# UnlockingGrowth

## A Neighborly® Webinar Series

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September/October 2025

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# The FBO Rockstars joining us today

**Travis Reed**
The Ground Guys of League City, Pearland, and Friendswood

**Stuart Nokes**
Five Star Painting of Loudoun

**Craig Cugini**
HouseMaster Upper Peninsula

# Your AI Workforce

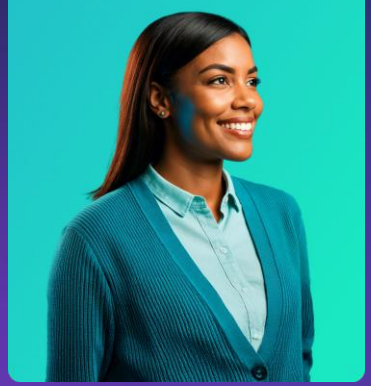
AI Receptionist

AI Reputation Specialist

AI Content Creator

# Your AI Workforce w/Broadly

AI Receptionist



**Capture leads, book appointments**
on phone, web chat, SMS

AI Reputation Specialist

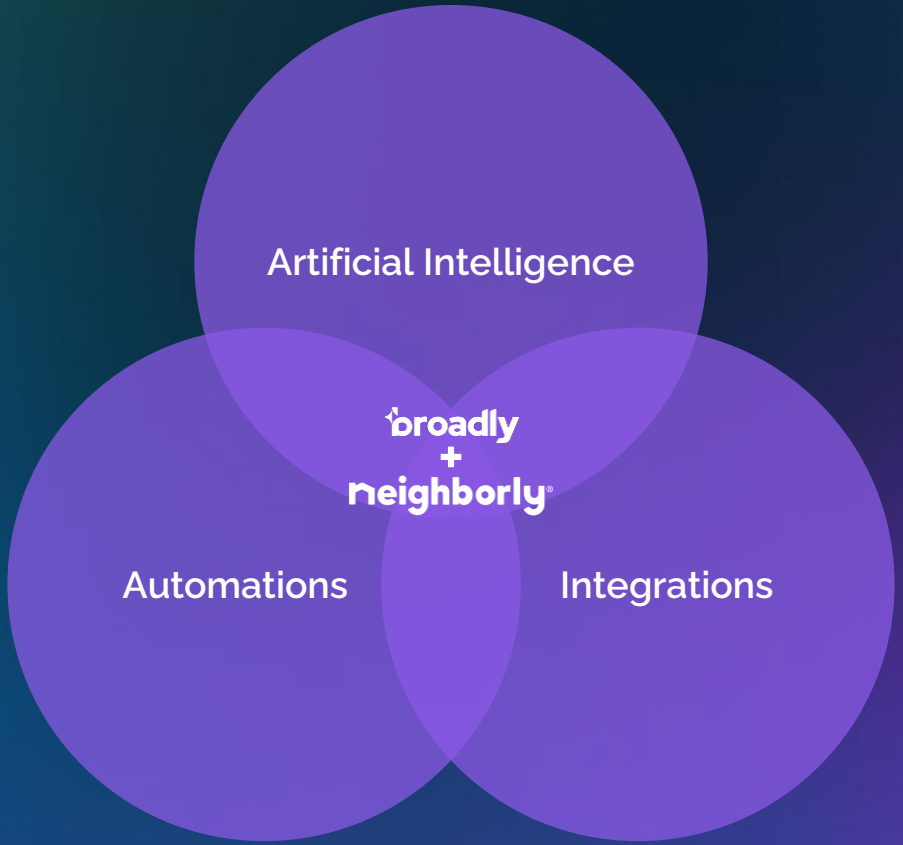
**Boost online reputation**
with review request and responses

