

CLIENT STORY

Ever After Homes

How a custom home builder turned years of expertise into a polished, professional sales system — and grew as business owners along the way.

CLIENT	Ever After Homes — Brian & Sita DosRamos
INDUSTRY	Custom homes & design-build, Ontario
ENGAGEMENT	90-day Sales System Build, continuing as 1:1 coaching
STARTED	Q2 2025

"You bring a rare combination of strategy, creativity, organization, execution, and mindset coaching. You helped us take the ideas in our heads and turn them into a practical sales system we could actually use — while also helping us grow as business owners."

BRIAN & SITA DOSRAMOS, EVER AFTER HOMES

Where they started

Brian and Sita knew their business cold. After 15+ years of building beautiful custom homes, they had the craft, the reputation, and the kind of word-of-mouth most contractors would envy. What they didn't have was a polished, professional sales process that matched the level of work they were already doing.

They had ideas, knowledge, and answers — but no consistent way to package any of it for clients. Every prospect required starting from scratch. The same questions came up on every call. The same line items got pushback on every proposal, especially site management, where the team had to defend the value over and over again. Two huge potential channels — architects and realtors — were largely untapped, leaving real revenue on the table.

The tech stack wasn't helping either. Hubspot was expensive, didn't sync cleanly with the JobTread project management software they relied on, and wasn't earning its keep.

Underneath all of that was the deeper work that any busy entrepreneur knows. The patterns in thinking and decision-making that quietly hold a business back. The spirals that come when things aren't moving as fast as you'd like. Pricing without full confidence, and the over-working that follows.

You can't out-system that. You have to do the inner work too.

What we built together

The engagement began with a full process audit — looking honestly at where leads came in, where they fell out, what was being said in proposals, and where the team's energy was actually going. From there, we prioritized.

A new tech stack that earned its keep.

We migrated Ever After from Hubspot to GoHighLevel, which cut software costs, integrated cleanly with JobTread, and made automation actually accessible to a busy team. The nurture sequences and funnels we built engage leads quickly and keep them warm without requiring constant manual follow-up.

A capability package suite, built for three audiences.

Most builders have one general brochure. Ever After got three purpose-built sales tools — one each for homeowners, architects, and realtors — engineered to handle the specific objections and motivations of each buyer. Same company, three buyer journeys, three sales tools that actually do the work.

FOR HOMEOWNERS

YOUR HOME. YOUR STORY.

**Building the Setting for
Your Tomorrows**

FOR ARCHITECTS

YOUR VISION. OUR CRAFT.

**Bringing Your Designs
to Life, Seamlessly**

FOR REALTORS

YOUR CLIENTS. OUR CRAFT.

Built in PartnershipINTRODUCING EVER
AFTER HOMES**A Better Builder
Partner for You —
and Your Clients**

As an architect, your reputation matters. So does your time. That's why we built a construction experience that's not only exceptional for clients — but frictionless for you.

INSIDE THE ARCHITECT PACKAGE

Architects refer business differently than homeowners shop for a builder. Most contractors miss this. The architect package speaks directly to a designer's real concerns — protecting design intent, maintaining their reputation, and earning a meaningful referral fee — so the partnership starts on solid ground.

A cost guide that pre-qualifies leads.

It gives prospects a clear, honest range up front. Tire-kickers self-select out. The inquiries reaching the team now are already comfortable with the investment.

A site management explainer that pre-handles the objection.

This document goes out as part of the initial process, before the proposal lands. By the time a client sees the line item, the value is already understood. The objection that used to derail every proposal conversation is now handled before it's ever raised.

A cost-plus pricing guide.

Builders using cost-plus often lose deals to fixed-price competitors who appear cheaper on paper. The guide reframes cost-plus as the more protective option for the client — turning a potential disadvantage into a trust-building moment.

Funnels around each new asset.

So the collateral isn't sitting in a folder. It's actively pulling leads through a journey.

Website audit.

Identified where the site wasn't carrying its weight and what needed to shift.

And, in parallel, the inner work.

Strategy doesn't execute itself, and the cleanest system in the world won't run if the people running it don't trust themselves. Throughout the 90 days we worked on the patterns in thinking and language that were holding them back — reframing the spirals, reconnecting with confidence, and stepping into the kind of leadership the company needed. The systems freed up time. The mindset work freed up *capacity*.

"You have an incredible eye for design and detail. The materials weren't only well-written and organized, they were professional and polished. That made a big difference in how we showed up to clients."

BRIAN & SITA DOSRAMOS

What changed

By the end of the engagement, Ever After had:

- **10+ pieces of professional, on-brand sales and marketing collateral** that introduce the company, explain the process, answer common questions, and support live sales conversations
- A modern, integrated tech stack that saves money and time every month
- Three audience-specific capability packages doing the work that used to require live conversations
- A lead pipeline pre-qualified before anyone picks up the phone
- Two new referral channels — architects and realtors — actively being developed with proper tools to support them
- A site management objection that no longer needs to be defended on every call
- Founders showing up to client conversations with significantly more confidence

The team got their time back. The sales process became polished and repeatable. And the engagement worked well enough that Ever After Homes continued on as ongoing 1:1 coaching clients well past the original 90 days — which, honestly, is the result I trust most.

In their words

"Working with you made a meaningful difference in our business. Before we started working together, we lacked strong, polished materials to send to prospective clients. We had many ideas and lots of knowledge, but we needed help turning that into client-facing resources that felt professional, on-brand, and aligned with how we wanted Ever After Homes to be presented.

In the first 90 days, you helped us create beautiful, strategic marketing and sales materials that we could actually use in our process. These resources helped us better educate leads, explain our services, communicate our value, and move potential clients through the decision-making process with more confidence.

One of the biggest transformations was creating our lead magnets and sales assets. We now have more than 10 pieces of content that introduce who we are, explain our process, answer common client questions, and support our sales conversations. This has saved us significant time because we no longer start from scratch every time a client asks a question or needs more information.

You also have an incredible eye for design and detail. The materials you helped us create were not only well-written and organized, but also professional and polished. That made a big difference in how we showed up to clients and gave us more confidence in our presentations.

Beyond the sales and marketing work, one of the most valuable parts of working with you was your mindset coaching. You helped us recognize key patterns in our wording, thinking, and decision-making that were holding us back or keeping us stuck. As busy entrepreneurs, it is easy to get caught in a spiral when things are not moving as quickly or as smoothly as we hoped. You had a way of helping us step back, reframe, and get back into a clearer, more productive mindset so we could keep showing up as the best versions of ourselves.

Our sales and marketing process is much more polished now. We have better tools, clearer messaging, a stronger mindset, and a more professional way to nurture and convert leads. For another contractor considering working with you, we would say that you bring a rare combination of strategy, creativity, organization, execution, and mindset coaching."

— BRIAN & SITA DOSRAMOS, EVER AFTER HOMES

Why this worked

The contractor space is full of generic consultants who can build a funnel but don't understand what site management actually is, why cost-plus contracts get pushed back on, or how an architect refers business differently than a homeowner shops for a builder. This work was anchored in deep familiarity with how custom builders actually sell, what their clients actually push back on, and what their referral partners actually need to feel confident sending business.

But the strategy alone wouldn't have stuck. It worked because we did the inner work alongside the outer work. The systems gave them the structure. The coaching gave them the room to use it.

That's project work at JONA.

LET'S TALK

The best projects start with a real conversation.

If you're a builder who's tired of starting from scratch on every proposal, defending the same line items on every call, or watching good leads go cold — let's talk.

[BOOK A 20 MIN CALL](#)