

# The AI & Search Sprint

Two months of build, done for you. Then you own the system.

PREPARED FOR JASON, WAYNE AND TANIA · SEPTEMBER 2026

## The offer in one minute

**Sized to where you are.** You do not need the full six-month transformation, and we are not going to sell you one. What the [strategy](#) shows is a specific, buildable gap: the map is won, the search and AI layer is not. So this is a sprint. Around sixty days where we build exactly what the strategy identified, done for you and run on Notable, our AI search platform. Then you graduate onto the platform and the engine keeps working. Your Maps engine keeps running unchanged alongside it.

**\$6,000 /  
mo**

for three months  
(\$18,000 all up), or  
\$15,000 up front and  
save \$3,000

**~60 days**

of build, done for you,  
working through the  
strategy's to-do list

**~5 installs**

pays the whole sprint  
back, at your own  
close rate and job  
values

**1-2 hrs**

of your time a week:  
access, photos, sign-  
off

## What the sprint builds

Nothing generic. This is the to-do list straight out of your [strategy doc](#), in build order.

| Build                                 | What it does for you                                                                                                                                                                                                                                        |
|---------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Fix your measurement first</b>     | Your Google Analytics currently over-counts enquiries by roughly three times. We fix the tracking, take a true baseline, and stand up your AI-visibility panel, so every result after this is measured honestly against a real starting line.               |
| <b>The technical and entity layer</b> | llms.txt, LocalBusiness and Review schema, and the structured markup that tells every AI engine what your reviews say and that DCIS is Canterbury's dedicated Mitsubishi Electric specialist. Quick to build, and almost no Canterbury trade has any of it. |
| <b>The Christchurch money pages</b>   | Answer-first pages for the terms with the demand: heat pump installation, service, ducted and specials in Christchurch. This is the 1,400 searches a month you currently rank page two or worse for.                                                        |
| <b>Own Rolleston and Selwyn</b>       | Dedicated pages for the sub-regional lanes nobody has claimed, anchored to your Rolleston base. You already rank number one for "heat pump service Rolleston"; we extend that pattern.                                                                      |
| <b>The citable specialist story</b>   | The "why a single-brand Mitsubishi specialist" explainer and the cost and sizing answers buyers ask AI, written so engines can quote you rather than Heat Force or Beattie Air.                                                                             |
| <b>Your Maps engine, unchanged</b>    | The monthly Maps management that got you to the top three across Canterbury keeps running as it does today. The sprint builds on top of it, not instead of it.                                                                                              |

## Straight talk on timing

**We will not pretend this is instant.** Search and AI visibility compound over six to twelve months. The sprint builds the machine in two, and the pages start earning as they rank, but the full effect arrives across the year, which is why the strategy's curve runs to month twelve. Your fastest levers for enquiries right now are the ones you already have: the Maps profile (a live seasonal offer, fresh photos, the review flow) and making the Google Ads you already pay for convert onto better pages, which the sprint's new pages do from day one. The sprint is how this winter's slowdown does not repeat next winter.

## The investment

|                  |                                                                                                                                                                                                                                                                                             |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| The sprint       | <b>\$6,000 a month for three months</b> (\$18,000 all up), or <b>\$15,000 up front</b> and save \$3,000. Priced in NZD, plus GST                                                                                                                                                            |
| Your Maps engine | Continues unchanged at your current monthly rate, alongside the sprint                                                                                                                                                                                                                      |
| After the sprint | You graduate onto <b>Notable at \$850 a month</b> (NZD). The engine we built keeps producing, tracking your rankings and your AI visibility, and we stay across it with a monthly check-in. A fraction of a retainer, and everything it produces is yours. See the three ways forward below |
| Commitment       | The sprint, then it is your call. No lock-in                                                                                                                                                                                                                                                |
| If you stop      | You keep everything: the pages, the schema, the fixed tracking, the strategy and the baseline                                                                                                                                                                                               |
| Your time        | One to two hours a week: access, job photos, and quick sign-offs                                                                                                                                                                                                                            |

## The maths, on your own numbers

At your confirmed close rate of 40 to 50% and an average install around \$3,200, each enquiry is worth roughly **\$1,280 to \$1,600** to you. The sprint pays for itself at about a dozen enquiries, roughly **five install jobs**. Against the strategy's cases, the conservative outcome returns the sprint three to four times over in its first year, and the mid case around eight to nine times. Those cases are modelled, not promised, but every input in them is yours: your enquiry rate, your prices, your close rate. **YOUR FIGURES** **MODELLED**

## After the sprint: three ways forward

The system is yours either way. The only question is who drives it, and we would genuinely like to know: is there someone at DCIS, Tania perhaps, who would want to own this day to day?

### You run it

Your person takes the wheel on Notable at \$850 a month, an hour or two a week, with a short monthly check-in from us so it never quietly stalls.

### We run it together

You take Notable at \$850 a month and we stay on a light monthly retainer alongside it, driving the content and authority work with your person across the year.

### We keep it humming

We run the whole engine for you, Notable and Maps included, at a pace that fits your cash flow. One team, one monthly rate, everything measured.

We will be honest with you here too: a system nobody drives goes quiet. Whichever way you choose, we build in a monthly check-in floor so the work you have paid for keeps working.

## What comes next

You have seen the strategy and the numbers behind it, and they are your numbers. The next step is a quick call with Ben to pick the payment shape that fits your cash flow, agree who drives after the sprint, and lock the start date. Reply to Ben or grab a time, and we will get the agreement over.

### Team Empathy

Search & AI, done with empathy

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