

Sales catch phrases

Below is a **field-ready marketing and education framework** you can reuse across demos, booths, decks, emails, and live pitches. It is designed to **teach the value of Agenda Insider**, not just promote it. Each segment includes:

1. Core insight they don't yet see
 2. Teaching statement (educational)
 3. Catch phrases / sound bites
 4. How Agenda Insider reframes their world
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The Unifying Idea (Use Everywhere)

Core Teaching Statement (Global):

“Permits are late. Bids are crowded. Agendas are early.”

Primary Catch Phrases:

- “*Win before the permit.*”
- “*See projects before your competitors know they exist.*”
- “*Agendas are the first fingerprint of construction.*”
- “*We don't sell leads. We sell time.*”
- “*Construction always starts in a meeting.*”

Mental Model You're Teaching:

Construction does **not** start with a permit, a bid, or a listing.
It starts when a project appears on a **public agenda**.

Agenda Insider monetizes that moment.

1) Subcontractors

What They Don't See Yet

They are competing at the **worst possible moment**—after the GC already has relationships lined up.

Teaching Statement

“By the time you see a permit, the subcontractor list is already forming.”

Catch Phrases

- “*Stop bidding. Start positioning.*”
- “*Be the sub the GC already knows.*”
- “*You don't win jobs—you get invited into them.*”

How Agenda Insider Reframes Their World

- You see **projects 30–120 days earlier**
- You reach GCs **before** they lock subs
- You shift from price competition → relationship advantage

Translation:

Agenda Insider turns subcontractors from *reactive bidders* into *early insiders*.

2) RBCs (Regional Builders)

What They Don't See Yet

They are losing land, deals, and partners because they're reacting at the same time as everyone else.

Teaching Statement

“Regional builders don’t lose deals to national builders—they lose them to time.”

Catch Phrases

- “Out-position national builders without national budgets.”
- “Know where growth is headed before it shows up on a map.”
- “Agendas are tomorrow’s subdivisions.”

How Agenda Insider Reframes Their World

- Early insight into rezonings, annexations, density changes
- Ability to pre-align capital, trades, and land options
- Strategic visibility without enterprise software

Translation:

Agenda Insider becomes their **early growth radar**.

3) Excavators & Site Prep Firms

What They Don't See Yet

They are always being called **late**, when timelines are compressed and margins are thin.

Teaching Statement

“Excavation isn’t a trade—it’s the first domino.”

Catch Phrases

- “Be first on the dirt.”
- “If you see the agenda, you own the dirt.”
- “Earthwork is decided before permits are issued.”

How Agenda Insider Reframes Their World

- Early awareness of site-level projects
- Ability to build relationships with developers pre-design
- Predictable pipeline instead of last-minute calls

Translation:

Agenda Insider makes excavation a **strategic seat**, not a commodity trade.

4) Small / Mid-Size GCs

What They Don't See Yet

They're competing like subs when they should be competing like developers.

Teaching Statement

“The best GC doesn’t win bids—they help shape the project.”

Catch Phrases

- *“Stop chasing plans. Start shaping projects.”*
- *“The GC who shows up early becomes indispensable.”*
- *“Early intel beats perfect estimates.”*

How Agenda Insider Reframes Their World

- Visibility into projects before architects are finalized
- Ability to advise developers early
- Stronger subs, tighter budgets, better margins

Translation:

Agenda Insider upgrades them from *builder* to *trusted partner*.

5) Lenders, Title Companies, Insurance Brokers

What They Don't See Yet

They are arriving **after** relationships and deal structures are already set.

Teaching Statement

“By the time a loan application shows up, the relationship is already decided.”

Catch Phrases

- *“Be the first call, not the last quote.”*
- *“Capital follows confidence—and confidence starts early.”*
- *“Agendas reveal tomorrow’s borrowers.”*

How Agenda Insider Reframes Their World

- Early identification of active developers and builders

- Relationship-first outreach before transactions
- Smarter pipeline forecasting

Translation:

Agenda Insider becomes their **pre-deal relationship engine**.

6) Trades & Services Needing Ultra-Early Signals

(Utilities, concrete, masonry, engineers, surveyors, environmental, etc.)

What They Don't See Yet

They're being pulled into jobs after scope, pricing, and partners are already chosen.

Teaching Statement

"Trades that show up early get written into the plan."

Catch Phrases

- *"Early visibility = preferred vendor."*
- *"Get written in, not priced out."*
- *"Agendas decide who gets called."*

How Agenda Insider Reframes Their World

- Awareness of projects before RFPs
- Ability to influence specs and scope
- Fewer price wars, more repeat work

Translation:

Agenda Insider converts trades from *replaceable* to *referenced*.

One Line to Rule Them All (Demo Closer)

"Agenda Insider isn't about more leads.
It's about showing up before everyone else even knows there's a job."