AI Content Creator

**Turn customers into fans**
through social media marketing

broadly
by VENDASTA

# Broadly powered by Vendasta




broadly
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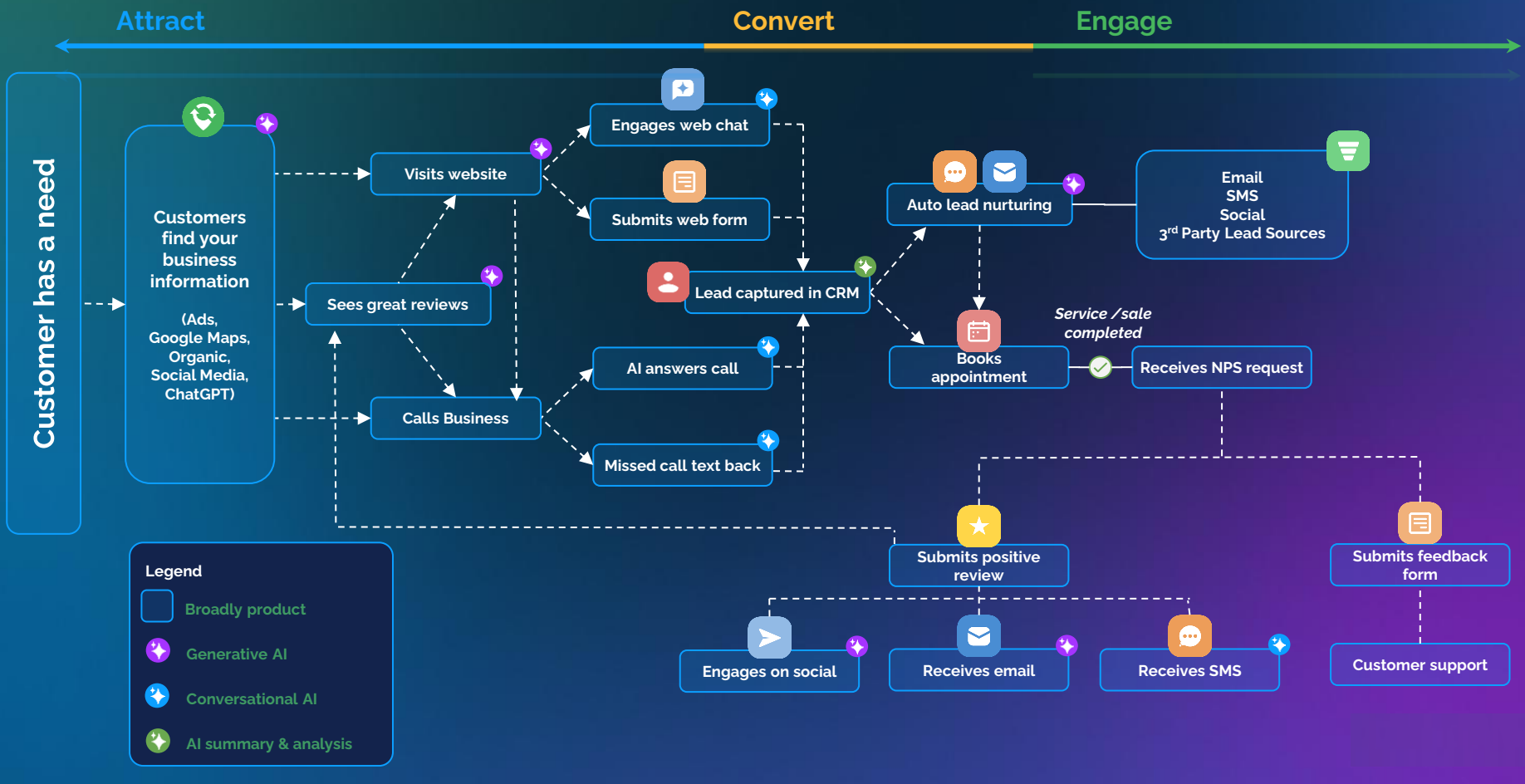
# Broadly AI: Consumer Journey Automation



