

PETERSON TECHNOLOGY PARTNERS × RCS AMERICA

The company runs itself. You just ask it things.

One partner, every surface — janitorial and floor care, hood & vent, grease trap. You are not buying software; you are buying the operating layer that runs all of it: the system that finds the work, sells it, schedules it, proves it was done, invoices it and books the next one — **without anyone logging into anything.** One record runs sales and operations, because in your business they are the same record.

THE OFFER

One price. It starts Monday.

A territory is one RVP's patch, however many cities or states are in it. Philadelphia, New Jersey, Delaware and Maryland is one territory and one fee — not four. The front desk answers for the whole company, not per territory.

\$10,000

to begin — design, build and launch, everything through 31 December

\$6,500

/mo

the whole company — Philadelphia and the existing Pittsburgh book, one system

Billing starts 1 January 2027

- Janitorial, floor care, hood & vent and grease trap — one book
- The number answered 24/7/365
- Certificates kept the three years the code requires
- A compliance view your customers can be shown
- Service dates and coverage gaps per location, per service line
- Jobs quoted, booked and routed to crews
- Invoices raised, payment links sent, receivables tracked
- Acquisitions included

You launch the market before you pay to run it. The \$10,000 covers design, build and launch through 31 December; nothing further is due this year, and the \$6,500 begins on **1 January 2027** on a **24-month term**. That deferral is what the term buys — we carry the build, you commit to the operating period. Additional markets are **\$3,000 a month each**, billed from the month one opens; a market is a regional leader, not a city, so put as many crews under one as you like and the price does not move. No licence and no seat count — your bill does not rise because you hired someone or won something.

This is a larger engagement than the one quoted on 21 September. That \$5,000 bought Olivia and the market launch. This is the operating system underneath her: the CRM and the pipeline on your stages, the ERP, the field app, margin, capacity, the acquisition path and the compliance record your customers can be shown. Everything below this page is running now, and you are reading its live numbers.

HOW IT RUNS

Signal to cash, and back to the calendar.

01 SIGNAL Something makes the work due A citation filed against a kitchen, a code frequency coming due, or a contract renewing. Three clocks, read every morning — not one.	02 REACH Olivia gets in touch She calls, or they call the number on your site. Same agent either way.	03 QUOTE Priced on the call From your rates, against what the code actually requires at that kitchen.	04 BOOK Customer created, job scheduled Account, site, standing obligation and first visit — written while they are still on the phone.
05 SERVE Dispatched to a crew It lands on a technician's run sheet with the address and the code it answers to.	06 CERTIFY Photographed and certified Certificate issued on completion and held the three years the code requires.	07 CASH Invoiced and paid Invoice raises itself, the payment link is texted, the card settles it. No Word document, no chasing.	08 → 01 RENEWS Back on the calendar The obligation rolls to its next legal due date and re-enters the schedule. Nobody decides anything.

Step eight is step one. That is the difference between software and an operating business — the work re-books itself, so revenue recurs without anyone selling it twice.

WHAT STARTS IT

A citation is the loudest signal. It is not the only one.

A citation only fires when somebody was inspected and failed, which means working from citations alone is fishing in whatever the city happened to look at last week. Five clocks run instead. Three of them are read straight out of Philadelphia’s own open data every morning, with no list bought from anybody — and the numbers below were read from the city as this page loaded.

NEW LICENCE

0

food licences issued in the last 30 days — 120 in 90. A kitchen that opened this month has no cleaning contract and owes the same hood frequency as everyone else. It is the warmest call in the city and nobody is making it.

BUILD-OUT

21

Type-1 commercial kitchen hood installations permitted in 90 days, 293 hood, exhaust or grease permits in 180. A hood’s clock starts the day it runs, not the day somebody is written up for it.

CITATION

100

obligations in the book that trace to a violation the city filed, each with its case number behind it. Suppression testing, hood tags, hood records, grease interceptors.

THE CODE’S OWN CLOCK

244

NFPA 96 Table 11.4 sets a hood’s frequency by what is cooked under it; the Water Department’s FOG programme sets the grease trap’s. These fall due whether or not anyone was ever inspected — the largest source, and invisible to anyone working from citations.

