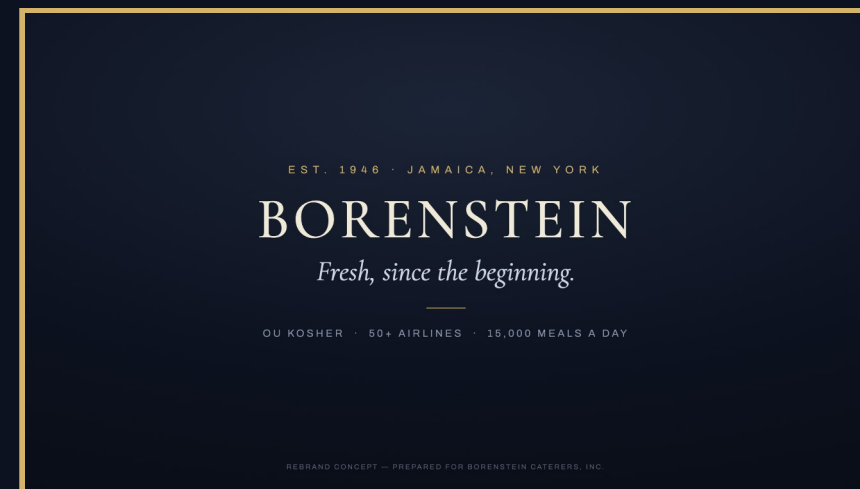


■ BORENSTEIN CATERERS • MONDAY REVIEW

Two ways forward.

Automation for everything beyond the airlines — and the film, standalone.



THE NEW BRAND • FILM END CARD

■ The first reply wins the lead

Every institution, event, retail and Kosher4U inquiry begins at the website form — and the business goes to whoever answers first. Speed to lead is the whole game.

78%

of customers buy from the company that responds first — industry research

21×

more likely to qualify a lead answered in 5 minutes vs. 30 — MIT lead-response study

≤1 min

Borenstein's automated first reply — nights, weekends, holidays

■ Sixty seconds after they hit submit

“Hi, this is John from Borenstein Caterers — we received your request and will be calling you shortly.”

DELIVERED AUTOMATICALLY • UNDER ONE MINUTE • FROM BORENSTEIN’S OWN NUMBER

■ The shopping stops

They came from a search. The first real reply ends it.

■ Your call is expected

“calling you shortly” turns a cold dial into a kept promise.

■ No lead goes cold

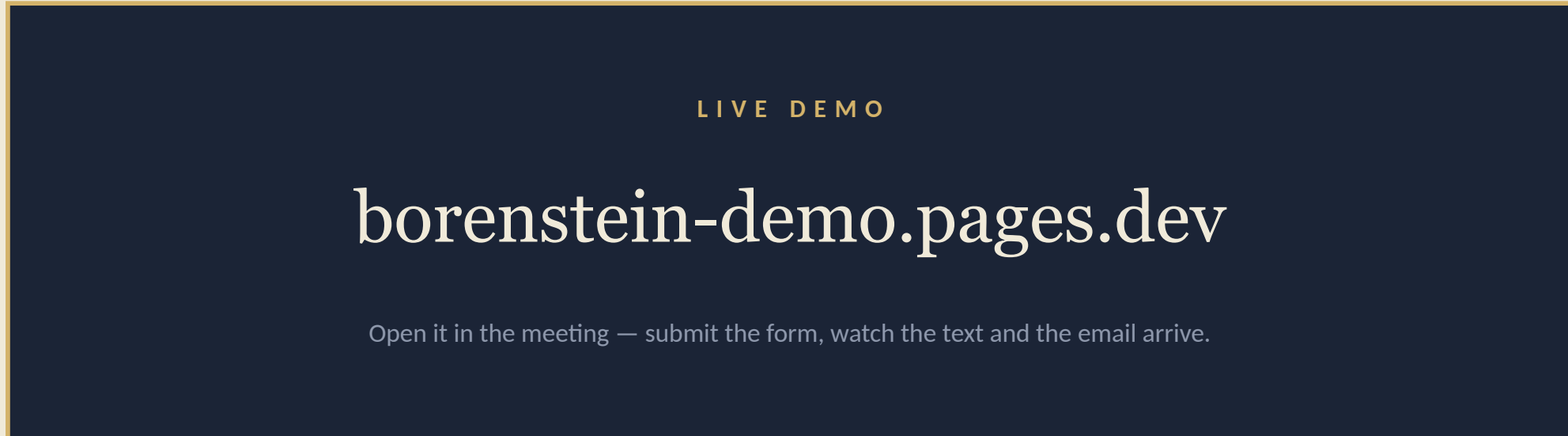
Friday night, Sunday morning — the reply is already there.

- What gets built
- Website form wired to instant SMS response
- Automated email confirmation + internal routing to your team
- Carrier registration under Borenstein's own brand — compliance handled
- A log of every lead and every message sent

\$3,500 · three-week build · \$1,500 to start · balance at go-live

■ This is not a mockup.

A working version of your website form that texts back and emails in seconds — built on the new Borenstein brand.



■ Three weeks, start to handoff

WEEK 1

- Carrier registration filed
- Form + email automation live
- Internal routing

WEEKS 2-3

- Texting live on carrier approval
- Lead log
- Tuning + handoff

Carrier approval of Borenstein's own brand typically lands in weeks 1-3 — everything else doesn't wait for it.

■ The film, finished to final approval

The 2-minute history presentation, taken from concept to a finished master.

■ Chosen version, narrator & score

Your pick of the concepts — recorded, scored and mixed to final.

■ Revision rounds

Structured feedback passes until the film is approved.

■ Full-resolution master + cutdowns

The finished film, plus shorter cuts for web and social.

\$1,500 · \$750 to start · balance on approval of the final master

■ NEXT STEP

Approve today — live in three weeks.

1

Approve part one, part two, or both

2

Deposit arrives with the agreement in one link

3

Carrier filing + build start this week