Strategic Note (for You, Not Customers)

This language:

- Educates the market (why they feel late)
- Justifies subscription pricing
- Defends against "we already use Construction Monitor"
- Positions Agenda Insider as **time arbitrage**, not data

If you want next:

- A **5-minute live demo script** using these phrases

- A **one-page sales sheet per persona**
- Or a **booth pitch + large-group presentation flow**

Say the word.

GROK

GROK

Aaron, this framework is already a solid start—it's educational, punchy, and positions Agenda Insider as the “time arbitrage” tool that makes subs reliant, just like we did at CM with permits. But we can improve it across the board: Make it more comprehensive by adding segments for emerging niches (e.g., developers, engineers—based on those constant CM inquiries), tie in our pricing (\$100/mo first region, \$50 adds—negligible for execs chasing big bids), weave in revenue proof from the projections (\$288k ARR at 4% Utah capture), and add strategic notes pulling from CM lumps (e.g., manual validation first 10 regions to avoid chaos). We'll refine catch phrases for sharper hooks, ensure reframes defend against “we use CM/Dodge,” and include demo scripts/upsell language to drive self-serve signups. Everything educates on why agendas beat permits—early intel wins jobs.

I've kept the structure (core insight, teaching, phrases, reframe) but enhanced for modularity: Use in emails (short versions), booths (visual aids), pitches (with projections). Added a “Demo Tie-In” per segment for live use.

The Unifying Idea (Core Across All Channels)

Core Insight They Don't See Yet: Permits signal the race is on—agendas signal it's about to start.

Teaching Statement: “Permits tell you what's happening. Agendas tell you what's coming—30–120 days earlier, when relationships and deals are still forming.”

Catch Phrases:

- “Permits are late. Agendas are first.”
- “Win the job before the permit drops.”
- “We don't sell data—we sell the head start.”
- “Every project starts in a meeting room, not on the dirt.”
- “From agenda to advantage.”

How Agenda Insider Reframes Their World: Shifts mindset from reactive (chasing bids) to proactive (shaping opportunities). At \$100/mo for Wasatch Front (first region), plus \$50 adds, it's negligible—pays for itself with one early tip. Projections: 4% capture in Utah's 36k licenses/4k excavators = \$288k ARR, scaling to Nevada/Colorado.

Demo Tie-In: Show a real Wasatch agenda summary: “See this rezoning? That's your next subdivision—before competitors wake up.”

Strategic Note (For Us): Educates against CM/Dodge: “They give permits—we give pre-permits.” Budget tie: \$275k–\$425k Year 1 funds AI scraping (Jeff's lead) for reliable delivery, proving 25–50 pilot subs.

1) Subcontractors (e.g., Drywall, Brick Layers, Carpet Layers)

Core Insight They Don't See Yet: You're bidding after GCs have pre-selected subs based on early relationships.

Teaching Statement: “Permits mean the project's locked—subs are already penciled in. Agendas let you build those ties before the ink dries.”

Catch Phrases:

- “From bidder to insider.”
- “Early subs get the call—late ones get the quote request.”
- “Agendas: Where subs become staples.”

How Agenda Insider Reframes Their World:

- Spot projects 1–4 months pre-permit for GC outreach.
- Move from price wars to preferred status.
- \$100/mo Wasatch entry = repeat work, better margins.

Demo Tie-In: Pull up agenda: “This utility upgrade needs drywall—reach the GC now, not later.”

Strategic Note: At CM, subs begged for this—defend pricing: “One invited job covers a year’s sub.”

2) Regional Builders/Developers (RBCs)

Core Insight They Don’t See Yet: National builders win on intel, not just scale—you’re reacting while they’re positioning.

Teaching Statement: “Growth doesn’t surprise national firms because they track agendas. You can too—without their overhead.”

Catch Phrases:

- “Outsmart nationals with early radar.”
- “Agendas map tomorrow’s land grabs.”
- “Time beats money in development.”

How Agenda Insider Reframes Their World:

- Flag rezonings/annexations for land/capital alignment.
- Pre-permit edge: Secure partners before crowds.
- \$100/mo first + \$50 adds = strategic growth tool.

Demo Tie-In: Highlight agenda item: “This density change = 200 units—lock land before it hits market.”

Strategic Note: Projections show \$24k MRR from 240 Utah subs—scale to Nevada for double.

3) Excavators & Site Prep Firms

Core Insight They Don’t See Yet: You’re the first trade needed, but last called—compressed timelines kill margins.

Teaching Statement: “Site work is decided in agendas, not permits—get there first for full scopes and fair bids.”

Catch Phrases:

- “Own the dirt from Day Zero.”
- “Agendas: Your early earth advantage.”
- “First on site, first in line.”

How Agenda Insider Reframes Their World:

- Pre-design alerts for developer relationships.
- Predictable pipeline vs. rush jobs.
- \$100/mo Wasatch = one extra bid win/month.