CONTRACT

81

What is already sold, coming round again. A renewal is a signal, not an assumption: it enters the same queue as everything else.

THE MARKET ITSELF

6,843

active food-preparation licences in Philadelphia right now. Every one is a kitchen with a hood on a legal frequency. That is the ceiling, and it is knowable.

Four services, not one. Hoods, fire-suppression equipment, grease traps and floors each run on their own frequency at every site, so one kitchen is several obligations on several clocks. 344 are uncovered right now: that is the pipeline, and nobody bought a list to find it.

Kitchens that opened in the last 90 days

LA SUPERBA LLC	14225 BUSTLETON AVE	17 Aug
Sabor Vacano Food Market Inc	946 S 5TH ST	17 Aug
LA MAENA MINI MARKET INC	701 W BUTLER ST	17 Aug
b&w petroleum llc	6600 ESSINGTON AVE	14 Aug
MICHAEL FOOD MARKET 5 INC	700 W INDIANA AVE	14 Aug

Hoods being installed right now

625-27 S 6TH ST	21 Sep	EZ KITCHEN FIRE SUPPRESSION- For the installation of New
5052-56 CITY AVE	21 Sep	FOR INSTALLATION OF TYPE-1 COMMERCIAL KITCHEN EXHAUST HO
2345 E ANN ST	18 Sep	FOR THE INSTALLATION OF A TYPE 1 COMMERCIAL KITCHEN HOOD
4637 FRANKFORD AVE	18 Sep	For an EZ fire suppression installation for a commercia
4637 FRANKFORD AVE	18 Sep	FOR A 8' TYPE I COMMERCIAL KITCHEN HOOD INSTALLATION TO

Real rows, pulled as this page loaded. Not a screenshot, and not a sample we chose — the most recent five of each.

SEE IT RUNNING

Two films, and the system itself.

Nothing below is a mock-up. The console is the same one the figures on this page were read from.

THE AGENT

You do not log in. You ask.

Every screen has one

There is a platform underneath. You are never asked to open it.

Every account, site, obligation, crew, certificate and invoice is in there. You talk to it, and it does the work and then tells you what it did.

What came in overnight?

The citations the city filed yesterday, matched to kitchens, ranked by what is closest to being legally overdue.

Who is due in thirty days with nothing booked?

Your pipeline, by value and by date — not a forecast, a legal deadline.

Book 7 Star Lounge

Done. Job created, crew assigned, obligation moved from pipeline to the schedule.

Send everyone their payment link

Done. Every unpaid invoice gets a link texted to the number on file.

Revenue by market this year

It writes the query and answers. Ask it something nobody planned for and it still answers.

Send Luis to the Butler Street job instead

Done. Crew reassigned, run sheets updated, both technicians see it.

Update the phone for Eat'n Park

Done. Record changed, and the change is logged against the account.

We just bought a company in Tampa

Done. The market, its crews and its sites are stood up. Bringing their customer book across is the acquisition path set out further down.

Every one of these is a real exchange with the system, not an illustration.

Every screen in the business has an agent on it. Your desk, the website, the phone line, and the technician's run sheet — one brain, one record, so the answer is the same wherever it is asked. Your people still get screens when they want them. You do not have to.

WHAT IT REPLACES

Six systems you were about to buy.

CRM

Accounts, sites, contacts and every interaction. Your pipeline is not a separate list — it is the obligations nobody is covering yet.

ERP

Jobs, crews, scheduling, certificates, invoicing and receivables, on one record.

Invoicing

Today a Word document is typed and emailed. It now raises on completion and texts a link that settles by card.

Lead sourcing

A live feed of kitchens legally required to buy what you sell — read from public record, not bought from a broker.

The front desk

Website and phone answered around the clock by one agent who can see every one of your sites.

Cold calling

Olivia works the signals and hands your BDM a customer instead of a list.

HOW IT MAPS TO WHAT YOU KNOW

Every object a CRM has. None of the guessing.

If you have used Salesforce, every object you know is in here. What is missing is the guessing.

