

Missed Call Only Agent — Bail Bonds

Prepared Specifically for Mary Ellen's Bail Bonds

A **4.9 rating across 63 reviews** is the best reputation-per-review in Brighton — and reading them, it's obvious why: "I spoke with Sheri... she is so kind and reassuring and has things taken care of quickly." Your business is built on a caring person answering the phone.

So this isn't about replacing that touch — nothing could. It's about protecting it. When Sherri's at the jail and Chris is on another line, review #64 shouldn't meet a voicemail box. This line answers warm and calm, captures everything, and has Sherri calling back within 15 minutes. The caller never feels the gap. Your 4.9 becomes a 5.0 story instead of a slow slide.

The Problem

Your phone rings at 2 a.m. Somebody's loved one just got booked. You're sitting in county on another bond. The call goes to voicemail. By the time you call back an hour later, they've already called the next guy on Google.

Every missed call is a bond you never wrote. The family is panicked, the defendant's in the box, and they're dialing everyone with "Bail Bonds" in the name. Whoever picks up first gets the premium.

The Solution

A 24-hour answering line that picks up the second you can't. It answers in a calm, professional voice, walks the caller through the intake one question at a time, and texts you everything you need within 60 seconds of hangup.

You stay on the bond you're already writing. The new caller gets a callback within 15 minutes — with the intake already done.

What It Does

When a call comes in and your line's busy (or you're at a jail, or it's 3 a.m.):

1. **Picks up immediately** — "Thanks for calling, I can get this to a bail agent right away."

2. **Captures the intake** — defendant's name, where they're being held, whether bond's been set, caller's relationship, callback number — one question at a time, calm tone
3. **Promises the callback** — a licensed agent calls back within 15 minutes (it never quotes the premium, never discusses payment plans, never promises a release time)
4. **Texts you the handoff** the moment the caller hangs up

What It Will NEVER Do

Hard rules, built into the script: - Quote the premium or discuss payment plans, collateral, or financing - Give legal advice of any kind - Promise a specific release time - Sound cheerful or scripted when the caller's stressed

What You Get After Each Call

A text on your phone with: - Caller's name - Callback number - Call duration - Link to the full transcript and recording

Plus a contact record automatically created in your CRM with the caller's info — so you're walking into every callback with full context before you even dial.

The Math: What One Missed Call Costs You

In Colorado, you earn **15% of the bond** as the non-refundable premium (CRS § 12-7-108(7)). On a typical \$5,000 bond — the median for a misdemeanor booking in the Denver metro — **that's \$750 in your pocket**. On a \$20,000 felony bond, **\$3,000**.

Industry average: **2-3% of inbound inquiries become bonds**. Translation: **97 out of 100 people who look you up never pay you a dime** — most of them call the next guy and book with whoever picks up first.

So if your phone rings 10 times in a week and you're sitting in county on three of those calls: - 7 calls reach you - Maybe 1-2 write bonds (2-3% of 7) → **\$750-\$6,000 that week** - 3 calls go to voicemail → caller hangs up, dials the next bondsman → **\$0 for you**

Every missed call is potentially \$750 to \$3,000 of premium walking out the door. The guy who picks up first writes the bond.

What you're paying for the alternatives: - **A live answering service** costs \$200-\$500/month and still drops calls during overflow. A panicked family at 2 a.m. doesn't want hold music. - **Google banned bail-bond ads in 2018**. You're paying Bing and the aggregators \$12-\$66 per inbound call — and still losing the caller if your line's busy. - **This line** picks up every call, never drops, never sleeps, never charges per-call.

The Founding Client Offer — Brighton, First 3 Only

I'm signing **three founding clients in Brighton** this week, and I'm walking this exact offer down E Bridge St. Here's what founding clients get that nobody else will:

1. Founding Price Lock — \$397/mo For Life

Founding clients pay **\$397/mo, locked for as long as you're a client**. Client #4 and everyone after pays \$497/mo list. The lock never expires, never resets, never "renews at market rate." **That's \$1,200/year saved, every year, forever.**

2. Brighton Founding Slots — The Scoreboard

Brighton Founding Slots	☐ 1	☐ 2	☐ 3
Status as of today:	0 of 3 claimed		

When a bondsman signs, a box gets checked. When three boxes are checked, **the \$397 price and this entire bonus stack are gone from Brighton permanently** — the service stays available at \$497 with standard terms.

