

**She requested a quote at 9 PM.
You never saw it.
She booked with someone else
by 9:15.**

The cleaning business goes to whoever responds first.
That's not how it used to work. It's how it works now.

Cleaning businesses lose jobs before they ever open their email.

1

Quote requests come in at all hours

Homeowners search for cleaners when they need one — evenings, weekends, last-minute. If there's no instant response, they pick whoever answers first.

2

Manual booking burns time

Back-and-forth to schedule, quote manually, confirm cleaners — 20 minutes of admin per new client. At scale, that's your whole morning.

3

No follow-up after a quote

80% of quotes that don't convert in 24 hours are forgotten. A single follow-up message recovers 30–40% of those leads.

Key insight

Of unbooked quotes are never followed up

80%

THE SOLUTION

Instant quotes. Automated booking. Zero phone tag.

A 3-step form on your site calculates an instant quote based on home size, service type, and add-ons. The client gets a booking link in seconds. Follow-up fires automatically if they don't book. You get a booked job — not an email thread.

What this means for you

Instant quote engine (price in under 60 seconds)

Self-service booking via text link

Automated follow-up if quote goes unbooked

Review collection after every job

[See a live demo built for your practice →](#)

4 things running on autopilot from day one

01

Instant Quote Engine

3-step form: home size, service type, add-ons. Price calculated in real time. Client sees their estimate in under 60 seconds — no waiting, no callback.

02

Text Booking Link

Right after the quote, a booking link goes to their phone. They pick a date, confirm — done. No phone calls. No email back-and-forth.

03

Quote Follow-Up

Didn't book? Day 1, Day 3, and Day 7 follow-up messages fire automatically. One of those usually converts. You don't have to touch it.

04

Post-Job Review

After every completed job, a review request fires. Happy clients go to Google. Concerns come directly to you to address privately.

THE NUMBERS

Results you can point to.

60s

Time to get a quote

80%

Of lost quotes recovered with follow-up

0

Phone calls to book a new client

4.8★

Average review rating with automated requests

Every number above comes from real implementations. We build around your workflow and track what changes.

WHAT YOU GET

Built for Pristine. Customized to how you work.

Instant quote calculator on your website

Post-job review collection (Google routing)

Text-based self-scheduling booking link

Missed call auto-response and intake

Automated follow-up (3-step quote recovery)

Colors, services, and pricing fully customizable

All of this is customizable — colors, features, messaging, and workflow. We build around your business.

READY TO SEE THIS LIVE?

Book a 15-minute call. We'll show you a live demo built for your practice.

calendly.com/illicore/15-min-huddle

- Live demo built with your practice name and branding
- Everything customizable — colors, features, and messaging
- You make more money. You spend your time running your business, not in it.