IN A CRM	HERE
Account	Operator — the restaurant group
Contact	Contact
Lead	An obligation nobody covers yet
Opportunity	The same row, with a value and a legal due date
Closed Won	The obligation becomes covered
<i>Stage, probability, forecast</i>	The fire code. It is due or it is not
— nothing after the close —	Job, crew, certificate, invoice, renewal

A lead and a job are the same thing at two points in time. In your business the sale and the service are one physical kitchen on one date, so they are one record. Uncovered, it is demand. Covered, it is revenue. Nothing is re-keyed between the two, and nothing goes quiet after the sale.

WHERE WE STOP

It runs the business. It does not keep the books.

The system runs the business end to end. It does not keep the books and it does not run payroll. That line is deliberate, it is drawn here so nobody finds it after signing, and it is the reason the rest of this document is deliverable rather than aspirational.

In scope — the business, end to end

- + The **customer**, and every **site** underneath them
- + The **service obligations** the code imposes on each site
- + **Quoting**, against your rates and what that kitchen actually requires
- + **Booking** and the schedule
- + **Dispatch** to a crew
- + The technician's **job, on their phone**
- + **Proof-of-service certificates**, held as long as the code requires
- + **Invoice generation** on completion
- + The **payment link** that settles it
- + The **receivable**, tracked until it clears
- + The **pipeline** — an uncovered obligation **is** a lead

Out of scope — the books and the payroll

- No general ledger, chart of accounts or journal entries
- No accounts payable — we bill your customers, not your suppliers
- No bank reconciliation
- No tax filing
- No financial statements
- No inventory or purchase orders
- No time-and-attendance
- No payroll runs

It **issues** invoices and tracks what you are owed. It does not replace your accountant and it does not replace your payroll provider. It is designed to hand off to both — **and that hand-off is a connector, not a rebuild**. What your accountant receives is finished work: invoices raised, payments settled, and a clean record of what was done, where, and when.

“So it isn't really an ERP.”

The operational half of an ERP is the half that runs a cleaning company, and all of it is here on one record: customers, sites, contracts, obligations, quoting, scheduling, dispatch, field execution, compliance records, invoicing and receivables. The finance half — ledger, payables, payroll, tax — is regulated work you already pay specialists to do; rebuilding it would be a second project the size of this one and would hand you a worse version of what you already have. **Every system you are being quoted stops somewhere**. The difference is that most of them let you find the edge after the contract is signed. We are naming ours now, and we are drawing it at the one line where an outside system already does the job better and hands us back a clean number.

WHAT YOU GET

Everything, at every market.

- **Olivia, outbound.** Works the signals by phone and email, books the meeting, hands your BDM a customer instead of a cold call.
- **Signal engine.** Fire-code and permit data pulled every morning — kitchens legally required to buy what you sell.
- **CRM.** Accounts, sites, contacts, every interaction, live pipeline.
- **Field app.** Run sheet in, certificate and invoice out.
- **Compliance record.** Every certificate held the three years the code requires, retrievable in seconds.
- **Olivia, inbound.** Answers the phone and the site around the clock. Quotes, books, takes payment by link, or books a callback.
- **Brand and site.** Logo directions and complete site designs to choose from, with a video concierge on the page.
- **ERP.** Jobs, crews, scheduling, certificates, invoicing, receivables.
- **Payments.** Link texted on completion, settled by card, reconciled back.

Design, build, connect, launch, operate.

DESIGN	Brand and site You pick the direction. We build the site around it, with the agent on it.
BUILD	The system, on your data Your services, your rates, your crews, your compliance intervals. The signal engine pointed at your market.
CONNECT	Phone and payments Your number answered by Olivia. Your payment processor wired in under your account.
LAUNCH	Live, with you watching We run the first jobs alongside your team before anything runs unattended.
OPERATE	It runs Signals every morning, work booked, crews dispatched, invoices settled, obligations rolling forward.

ACQUISITIONS

What happens when you buy a company.

Buying a cleaning business means buying its customers, its sites, its standing service obligations and its record of work done. All four have to be inside the platform before your crews run that route under your name. Here is what that actually takes, what repeats, and how we would size one before anybody commits to it.

