KRAYON-AI

Trades Rate Card

Krayon AI price book · effective November 2026 · HVAC, roofing, plumbing, electrical, restoration, kitchen & bath, auto body

One automated sales employee that texts back every missed call in about ninety seconds, books the job, and works the customer list you already own: the unsigned quote from March, last year's tune-up, the water heater that is eleven years old. Pick a plan, then add only what your shop needs.

1. The price is on this page.
What you see here is what you pay. No enterprise quote, no per-tech seats, no per-minute or per-text meter.

2. Month to month.
Cancel any time with a text or an email. No annual contract, no auto-renewal, no renewal increase, no cancellation fee.

3. You own your number.
It runs on your business line, registered with the carriers in your company's name. If you leave, the number and the clean customer list go with you.

4. It stops the moment a human steps in.
When you or anyone on your team replies to a customer, or the job is booked, the follow-up sequence ends on that thread. Automatically, every time.

Monthly plans

Core

$500 / month

- Answers texts and web leads 24/7
- Texts back every missed call in about 90 seconds
- Asks the right questions for your trade and flags emergencies to you
- Books the job on the shop's calendar
- After-hours and weekend coverage
- Daily one-line report: texts, conversations, booked, errors

Booking is always included. Scheduling is never an add-on.

MOST SHOPS START HERE

Growth

$850 / month

- Everything in Core
- **Quote follow-up** on every unsigned estimate, day 2, 5 and 14, until the customer says yes or no
- **Review engine:** a text for a Google review after every job; unhappy customers go to you, not to Google
- **Seasonal and maintenance-plan campaigns** to the list you already have

$950 bought separately. One recovered quote usually covers the year.

Full

$1,400 / month

- Everything in Growth
- Tech hiring assistant: screens applicants by text, books interviews
- Monthly old-customer reactivation
- Software integration setup included (Jobber, Housecall Pro or ServiceTitan; normally $500 to $1,000 up front)

For shops with a hiring problem and a big back book.

How it texts your customers

- Every first text names your company and says how to stop. Every opt-out is honored instantly, everywhere, for good.
- Outbound texts go out between 8 a.m. and 9 p.m. in the customer's local time, weekdays and Saturdays. Never on Sunday. Someone who texts you first gets answered any time.
- Replies arrive at a human pace, about ninety seconds, because instant replies read as a bot.
- If a customer asks whether it is an AI, it says so, plainly, and keeps helping.

What we don't sell

- **Per-minute or per-conversation meters.** Your busiest month costs the same as your slowest.
- **Annual contracts.** You stay because it books jobs, or you leave.
- **Scheduling as an add-on.** Booking is in every plan.
- **Inventory tools.** Your job software already handles parts. We stay on customers and leads.

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Add-ons, setup and per-event pricing

Add any of these to a plan. Tags show which plans already include it. Prices are month to month and exclude sales tax; per-event pricing depends on storm size. Supersedes the September 2026 card.

Monthly add-ons

Code	Add-on	Price
KR–110	**Quote follow-up** GROWTH · FULL Follows up on every unsigned estimate on day 2, 5 and 14 until the customer says yes or no.	**$150 / mo**
KR–120	**Review engine** GROWTH · FULL Texts for a Google review after every job. Unhappy customers go to the owner, not to Google.	**$100 / mo**
KR–130	**Seasonal & maintenance campaigns** GROWTH · FULL Spring and fall tune-ups, maintenance-plan renewals, "check your furnace before winter."	**$200 / mo**
KR–140	**Tech hiring assistant** FULL Screens tech applicants by text and books interviews with the owner.	**$250 / mo**
KR–150	**Insurance claim help** Roofers and body shops: photo intake, claim timeline and supplement paperwork follow-up.	**$300 / mo**
KR–160	**Unpaid invoice follow-up** Polite payment reminders until the invoice is paid.	**$100 / mo** or 3% collected
KR–170	**Storm Mode, always on** Roofers and body shops: handles the flood of calls after hail or wind, day or night.	**$150 / mo**

One-time and per-event

Code	Item	Price
KR–200	**Customer list build & cleanup** We pull customers out of QuickBooks, phone contacts, old invoices and paper into one clean, texting-ready list. Needed before reactivation or seasonal campaigns. **Credited back in full against your second, third and fourth months.** We don't make money on setup. If you leave, the clean list is yours to keep.	**$500 to $1,500** one time, by how messy; credited back
KR–210	**Software integration** INCLUDED IN FULL Books straight into Jobber, Housecall Pro or ServiceTitan, so nobody enters jobs twice.	**$500 to $1,000** one time
KR–220	**Old-customer reactivation** One campaign to past customers and old unsigned quotes. The shop picks: flat fee, or pay only on booked work.	**$1,000 flat** or 10% of booked revenue
KR–230	**Storm Mode, per storm** Switched on for one weather event: calls customers in the hail zone and catches the surge of calls.	**$300 to $500** per storm

Founding shops

Setup and list-build fees waived for the first five shops. In return, the shop lets us write up its results as a case study and gives a short testimonial. Monthly prices stay the same.

Getting started

- Text-enable the business line you already advertise, or forward missed calls. About 20 minutes of your time.
- Carrier registration in your company's name: 4 to 5 business days. We file it.
- You approve the messages before anything goes out. Live the same week for inbound; list campaigns start when the list is clean.

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