3. Territory Protection (Founding Clients Only)

While you're a client, I will not build a competing answering line for any other bondsman beyond the 3 founding shops in the Brighton/Adams County market. **Three AI-backed lines in town, maximum — and you own one of them.**

4. 30-Day "Catch Every Call" Guarantee

If the line doesn't capture at least 50 calls in your first 30 days, **the second month is free**. Real numbers or you don't pay.

5. Free Script Tuning After 25 Live Calls (\$500 value)

Once your line has handled 25 real calls, I sit down with you and tune the script based on what YOUR callers are actually saying. No fee, no hourly rate.

6. Setup Waived — \$1,500 — During the Founding Walkthroughs Only

Setup covers the build, the custom script, and wiring your number. **For sign-ups during this week's founding walkthroughs: free.** After the founding window closes, setup is \$1,500 and the price is \$497.

The founding package today:

- 24-hour answering line on YOUR existing business number

- Custom-tuned bail script (never quotes the premium, never gives legal advice, always promises the 15-minute callback)
- Real-time text handoff on every call
- Full call recording + transcript storage
- Territory protection (3 shops max, Brighton)

Founding price: \$397/mo, locked for life. First month free. Setup free. Month two free if we don't catch 50 calls.

ROI math: If the line catches even **one extra bond a month** that would've gone to voicemail, that's \$750-\$3,000 in premium on a \$397 investment. It pays for itself the first time it works — and everything after is found money.

Sign today and walk out with:

- ☐ \$397/mo founding lock (client #4 pays \$497 — you never will)
- ☐ Founding slot on the 3-shop scoreboard
- ☐ Brighton territory protection
- ☐ Free setup (\$1,500 value)
- ☐ Free script tuning after 25 calls (\$500 value)
- ☐ First month free + 30-day catch guarantee

Total founding value: \$3,200+ in year one, plus \$1,200/yr off list forever | Your cost today: \$0

These founding terms exist only during this week's walkthroughs. If you want to think it over, no pressure — the line will be here at \$497 with standard terms. But the three founding slots won't be.

Sample Call (Live Demo Recording)

AI: "Thanks for calling, I can get this to a bail agent right away. Who's in custody?"

Caller: "My brother. His name is Marcus Johnson."

AI: "Got it — Marcus. Where is he being held?"

Caller: "I don't know the jail name, but it happened in downtown Denver."

AI: "Downtown Denver, understood. Do you know if bond has been set yet?"

Caller: "I think it's \$5,000 but I'm not sure."

AI: "Thanks — I'll flag that for the agent. What's your relationship to Marcus?"

Caller: "I'm his sister."

AI: "And your name and best number to reach you?"

Caller: "Sarah Johnson, 303-555-0142."

AI: "Got it, Sarah. A licensed agent is going to call you back within 15 minutes to get Marcus out. Is there a better number to reach you than 303-555-0142?"

Caller: "No, that's the best one."

AI: "You're all set. Hang tight, someone will call you shortly."

Pricing

	Monthly	Includes
Founding Client (3 slots)	\$397/mo — locked for life	24-hour missed-call answering on your existing number, custom bail script, real-time text handoff, full call recording + transcripts, contact capture in your CRM, monthly Capture Report
Standard (after founding)	\$497/mo	Same system, standard terms, \$1,500 setup

Setup free + first month free for founding clients signing during this week's walkthroughs.

Why This Works for Your Business

- **Protects the personal touch, never replaces it.** The agent is the bridge to Sherri and Chris — a warm answer now, a personal callback within 15 minutes.
- **You're not replacing yourself** — you're catching the calls you physically can't take while you're sitting in county on another bond. After-hours, weekends, two calls at once — all stay yours.
- **Every minute faster = more bonds written.** Industry data: 80% of bail calls go to whoever picks up first.
- **You walk into every callback with the intake already done** — no "sorry, who is this again?" moments.
- **No caller left behind** — even when you're unreachable, no family waits more than 15 minutes for a callback.

About Real Results Ready

[Rob Blake has spent 27 years in enterprise digital marketing and lives right here in Brighton. Real Results Ready builds custom capture-layer automation for local service businesses — the bail-bonds answering line is a verticalized version of the same system

we build for HVAC, plumbing, electrical, and roofing companies across Colorado. Before the tech career, Rob ran a mortgage brokerage for 14 years — two decades of regulated, high-trust, phone-driven sales is why the scripts sound like a professional instead of a robot.]

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Demo number for live trial: 1-877-526-3948 (call from your cell)