What actually has to happen

01 READ	Open whatever they were on A field-service package, a shared spreadsheet, a wall calendar, a filing cabinet — or some of each. It has to be opened, understood and mapped to our model before a single record moves. This is the step that cannot be skipped and cannot be templated.
02 BRING ACROSS	Customers, sites, contacts, contracts With pricing as it was actually sold, and the service history that says when each site was last done. Sites, not just companies — the obligation attaches to the kitchen, not to the letterhead.
03 VERIFY	Re-derive every obligation from the code Each site's frequency is set from the code in force where that site sits and the equipment actually installed — not from what the seller had been doing.
04 STAND UP	Their people get accounts Technicians, supervisors and dispatch get logins, roles and run sheets, and their dispatcher sees the same screen yours does. Crews who have never used a tablet are onboarded on the job, not in a classroom.
05 RECONCILE	Run both records until they agree The first cycle runs with their old book still visible, so nothing that was on their calendar falls off yours in the handover.

The work is driven by the shape of what you buy, not its size. A company whose records all live in one system and export cleanly is a smaller job than a smaller company with twelve years of paper and three spreadsheets. Revenue tells you very little about the effort. We will not size an acquisition off its size — and you should be wary of anyone who quotes you one that way.

The destination is a product. The on-ramp is a project.

Repeatable — built once, reused every deal

- + The model: operator, site, obligation, job, certificate, invoice
- + The import path, and the validation that rejects a bad row instead of swallowing it
- + Roles and permissions for crews, supervisors and dispatch
- + The compliance rule set, once a market's code is encoded
- + Field app, certificate templates and the proof pack
- + Invoicing, payment links and receivables
- + The go-live reconciliation and the duplicate check against your existing book

Bespoke — new work on every deal

- Reading whatever system they were on, if they were on one at all
- Mapping their fields, service names, pricing conventions and site naming to ours
- Judging which of their history is worth keeping and which is noise
- Recovering the routes and intervals that only ever lived in someone's head
- Chasing missing addresses, contacts and equipment details

That split is why each acquisition after the first is less work than the first — and why none of them is no work. **The platform does not change when you buy a company. The reading does.**

Obligations are verified against the code. They are never inherited.

What the seller had been doing is evidence, not authority. Every acquired site's frequency is re-derived from the code in force in that jurisdiction and the equipment on that site, and where the seller's interval was wrong you find out during onboarding instead of during an inspection. **A wrong frequency inherited at acquisition transfers to you along with the customer** — it becomes your compliance liability the day you close. It is the one thing in this process we will not take on trust, and the one place where a market you have not operated in before adds real work: the code has to be read and encoded for that jurisdiction before its sites can be scheduled.

HOW WE WOULD SIZE ONE

Six answers, in this order, before anybody commits.

01 SYSTEM OF RECORD	What are they on, can it export, and who has the credentials. This one answer moves the estimate more than the other five together.
02 A REAL SAMPLE	Actual customer records as they exist — not a summary and not a report. We need to see the fields, the gaps, and the language they use for the work.
03 CONTRACTS AND PRICING	How the work is sold — per visit, per contract, per site — and whether those terms survive a change of owner.
04 COVERAGE MAP	Which jurisdictions the sites sit in, and whether the code there is one we have already encoded or one that has to be added.
05 SERVICE HISTORY	How far back it goes, and whether it is trustworthy enough to date the next obligation from. Where it is not, those sites start from an inspection rather than an assumption.
06 THE PEOPLE	How many crews, what they carry in the field today, and who is dispatching them.

Those six, in that order, are what we would look at before quoting an acquisition. **If we cannot get one of them, we will tell you which one, and what we assumed in its place** — so the risk sits in your diligence rather than surfacing after you close.

Your accounts. Your data. Your call.

YOUR DATA	Yours. Exportable in full, at any time, without charge.
PAYMENTS	Processed under your own account. The agent never handles card details — it sends a link and the processor does the regulated part.
YOUR ACCOUNTS	Everything runs on accounts you own. Nothing is locked to us.
OUTSIDE THE SCOPE	Connecting an outside system — your accounting package, or a customer's vendor portal — is scoped and quoted before any work starts.
GROWTH	The system is priced by region, not by headcount. Put as many crews and technicians under a regional leader as you like.