

ROI CALCULATOR — CONTRACTOR EDITION

# How much is Orbintra worth to your business?

**How to use this worksheet:**

- A — Fill in their real numbers (Section A input boxes)
- B — Work through the math together, row by row
- C — Show payback period, then circle the right package

Fill in the  
make the

**A — CURRENT BUSINESS NUMBERS**

<b>Leads Per Week</b> New inquiries per week? e.g. 15-40 /week	<b>Response Time</b> Avg minutes to first reply? e.g. 30-120 min min	<b>Current Close Rate</b> What % of leads become jobs? e.g. 20-40% % close	<b>Avg Job Value</b> Revenue on a typical job? \$ e.g. \$1,200-\$3,500
<b>Monthly Revenue</b> Approx revenue this month? \$ e.g. \$15k-\$80k /mo	<b>Admin Hrs / Week</b> Hours on paperwork & follow-up? e.g. 10-25 hrs hrs/wk	<b>Google Reviews</b> How many reviews right now? e.g. 5-40 reviews	<b>Your Hourly Rate</b> Value of your time per hour? \$ e.g. \$35-\$75 /hr

**B — THE ROI CALCULATION (each row builds on the one above it)**

<b>1 Monthly Lead Volume</b> Leads/week × 4.3 = monthly leads monthly leads \$
<b>2 Leads Lost to Slow Response</b> Monthly leads × 65% = leads going cold (industry average) lost leads/mo \$
<b>3 Recoverable Jobs with Orbintra</b> Lost leads × 35% recovery rate = extra closed jobs per month new jobs/mo \$
<b>4 New Revenue from Recovered Jobs</b> Extra jobs (row 3) × avg job value (Section A) = added revenue added rev/mo \$
<b>5 Admin Time Savings (Monthly)</b> Admin hrs/wk × 4.3 × hourly rate = time value recovered time saved/mo \$
<b>6 Total Monthly Value Added</b> Row 4 (revenue) + Row 5 (time savings) = combined monthly gain total value/mo \$
<b>7 Orbintra Monthly Cost</b> Core \$497/mo   Growth \$597/mo   Concierge \$697/mo (circle one) chosen plan/mo \$
<b>8 Net Monthly ROI</b> Total value (row 6) minus monthly cost (row 7) = your net monthly gain net ROI/mo \$

**■ Baseline**

How many opportunities enter your pipeline each month.

**■ The Revenue Leak**

65% of leads go cold due to slow follow-up — money leaving your business every month.

**■ Recovery**

Orbintra's automated sequences recover 30-35% of cold leads through persistent multi-touch follow-up.

**■ Revenue Impact**

Even 2-3 extra closed jobs/month usually covers the full system cost.

**■ Time Is Money**

Use their hourly rate from Section A. Most clients recover 10-20 hrs/week in admin time.

**■ Total Gain**

The full combined value Orbintra adds each month — before subtracting the cost.

**■ Investment**

First month is always free. Enter whichever package fits. Setup is one-time.

**■ Net Monthly ROI**

This is the number. Most clients see 3-10x return every single month.

**C — PAYBACK PERIOD & PACKAGE SELECTION**

SETUP PAYBACK months to recover setup cost	MONTHLY GAIN net gain in month 1 (free)	3 MONTH TOTAL total value at 90 days	6 MONTH TOTAL total value at 180 days	12 MONTH TOTAL total value at 12 months
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CIRCLE THE PACKAGE THAT FITS:

■ Notes from this call:

✓ NEXT STEPS:

<b>Core</b> \$2,997 setup + \$497/mo	<b>Growth</b> \$4,997 setup + \$597/mo	<b>Concierge</b> \$5,997 setup + \$697/mo
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- Send the checkout link today
- Book a follow-up call
- Send the Product Overview PDF
- Add to follow-up sequence