Demo Tie-In: Show summary: “50-acre sub in Lehi—site prep phase flagged early.”

Strategic Note: CM’s top inquirers—use AGC events for pitches; AI scraping (Jeff) ensures accuracy.

4) Small/Mid-Size General Contractors (GCs)

Core Insight They Don’t See Yet: You’re building like a sub when you could advise like a developer.

Teaching Statement: “GCs who track agendas influence projects pre-architect—tighter bids, loyal subs.”

Catch Phrases:

- “Shape the job, don’t just build it.”
- “Early GCs become essential.”
- “Agendas upgrade your role.”

How Agenda Insider Reframes Their World:

- Pre-finalized visibility for input on specs.
- Better margins through early subs/costs.
- \$100/mo entry = indispensable status.

Demo Tie-In: Agenda example: “Road utility project—advise developer now for your edge.”

Strategic Note: Aim 9–12% capture post-4%; ownership (you 40%, Dave 35%, Jeff 25%) aligns incentives.

5) Lenders, Title Companies, Insurance Brokers

Core Insight They Don’t See Yet: Deals form pre-application—you’re quoting after commitments.

Teaching Statement: “Agendas reveal active developers early—build trust before the ask.”

Catch Phrases:

- “First quote wins the relationship.”
- “Agendas: Your borrower crystal ball.”
- “Capital flows to early confidence.”

How Agenda Insider Reframes Their World:

- Spot developers for pre-transaction outreach.
- Forecast pipelines accurately.
- \$100/mo + adds = de-risked deals.

Demo Tie-In: Point to agenda: “This annexation = new borrowers—reach them first.”

Strategic Note: CM history: These pros loved intel—manual QA first 10 regions avoids errors.

6) Trades & Services Needing Ultra-Early Signals (Utilities, Concrete, Masonry, Engineers, Surveyors, Environmental, Landscaping)

Core Insight They Don’t See Yet: Specs lock you out if you’re not influencing early.

Teaching Statement: “Trades in agendas get spec’d in—others get priced out.”

Catch Phrases:

- “Written in early, not bid out late.”
- “Agendas: Your spec advantage.”
- “Influence before the RFP.”

How Agenda Insider Reframes Their World:

- Pre-RFP awareness for scope input.
- Fewer bids, more repeats.
- \$100/mo Wasatch = preferred vendor status.

Demo Tie-In: Summary pull: “Environmental review here—your expertise fits pre-permit.”

Strategic Note: Expand niches systematically; team (AI engineer lead, web dev contract) keeps us lean.

7) Real Estate Agents/Banks (New Segment: Raw Land/Development Specialists)

Core Insight They Don’t See Yet: Listings emerge from agendas—you’re listing after flips.

Teaching Statement: “Realtors win raw land by tracking agendas—spot annexations before market heat.”

Catch Phrases:

- “Agendas: Your land lead generator.”
- “Sell before it’s sellable.”
- “Early rezonings = exclusive listings.”

How Agenda Insider Reframes Their World:

- Flag land changes for developer clients.
- Pre-market edge on raw parcels.
- \$100/mo + \$50 adds = listing dominance.

Demo Tie-In: Agenda item: “Provo annexation—raw land opportunity incoming.”

Strategic Note: CM overlooked this—4% capture adds \$50k+ MRR.

One Line to Rule Them All (Closer for All)

“Agenda Insider isn’t more leads—it’s the lead on leads. At \$100/mo, it’s your unfair advantage.”

Overall Strategic Notes (For Us, Tying in PDF/CM Lumps)

- **Budget Integration:** \$275k–\$425k Year 1 (\$90k–\$140k each, trashed) funds AI core (\$120k–\$180k scraping/summarization—Jeff leads), web (\$60k–\$90k self-serve), ops (\$20k–\$40k manual validation first 10 regions), marketing (\$20k–\$40k Apollo/Smartlead). Contingency \$50k–\$75k de-risks.
- **Ownership:** Option A (you 40% vision/deals, Dave 35% CM heritage/customers, Jeff 25% AI execution—vest to 30% on milestones) aligns value. Or equal with role vesting.
- **Team:** 1 AI engineer (\$120k–\$160k), 1 web dev contract (\$60k–\$90k), 1 ops part-time (\$20k–\$30k), fractional marketing (\$20k–\$40k). AI-first keeps headcount low.
- **Revenue Proof:** Utah 4% = 240 subs, \$24k MRR (\$288k ARR)—expand Nevada/Colorado doubles. CM pain: Agendas fragmented, but AI solves—standardize manually first.
- **Defenses:** Vs. competitors (none direct), emphasize “pre-CM intel.” Recommendations: Raise \$300k; you control ops; Dave upside without majority.

Aaron, this enhanced version educates deeper, sells smarter, and ties to our plan—use it at AGC convention next week. Print as one-pagers for booths. What’s your take—test a segment in email drafts?

Straightforward as always—let’s make them reliant.