



A New Era of Service

Sera was built by industry experts to help you run your business with less stress, happier customers, and a team that operates like a well-oiled machine.

53% Increase in Memberships Sold

A streamlined process makes it easier to sell more memberships and keep customers coming back.

26% Increase in Gross Margins

With fewer missed opportunities and smarter job management, profitability goes up fast.

24% Increase in Revenue

Consistent growth year over year driven by better workflows, better data, and better decisions.

"Since using Sera, my profitability has increased. I'm running at about 84% efficiency and it's hitting our bottom line."

Always Ready Repair Heating + Cooling

Sera Works for You

Sera captures leads, books appointments, and organizes your data 24/7 — giving you more opportunities, better visibility, and freedom to focus on what you do best.

✓ Smarter Scheduling

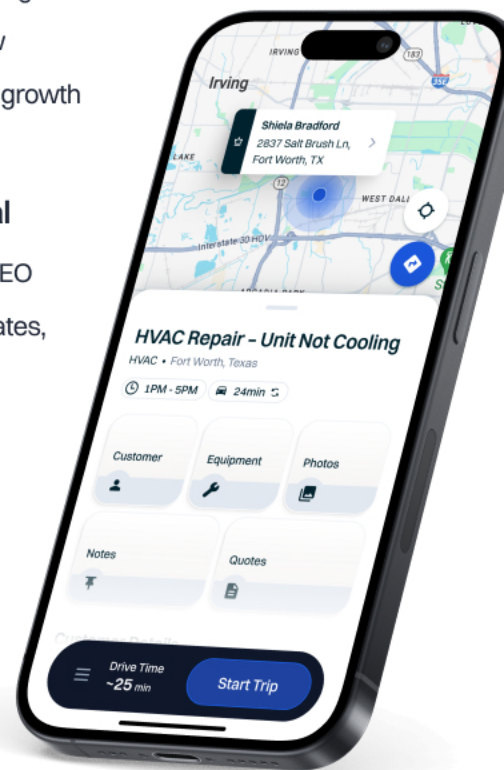
- Automates up to 80% of scheduling
- Live view of profits and cash flow
- Built-in memberships engine for growth

✓ Easy Online Customer Portal

- Online scheduling boosts your SEO
- Customer service history, estimates, and invoices

✓ Fast, Flexible Tech App

- Build quotes in 2 minutes or less
- Easy price comparisons on quotes



Benefits for the Entire Team

Owner

Dispatch

Technician

Live performance dashboard

Smarter, skill-based scheduling

Track personal performance

Deep-dive reporting tools

Auto customer messaging

Claim & manage jobs

Smart pricing catalog

Instant job & history access

Create & send quotes fast

Value-based scheduling

Real-time status updates

Easy multi-task quoting

Revenue-driving memberships

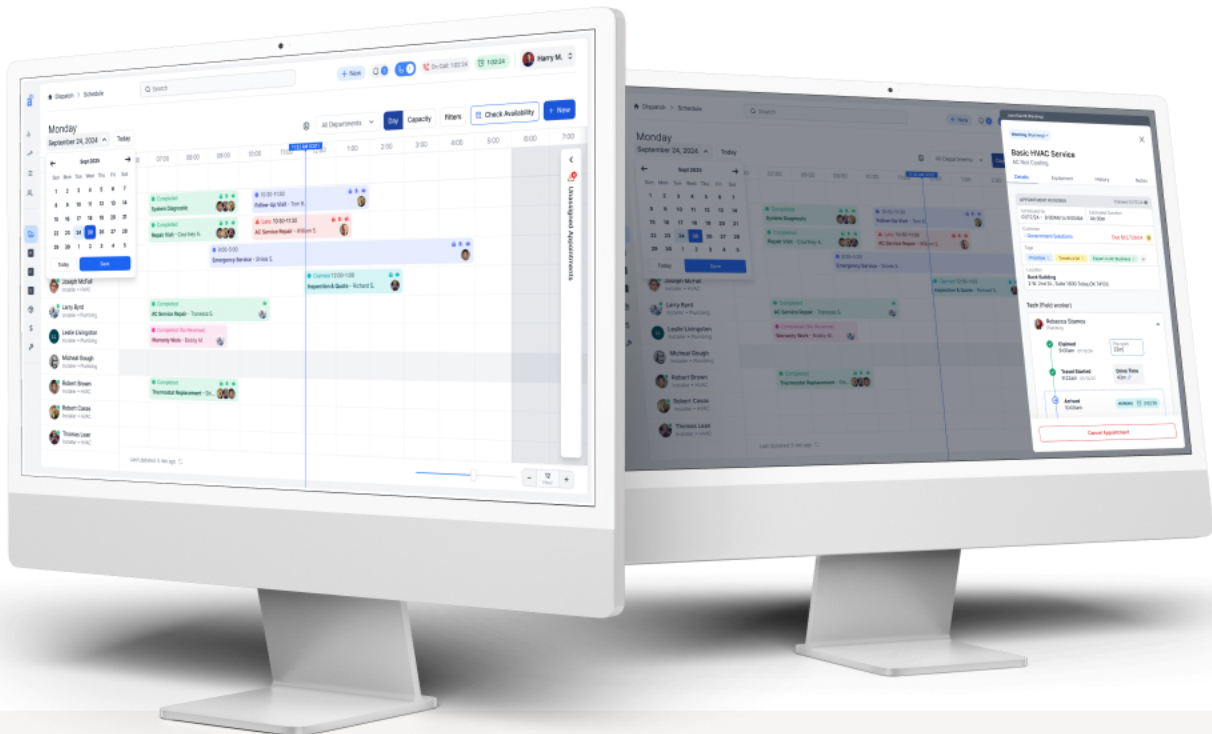
Customer insight reports

On-site invoicing & payments

Full system integrations

Built-in call tools

Service reminders built-in



"The people behind Sera understand what we're going through because they were there. The other guys have never touched a toilet or electrical socket."

— Cavanagh Electric

