

Complete Product Overview — Three Programs. One System.

Every program, guide, playbook, and tool available through Lasiter Edge.



PROGRAM 1 — VISIBILITY DIAGNOSTIC	PROGRAM 2 — GOOGLE VISIBILITY MGMT	PROGRAM 3 — REVENUE VISIBILITY SYSTEM
One-time · No commitment \$97 or \$295	\$225/month · No contract 90-day co-pilot · \$295 credited Month 1	Essential \$1,295/mo · Complete \$1,995/mo 90-day co-pilot · No contract · \$295 credited Month 1
<p>◆ Hotel Visibility Checkup \$97</p> <p>6-area GBP audit. One-page report in 2 days.</p> <p>◆ GBP & Revenue Performance Audit \$295</p> <p>GBP + rate strategy + front desk. Report + 30-min call. Credited to Month 1.</p>	<p>◆ GBP Full Rewrite Day 1 Included</p> <p>Complete profile rebuild — all fields.</p> <p>◆ 4 Custom Posts/Month Included</p> <p>Written for your property. Active = ranking.</p> <p>◆ Review Response Management Included</p> <p>Every review within 48 hours — all types.</p> <p>◆ Profile Accuracy Monitoring Included</p> <p>Hours, phone, services, website monthly.</p> <p>◆ Competitor GBP Tracking Included</p> <p>Top 3 competitors monitored monthly.</p> <p>◆ Monthly Performance Report Included</p> <p>Everything by the 10th. Direct Derek access.</p>	<p>◆ Everything in Program 2 Included</p> <p>Full GBP management in both tiers.</p> <p>◆ Front Desk Revenue Training Included</p> <p>Scripts, hesitation response, upsells, scorecard.</p> <p>◆ All Property RFPs Handled Included</p> <p>Same-day professional response. Every lead tracked.</p> <p>◆ Tour Groups & Group Inquiries Included</p> <p>Proposals, follow-up, room block coordination.</p> <p>◆ Tour Operator Outreach Included</p> <p>On their radar before they need a hotel.</p> <p>◆ Daily Rate Strategy Included</p> <p>Real demand, occupancy pacing, comp set.</p> <p>◆ Monthly Call + Executive Report Included</p> <p>30-min call + full report by the 10th.</p>
<i>One-time · No commitment</i>	<i>\$225/mo · 90-day co-pilot · No contract</i>	ESSENTIAL — \$1,295/month

STANDALONE GUIDES — One-Time · Instant PDF Delivery

◆ Hotel Front Desk Revenue Training Manual	\$195	9-chapter PDF · 20+ scripts · daily checklist · monthly scorecard · unlimited team use
◆ Independent Hotel AI Scheduling Course	\$97	4-module PDF · housekeeping · maintenance · grounds · breakfast using AI prompts
◆ Construction Crew Revenue Guide	\$97	6-chapter guide · finding · pricing · closing · retaining construction crew business
◆ The Rate Cut Trap — Owner Rate Discipline Guide	Free	Rate break-even math · variable cost · OTA compounding trap · decision worksheet

REVENUE POSITION PLAYBOOK SERIES — \$197 each · \$597 complete series · Included free in RSM Complete

◆ Coastal Hotel Playbook	\$197	Peak season pricing · off-season strategy · wedding room blocks · coastal GBP · local partnerships · 12-month calendar · 90-day plan
◆ Downtown Hotel Playbook	\$197	Corporate vs leisure rate strategy · RFP positioning · event demand · downtown GBP · direct booking · meeting room revenue · 90-day plan
◆ Highway Hotel Playbook	\$197	Crew and extended stay rates · fleet accounts · highway traveler conversion · GBP for highway search · OTA mix · 90-day plan
◆ Contractor & Workforce Hotel Playbook	\$197	Crew rate framework · corporate billing · housekeeping model · finding projects · retention · RFP process · 90-day plan
◆ Complete Series — All Four Playbooks	\$597	All four Revenue Position Playbooks. Best for multi-property owners and management companies. Save \$191.

COMPLETE TIER ADDITIONS — \$1,995/month · All guides + playbooks delivered at program start

+ All Four Revenue Position Playbooks	\$788 value	Coastal · Downtown · Highway · Contractor & Workforce — delivered at program start
+ Hotel Front Desk Revenue Training Manual	\$195 value	9-chapter PDF with 20+ scripts. Delivered at program start.
+ Independent Hotel AI Scheduling Course	\$97 value	4-module PDF — all four departments. Delivered at program start.
+ Construction Crew Revenue Guide	\$97 value	6-chapter guide. Delivered at program start.
+ The Rate Cut Trap — Owner Guide	Free	Rate discipline and break-even math. Delivered at program start.
+ Priority 4-Hour Access	Included	Responses within 4 business hours vs standard 48-hour response.
+ Quarterly 60-Min Strategy Review	Included	Full quarterly review in addition to monthly 30-min call.

5–7% Revenue Growth YoY Active CA Clients	\$800K → \$2.8M 250% Growth Over 4 Years Foundation CA Property	4 Yrs of Decline Reversed Year One · Central Valley RSM Client	No Contracts Cancel Anytime 90-Day Co-Pilot on All Monthly
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