



I LAUNCH REVENUE. THEN I RUN IT.

A revenue operator who **grows what he runs, launches what others cannot,**
and **builds the systems that make both repeatable.**

PREPARED FOR OWNERS AND BOARDS · A THREE MINUTE READ

REVENUE RUN TODAY \$110M A nine figure region, up 40% year over year	CLOSE RATE 57% → 66% Up nine points while media costs spiked
OFFICE LAUNCHES 36 Thirty on a national launch team, six cold ground up	SYSTEMS AT SCALE 1,000 Reps running systems he built

01 / THE CLAIMS

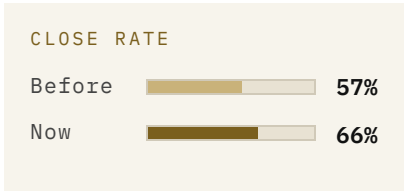
FIVE CLAIMS. EVERY ONE WITH A RECEIPT.

The ledger line under each claim is what an owner would check. **Open any one for the detail behind it.**

01 Grows what he runs.

RECEIPT \$110M region · +40% YoY · 57% → 66% close · \$0 → 7 figures in 8.5 months

A nine figure region, up 40% year over year. Close rate climbed from 57% to 66% while lead costs spiked and volume fell, because the growth was built on **owned channels and better selling, not more spend**. A canvassing channel written off as unworkable went from zero to seven figures in 8.5 months.



02 Launches what others cannot.

RECEIPT 30 inside a footprint + 6 cold ground up · \$2.1M in 5 months · division at ~\$11M / month

Thirty six office launches, two very different ways. **Thirty inside an existing footprint** on a documented five phase system, as one of four on the national launch team. **Six stood up cold** at a prior company, from market research and site selection through lease negotiation, buildout, and fully operational. One original vertical launch office produced \$2.1M in its first five months. That division now runs roughly \$11M a month.



03

Builds the machine, not the slideware.

RECEIPT 7 named systems in production, GAUGE among them · 1,000 rep sales force · \$0 incremental build cost

Named, working systems: a **daily command center** that puts a GM's whole day on one screen, an **AI powered training platform** that runs certification as a game reps want to win, rep and manager hubs, a sales to install operating system, and **GAUGE**, a verified rep scorecard that grades output, shape, and skill with a hard certification floor. Running today across a 1,000 rep sales force, built at no added cost to the business. Few people in this industry can sell. Fewer can operate. Almost none can build. He does all three.

IN PRODUCTION TODAY

7	1,000	\$0
NAMED SYSTEMS	REPS ON THEM	ADDED BUILD COST

04

Owns both sides of the truck.

RECEIPT One job line, sales + install · cancel prevention before crew cost · install standard as the moat

Sales opens the market. Installs decide whether it stays open. He operates both: a **shared sales and install job line with one scoreboard**, a cancel prevention system that verifies payment, expectations, and access days before a crew rolls, and an install process treated as **the moat**, standardized, trained, documented, and owned, so no vendor decision can take the differentiator with it.

BEFORE A CREW ROLLS

- ✓ **Payment verified**
No financial surprise on install day.
- ✓ **Expectations aligned**
What was sold is what gets built.
- ✓ **Access confirmed**
The site is ready for the crew.

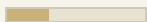
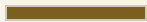
05

Multiplies people.

RECEIPT \$2.1M → \$6.7M · 3 → 10 reps, all producers · +54% revenue per lead · Stevie Bronze

Earlier, as an operations manager, one market from **\$2.1M to \$6.7M** with the team grown from 3 reps to 10, every hire developed into a producer. Close rate up 14%, revenue per lead up 54%: growth from **reps selling better, not more bodies on the board**. Certification gates before anyone sells. Company MVP at one stop. A national Stevie medal for sales operations at another.

ONE MARKET, ONE TEAM

Start  **\$2.1M**
After  **\$6.7M**

CHECK THE STEVIE LISTING >

Figures reflect different roles and periods, each named in its claim.

THE METHOD IS WRITTEN. THE MACHINE IS RUNNING.

Both are open here. No forms, no gate, no slide deck. Both run on any phone.

THE METHOD

LAUNCH WITH A SYSTEM.

The Launch Playbook. Five phases from selection math through replication, with the working instruments inside it: a scorecard that grades the numbers, written kill criteria, 90 day gates, and a stress test that asks whether the plan survives a bad year.

[READ THE PLAYBOOK >](#)

THE DAILY OPERATING SYSTEM

COMMAND CENTER.

A general manager's entire day on one screen. Sales, people, and install in one view, on the rhythm of the day. Not a screenshot, not a mockup. The product itself, running on sample data.

[OPEN THE LIVE DEMO >](#)

BEHIND CLAIM 03 • BOTH OPEN THE WORKING TOOLS AT MICHAELDELGUYD.COM

EVERY CLAIM ABOVE IS HIS. THESE ARE NOT.

Two people who came up under him, in their own words.

"A true architect of talent, culture, and growth in the home remodeling industry... His ability to unlock potential in others is unmatched. If you have the chance to work with Michael, take it."



Alison Hawks

NATIONAL VICE PRESIDENT OF SALES

Developed under his leadership from entry level rep. Runs a national sales organization today. Public LinkedIn recommendation, 2025. [Read it on his profile >](#)

"He leads by example, demonstrating vision, accountability, determination, and integrity in everything he does... His impact extends beyond professional development. He teaches people how to become better leaders themselves."



Anthony Soto

SALES MANAGER

Started as an entry level rep on Michael's team. Helped launch a new market under him at his prior company. Written recommendation, 2026.

THE PATTERN

Three companies founded and run as CEO. Four years in the U.S. Air Force before any of it. Every stop since, the same two constants: build on why people decide, and simplify until someone who is not him can run it. That is why the systems outlast the tenure, and why every one of them is still running.

4 years

U.S. AIR FORCE

3 companies

FOUNDED AND RUN AS CEO

BRING THE PROBLEM YOU ACTUALLY HAVE.

A new market. A growth ceiling.

Sales and install that need to work
as one.

One call, thirty minutes, no recruiter in the middle. He will tell
you straight whether he is the answer to it.

michaeldelguyd@gmail.com

WHERE HE FITS

**An owner's mindset. A
real mandate.**

- ✓ Full P&L, or a real growth
mandate
- ✓ A company that wants the
machine built, not just the
number hit
- ✓ Equity participation, or a
documented path to it

**He builds like an owner, and he
intends to be paid like one.**

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