

PREPARED SPECIFICALLY FOR: Lucky Lucero's Bail Bonds

Matt and the team at Lucky Lucero's — the family that calls ten agencies gives you ten chances to lose them. Your reviews tell the story — a 1-star says they were quoted \$750 when competitors said \$300, and *"the lady I talked to was very rude."* Fair or not, that's the conversion leak: panicked families comparison-shop you mid-call. The Premium Line never has a rude moment, never misquotes at 3 a.m., and captures the shopper's callback number even when they don't book — so you're the one who calls back first.

THE PROBLEM

At 2 a.m. nobody leaves a voicemail.

The family hangs up mid-ring and dials the next listing in Google — their own reviews admit it: *"I called five bondsmen before..."*

That's not a missed call. That's a missed premium, lost revenue.

FIELD REPORT — WE CALLED

Another Brighton agency — 5:03 a.m., 8/8/2026: *"We are closed. Leave a message." They're losing callers every night — and don't even know it.*

A second Brighton agency — 5:11 a.m., 8/8/2026: 3 min on hold, ukulele music, then a human. *Their callers hung up and kept dialing.*

Nobody stays on hold for 3 minutes. They keep dialing.

THE SOLUTION — WHAT IT DOES

1. **Picks up the second you can't** — "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. **Assures the caller a licensed agent will call back in 15 minutes** (you can customize the time). It never quotes the premium, never discusses payment plans, never promises a release time.
4. **Texts you the Intake Info** the moment the caller hangs up.

A caller hearing that reassuring 15-minute promise at 2 a.m. does the following:

1. **Instantly relaxes**
2. **They put their phone down!**

WHAT YOU GET AFTER EACH CALL: THE INTAKE INFO. & CALL DATA

In addition to the Intake Info., the text will include:

caller's name · callback number · call duration · link to the full transcript and recording

WHAT IT WILL NEVER DO

- Quote the premium or discuss any other financial topic
- Promise a specific release time
- Give legal advice of any kind
- Sound cheerful or scripted when the caller's stressed

One Town. One Agency.

\$497/mo — Charter rate, locked for life. One agency per town.

Brighton:



UNCLAIMED

- First Month **Free** (\$497 value)
- Setup **Free** (\$1,500 value)
- Script Fine Tuning **Free** — the Premium Line gets a review and fine tuning for cadence, tempo, demeanor, tone
- End-Of-Month Review **Free** (\$500 value) — review results, take in your feedback, and make any adjustments if needed
- Answered-Or-**Free** Guarantee — if the Premium Line doesn't handle at least **20 real intakes** in your first 30 days, month two is free

SIGNATURE — LUCKY LUCERO'S BAIL BONDS

DATE

SIGNATURE — REAL RESULTS READY

DATE

Claims the town of Brighton for as long as the service runs.