



FROM DOOR-TO-DOOR HUSTLE TO MULTI-BRANCH GROWTH

VINX PLAYBOOK WITH RYAN MARSHALL

START SCRAPPY, STAY RELENTLESS

"Day one I had a white truck, a \$35 logo, and a Costco credit card with a \$10k limit. I was the salesman, the office staff, and the technician. I'd sign people up for ants, then sit in my truck watching YouTube videos on how to treat ants."

- Lesson: Don't wait for perfect resources. Grind, learn on the fly, reinvest every dollar back into growth.



SCOUTING BEFORE KNOCKING

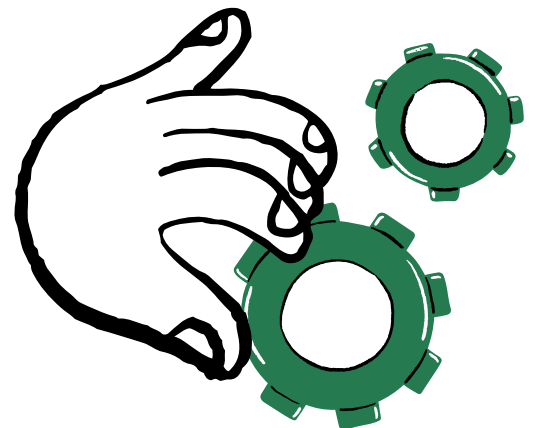
"We never just picked a random street. We'd scout, count, and mark the homes most likely to buy. Look for pest signs, competitor trucks, and density potential. If one house bought, neighbors were 5x more likely."

- Checklist:
 - Walk neighborhoods first – note nests, webs, ant mounds
 - Map competitor signage/trucks
 - Prioritize clusters, not scatter

LEADERSHIP OVER LOCATIONS

"We opened our second branch too soon. It worked – but it was painful. Now, we won't launch a branch without the right manager in place."

- Hire quality leadership early, even if it costs more. The wrong "cheap" manager costs more in churn and chaos.





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TECHNICIAN ACCOUNTABILITY = RETENTION

"The second we put eyes on what was happening in the field, our churn dropped."

- Switched techs to production pay with tenure bumps (+\$1/stop at 2 years, +\$1 at 3 years)
- Set minimum time thresholds per stop → no rushing through routes
- Track complaints per tech: "We thought one guy was a workhorse... then saw most complaints came from him."

EOS + DATA + AI

"EOS gave us a language and rhythm to run the company. AI gave us speed in solving problems we used to ignore."

VINX runs weekly EOS L10 meetings: leadership, ops, rev ops, and now tech-level scorecards.

- KPIs tracked:
- Customer churn
- New subscriptions per week
- Avg stops per tech/day
- Miles per route
- Upgrade revenue from service techs





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Mistakes

Knocking blind → wasted time

Cheap managers → no leverage

Overexpanding too soon → operational pain

Overreliance on D2D → fragile growth

and

Fixes

- ✓ Scouting & surveys before launching markets
- ✓ Paying for real leadership ("Who, not How")
- ✓ Leadership-first expansion
- ✓ Diversifying with marketing + upsells

Tools of the Trade

Apruv: AI welcome calls, review capture, field accountability

EOS (Traction): L10 meetings, scorecards, ops cadence

AI assistants: SOP writing, call answering, faster decision-making

Actionable Checklist

- ✓ Scout and survey neighborhoods before knocking
- ✓ Hire branch managers before opening new markets
- ✓ Move techs to production pay with tenure rewards
- ✓ Track churn weekly → make it a heartbeat metric
- ✓ Push service techs to upsell (termites, premium plans)
- ✓ Run EOS scorecards at every level (leadership → techs)

Where Apruv Fits

Cut welcome call labor from \$11–12/call to a fraction of that

Reduced churn from ~28% to ~9% on accounts with welcome calls

Exposed underperforming techs with low approval ratings

Turned negative reviews into early alerts: "If one customer complains, 10 others are feeling it."



"We never had money – we had sweat. Door-to-door built VINX, but leadership and accountability scaled it."

– Ryan Marshall