



THE 36 SECOND TEARDOWN

One real call. Every timestamp. No pitch attached.

A tree company in Utah missed a call on a Sunday night. Here is exactly what happened in the next 13 minutes, second by second, straight from the CRM log.

What happened

17 August 2026. Go and Grow Tree Co, a real client, missed a call on a Sunday evening. Nobody was near a phone. Here is the whole thing, pulled straight from the CRM, timestamps unedited.

7:12:30pm Inbound call. No answer.

7:13:06pm Automatic text back sent. 36 seconds after the missed call.

7:15:06pm *"Trying to get a day scheduled for the trimming of the trees"*

7:15:15pm AI replies in 9 seconds, asks for name, contact and city to book a free estimate.

7:25:11pm *"I already had a guy come out today to do an estimate I just need to know when it can be done"*

7:25:20pm AI replies in 9 seconds. Correctly says it only books new estimates, hands over the team's direct number.

What the AI actually sent

This is the message that went out 36 seconds after the missed call. Word for word.

"Hey, this is Go and Grow Tree Co. Sorry we missed your call! We're probably up a tree. How can we help? Reply here or book a free estimate: [link]"

The part nobody explains

The second a real human replies to the thread, the AI shuts off for 24 hours. On purpose. That is what happened between 7:25pm and the next message, and it is the whole reason this does not talk over the owner or double book a job.

It turns back on after that if the lead goes quiet again, so nothing gets dropped either. That pause is the actual product. The text back is just the part you notice first.

The honest version

It would be easy to round this up into something bigger than it is. Here is the number instead.

Eleven days, one tree company, in Utah

Four calls came in that would have gone missing. Two of those leads came back into the conversation on their own.

No booked job has been traced to it yet. That is a proof of life, not a case study, and it is not going to get dressed up as one here.

That is more useful to you than a rounded up claim would be. If you have been burned by a vendor who promised more than the data supports, this is the version that survives you checking it.



What does your 7:12 look like?

That's eleven days of one tree company in Utah. Small, and I'm not going to pretend it's more than that.

What I'd actually want to know if I were you: what time do your calls come in? Evenings, weekends, while you're on a ladder?

801-441-4229

Call it. Nobody answers. Watch what happens.

Or just book a time: book.builtbyf4te.com/book

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Month to month. No contracts. You own your number, your data and your CRM.

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