, they've already booked with whoever picked up first.

62% of calls to home services businesses go completely unanswered. 78% of buyers hire whoever responds first. That's not a marketing problem or a lead problem — you already paid for those leads. It's a response problem, and it's the most expensive one in your business because it happens quietly.

What Mavrick Does

He answers. Every call, 24 hours a day. Nights, weekends, holidays, and the middle of a job. He sounds like a member of your team because he's set up as one — your business name, your services, your service area.

He calls back. The instant a form comes in, Mavrick looks the lead up, then dials them in under 20 seconds. Usually before your competitor has even opened the notification.

He qualifies. What's wrong, how urgent, where they are, whether they're the homeowner. The questions you'd ask, asked the same way every time.

He books. Onto your real calendar, in a real slot, with a confirmation to the customer. Then he sends you the lead — who called, what they need, what's on the books.

He hands off. The moment a call needs a human, it goes to one. Mavrick doesn't pretend to be a person and he doesn't stall a customer who needs you.

He Doesn't Stop After One Try

Most leads don't book on the first contact. Mavrick works each one for up to 30 days — call, text, email — and he remembers every conversation across all three. Call three picks up exactly where call one left off.

He re-arms reminders before the appointment. When someone no-shows, he reaches back out and rebooks them instead of letting the job disappear.

You stop paying for leads twice.

Set Up In Minutes, Not Months

Keep your number and your provider. You forward your line to Mavrick. Nothing about your phone system changes and nothing gets ported.

Tell him about the business. Your services, your hours, your pricing rules, how you want calls handled. Fifteen minutes.

Go live. He answers the next call that comes in.

No hardware. No new software for your team to learn. No IT project.

Built So It Doesn't Get You In Trouble

The rules are enforced in the software, not written in a policy nobody reads.

Every call identifies the business and discloses recording. Outbound calls only fire inside legal calling hours in the customer's own time zone. One text — STOP — and that person is suppressed instantly across calls, texts, and email, everywhere at once.

You don't have to think about any of it. That's the point.

What Costs Less Than This

A full-time front-desk hire runs \$35,000 to \$60,000 a year, works nine to five, takes vacation, and answers one call at a time. An answering service takes a message and hands you a callback list — the same list you're already too busy to work.

Mavrick costs less per month than a single day of a receptionist's salary, answers every call at once, and books the job instead of writing it down.

Where This Goes

The phone is the first job, not the last one.

The same agent — same memory, same voice, same rules — takes on the next thing you hand him. Reactivating the leads that went cold last year. Following up on the estimates you sent and never heard back on. Confirming tomorrow's schedule so your trucks don't roll to an empty driveway.

Most businesses buy another piece of software and then have to find time to use it. Mavrick works the way a hire works: you give him a job, he does it, and then you give him another one.

See him answer as your business. Enter your business name and hear Mavrick pick up as your own front desk, in about ten seconds.

Mavrick.Pro