

Stand the brand up before Monday

Four clicks-and-forms tasks only you can do (they need your logins and payment). Everything else — site, collateral, scripts — is already live. Total: about 45 minutes and ~\$60.

1 · File the DBA (~10 min, ~\$22)

- ☐ With Josh + attorney: register "Halo Facility Services" as a DBA under Halo's entity OR a new LLC (recommended — clean cap table for your equity). Paper the equity vesting against originated revenue in the same doc.
- ☐ Same-day approval typical. Puts the name on legal footing for contracts and the GBP.

2 · Buy the domain (~5 min, ~\$12/yr)

- ☐ halofacilityservices.com — unregistered as of Aug 1. (halofacilities.com is taken; grab halofacilitygroup.com too if you want the backup.)
- ☐ Buy at Cloudflare Registrar or Namecheap. Tell Fable when done — DNS gets pointed at the live site in minutes; email on the domain comes after.

3 · Google Business Profile (~20 min, free)

- ☐ business.google.com → Add business → **"Halo Facility Services"** (NEW profile — separate from Halo Permanent Lighting's; cross-link the two sites, and have Josh add "Facility services" categories to the lighting profile too).
- ☐ Type: **Service-area business** (hide address). Areas: St. George, Washington, Hurricane, Ivins, Santa Clara UT.
- ☐ Category (primary): **Property maintenance**. Secondary: Commercial cleaning service, Janitorial service, Landscaper, Facilities.
- ☐ Phone (435) 531-0533 · site facilities.omnirasystems.com (swap to the .com once bought).
- ☐ Hours: Open 24 hours (we answer the dispatch line).
- ☐ Description (paste): "Commercial facility services for Washington County. One contract, one consolidated invoice, one number that answers 24/7 — janitorial, grounds, maintenance, pressure washing, and emergency response through vetted, insured local crews we manage. Written response-time SLAs. Free vendor audit for property managers and HOAs."
- ☐ Verification: video or postcard — start it now; reviews come later.
- ☐ Texas metro profiles come later — GBP requires real operations on the ground there first.

4 · Insurance broker voicemail (~5 min)

- ☐ Leave a Saturday voicemail: CGL quote, \$1M/\$2M, facilities-management operations with subcontracted labor, Utah LLC, no W-2 employees. (Plan says \$1.5-3.5K/yr; bind before first dispatch on our paper.)

Print for Monday

- ☐ 10 × Vendor Audit one-pager (the leave-behind).
- ☐ 5 × Capabilities statement (CRE + resort/institutional + any gov conversation).
- ☐ 1 × Pocket pitch card (yours — don't hand out).

What's already done

- Site live: facilities.omnirasystems.com
- Collateral PDFs in the library + this pack
- Target list + itinerary from Thursday's run
- Pitch scripts + objection counters on the pocket card

Brand note

Halo Facility Services rides the goodwill Halo already built here — same team your prospects have seen on rooflines all over Washington County. Wordmark and halo ring come straight from the Halo brand kit; the promise extends naturally: every building deserves a Halo.