Hidden Value Solutions

Websites and tools that help small and mid-sized service companies keep customers and stop losing leads.

Brett Parrish — (417) 280-6288 — Hidden Value Solutions LLC
Digital business card: https://hvs-card-hiddenvalueteam.vercel.app/

The problem, in plain words: a customer calls while you are on a job, nobody answers, and they call the next shop on the list. Or they find you online, cannot tell what you do or how to book, and they leave. That is a lost lead, and lost leads are lost jobs.

The fix, in plain words: a clear website, plus tools that answer, book, follow up, and take payment, even when you are busy. You run your trade. The website and tools do the catching.

1. Websites — buy outright

One-time price covers the build plus the first month. Monthly payments start in month 2. Tools are separate — see section 3. Nothing is hidden inside a package name.

Hero — $450 one-time

A simple, professional site that gets you found and called. Your name, what you do, your service area, and your phone number, front and center. Best for a solo operator just getting online.

Startup — $650 build + $49.99 a month — $699.99 due today

A small site built for phone calls. Call Now front and center. Best for a plumber or any trade that lives by emergency calls — customers with a leak do not browse, they call.

Landing — $1,000 build + $199.99 a month — $1,199.99 due today

One page, one offer, one action. Best for pushing a single offer, like a furnace tune-up: ad and flyer traffic lands on one action, with nothing to wander off to.

Smart — $4,000 build + $299.99 a month — $4,299.99 due today

A full website: services, about, service area, reviews, and photos. Best for an established company with crews, where customers compare shops before they call. The site answers their questions and wins the comparison.

Everything — $6,000 build + $399.99 a month — $6,399.99 due today

What "Everything" means: the biggest website we build. Every service gets its own page. It is called Everything because it covers the whole business on one site — not because tools are thrown in. Tools are still separate, in section 3. Best for a big combo company, like heating plus cooling plus plumbing plus electrical, or a shop with more than one location. That much business cannot fit on a few pages without burying it.

Hosting-Only — $100 setup + $39.99 a month — $139.99 due today

Your site already works and was built by someone else, and it just needs to stay online. No rebuild. Just hosting and keeping it up.

Custom — quoted per job

A site that needs a function no package has, like an online store with checkout, customer accounts, or a multi-location finder. Scoped and quoted in writing before work starts.

Yearly option: pay for 10 months, get 12 months, on monthly plans.

2. Rent to own — a website without the big upfront price

Pay a small setup, then a monthly payment. Part of every monthly payment counts toward owning the site. The setup does not count toward owning. When the owning part reaches the build price, the site is yours.

Website	Setup today	Monthly	Own it in
Hero	$100	$70	About 10 months
Startup	$100	$100	About 10 months
Landing	$100	$160	About 10 months
Smart	$400	$345	18 months
Everything	Buy outright only — see section 1		

While you are renting, your site lives on a web address we control, and the site and domain transfer to you at buyout. After buyout, hosting is $39.99 a month, or $199.99 a month with the AI tools. Cancel anytime — the site stays live through the month you paid for, and there are no refunds on months already paid. One revision a month is included; extra revisions are $100 each, requested in writing.

3. Tools — what each one does, in plain words

Tools work on your website. Setup plus the first month are due up front, before work starts, and monthlies start in month 2. You can buy tools one at a time, or as a bundle in section 4.

Online Booking — $200 setup + $49.99 a month

A customer picks a time on the website and books it. It checks your real work calendar, so nobody books you on a day you are off, and the booking comes to you as a text. No phone tag, no lost bookings.

Missed-Call Text-Back — $200 setup + $39.99 a month

When a customer calls and you cannot pick up, they instantly get a text back: sorry I missed you, how can I help? They do not call the next shop on the list. The lead stays yours.

Automatic Google Reviews — $200 setup + $45.99 a month

After a job is done, the customer automatically gets asked for a Google review. Good reviews stack up, and new customers trust a shop with real reviews.

Customer Pay — $200 setup + $49.99 a month

Customers pay straight from the website. No chasing checks, no "I will pay you later." The money lands in the shop's account.

Instant Lead Follow-Up — $200 setup + $45.99 a month

When a new lead comes in, they hear back right away, automatically. No lead sits for hours or days and goes cold. Fast replies turn leads into jobs.

AI Phone Answering — $300 setup + $99.99 a month

An AI voice answers the shop's phone when nobody can pick up. It greets the caller, answers common questions, books appointments or takes a message, any hour of the day or night. No call ever goes unanswered. You can turn it on or off anytime.

Smart Talk — $300 setup + $149.99 a month

An AI chat and voice assistant right on the website. Visitors ask questions and get answers instantly instead of leaving. It catches people who would have left and turns them into leads, day or night.

4. Tool bundles — tools grouped together

A bundle is just tools grouped together, at one setup price and one monthly price, instead of buying them one at a time.

Essentials — $450 setup + $119.99 a month

Online Booking + Missed-Call Text-Back + Automatic Google Reviews. The basics that catch a lead, book it, and build reviews.

Growth — $800 setup + $199.99 a month

Everything in Essentials, plus Customer Pay + Instant Lead Follow-Up. Catch it, book it, get paid, and follow up fast.

AI Pack — $500 setup + $209.99 a month

AI Phone Answering + Smart Talk. Your phone and your website both answer, day or night.

Church Pack — $350 setup + $84.99 a month

For churches only: Visitor Follow-Up + Online Giving. New visitors get a warm follow-up automatically, and people can give from the church website, one time or recurring.

5. Why this is different

I built these tools myself, I run them, and I fix them. If something breaks, you do not call an 800 number, you do not deal with a big tech company, and you do not open a ticket and wait. You call me, and I handle it right away.

How it works: setup plus the first month are due up front, before work starts. A website goes live within 48 hours after payment and approval. AI tools take about one week to set up, and the site takes calls and contacts in the meantime.

No guaranteed sales claims are made here. A website and tools put you in front of customers and catch the leads that used to slip away. The work itself is still yours, and it is what earns the job.

Hidden Value Solutions LLC — Brett Parrish — (417) 280-6288
Email: hiddenvalueteam@gmail.com — Website: https://hiddenvaluesolutionsllc.com
Digital business card: https://hvs-card-hiddenvalueteam.vercel.app/

Prices are the October 31, 2026 locked price line, plus the November 2 rent-to-own terms. Setup plus first month are due up front before work starts, on all packages and tools.