# AI Web Chat Data

**134K**

Conversations with AI Web Chat across brands

**1.42M**

Total Messages with AI Web Chat across brands

**49%**

Average contact collection rate from total conversations

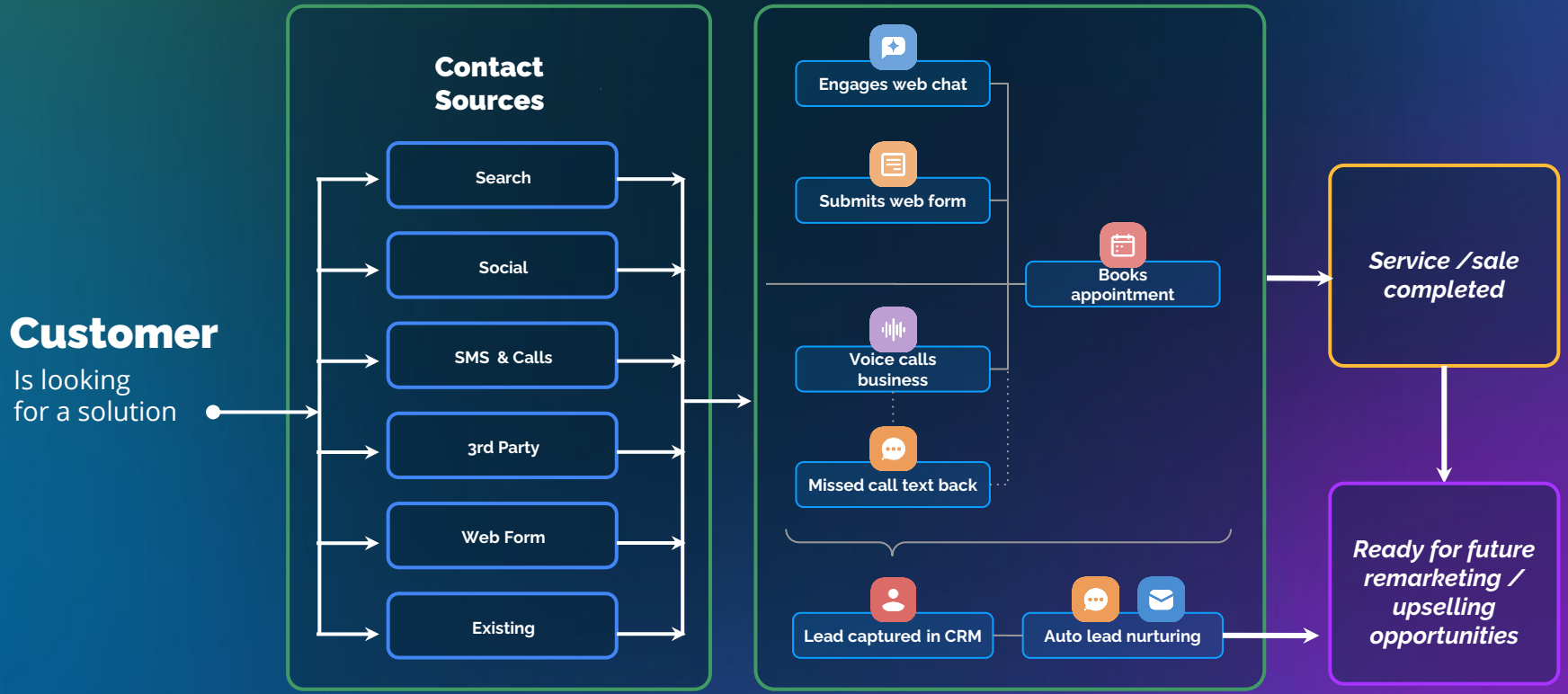
**67K**

Contacts from Web Chat across all Brands

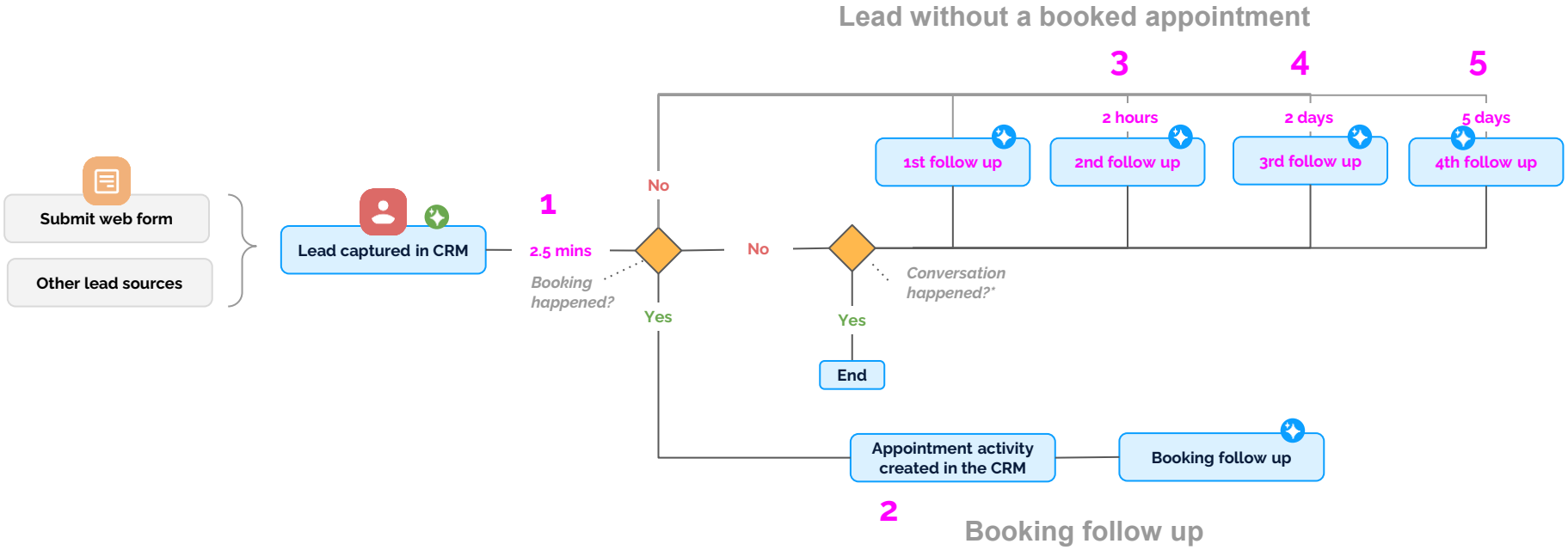
Contact Collection Rate = (Conversations started with AI Web Chat **/** Contacts created with an email and/or phone number)

broadly by VENDASTA

# The full-funnel advantage with Broadly



# Lead Flow Automation




*We always push lead to the POS if meeting is not booked within **10 minutes** after the 1st follow up message

# Broadly: Business App

(let's explore the business app)

# What to do now

| | |
|---|---|
| **Broadly App** | Download Broadly Engage & Log in to Business App |
| **Notifications / Admin** | Confirm team's notifications and your business profile |
| **Social Post** | Use Broadly AI to make 1 social post this week |
| **Reviews** | Respond to Reviews, couldn't be easier, 100% response past 30 days |
| **AI for SMS** | Consider enabling AI Receptionist for SMS |
| **Never miss a call** | Setup up Missed Call Text Back in your phone system |

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# Weekly Office Hour & Support

1. support@broadly.com
2. Weekly Office Hours (Wed. 11am Central)
3. Brand Trainings

- AI Web Chat
- AI Review Response
- AI Prompting
- AI Knowledge base

- Social Posting
- Email Campaigns
- Missed call text back
- Automations

# Thank you!

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# Unlocking Growth Webinar Recordings and Resources

# Survey

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# Upcoming Unlocking Growth Webinars

**October 28/30**

Trade Engage

**November 4/6**

Rilla

**November 18/20**

Broadly CRM
&
Social Media
Best Practices

**December 2/4**

Financing
Lower Ticket

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