

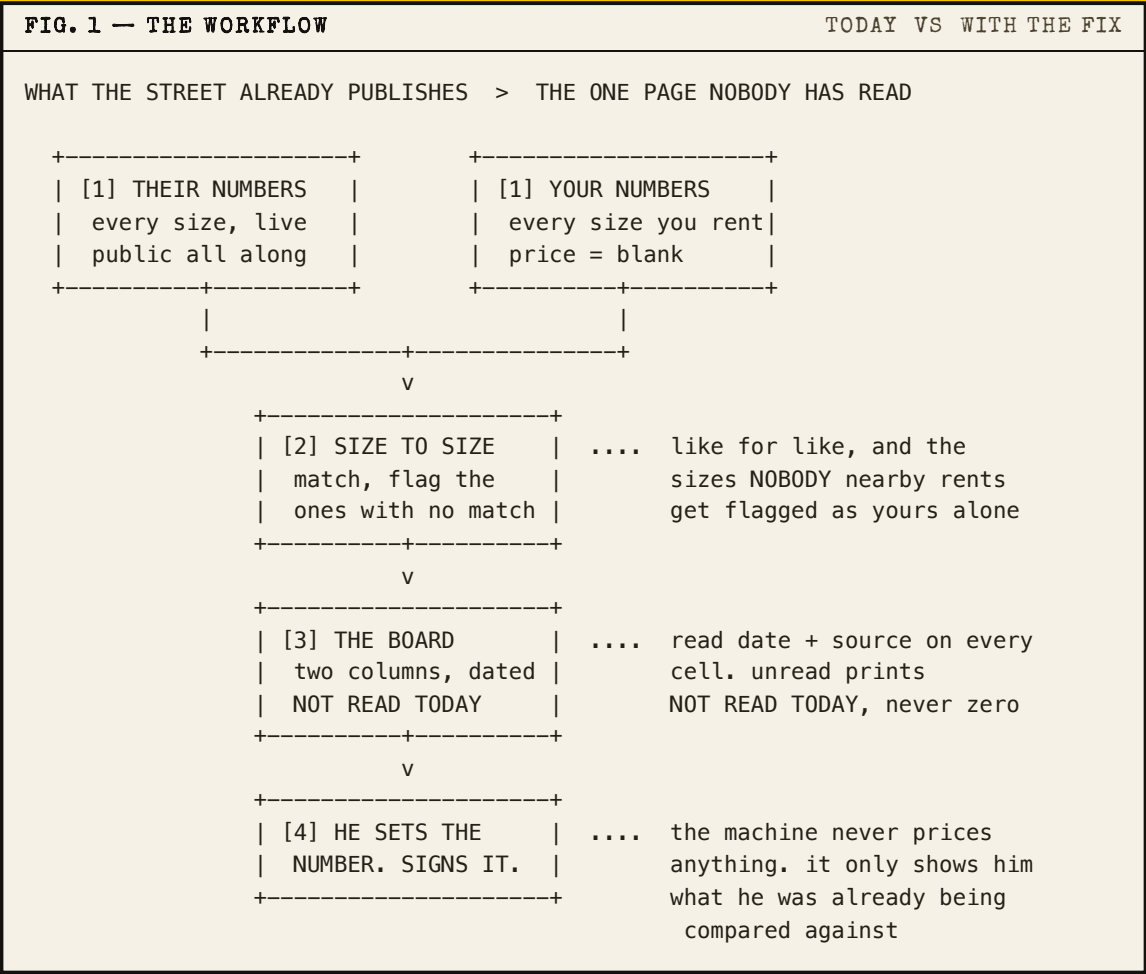


TURNING WHAT THE WHOLE STREET ALREADY PUBLISHES INTO THE ONE PAGE NOBODY HERE HAS READ

WF-12

The Monday Price Board

Every Monday morning it checks what the other yards on that road are publicly quoting, size by size, against what you quote for the same size — and it tells you the ones where you are cheapest and nobody knows it. It runs on the day of the week, not on you remembering. The page on your desk is what it leaves behind, not what you are buying.



THE PAIN

what we found, and where

He knows the chain is cheaper on some sizes and dearer on others. He does not know which, because finding out means opening eleven websites on a Sunday night and writing the numbers on the back of an envelope, and by Wednesday the numbers have moved. So he does the thing anybody does. He leaves the price off the sign, off the website, off everything, and waits for the phone to ring on a day the office is open.

THE ARTIFACT

what you actually get

THE MONDAY PRICE BOARD — one page, one line per size. Your published number. Their published number. Their current special. The date and the source on every cell, so a number nobody could read that morning prints as NOT READ TODAY and never as a zero. And at the bottom, the sizes nobody else within the trade area rents at all.

The promise: It runs on a schedule, not on a request, and it never sets a price. It prints what two businesses have each already told the public, side by side, with the date it read them. A number nobody could read that morning prints NOT READ TODAY and never as a zero. A recommended price that loses money is advice, and advice is not what this is.

THE HUMAN GATE

where it stops and asks

The board reports positions. The number is set by the person whose name is on the building, at the desk, with the page in front of him.

What that feels like: Nobody who has run a place for twenty years wants a machine setting his rent. He wants to stop guessing what the other guy charges.

BEFORE & AFTER

step by step, keyed to Fig. 1

TODAY AT THEIR DESK	AFTER THE FIX
He finds out what the chain charges by hearing it from a customer who already left.	He finds out on Monday, on one page, with the date on every number.

THE STACK

what does the work

The public listing feeds that already carry the chain's live per-unit inventory and price

His own published sizes, read off his own pages and the storefront he already pays for

A matching pass that pairs like size with like size and flags every size with no equivalent on either side

Plain code for the arithmetic; a person for the decision

INTEGRATIONS & DELIVERY

what it touches

SiteLink storefront · public listing feeds · email · a printed page

SPECIFICATIONS

- The Sunday-night envelope becomes a page that was already on the desk
- The two sizes where he is leaving forty dollars a month on the table stop being invisible
- The blank column turns into a published number, which is the only thing the customer at 2am can act on
- He finds out the same week when the chain runs a special, instead of the same quarter

AVAILABILITY

PART FITTED

The board runs today on public data alone — it needs nothing from the operator to produce the first one. What waits on the audit is the one question that cannot be answered from outside: whether the storefront he already pays for has its reservation switch off, or on and unlinked

WHO IT'S FOR

The owner, or whoever picks up when somebody calls to ask what a ten by twenty costs

ALSO SEE

and...
WF-03 The Good-Standing Sweep — the same move, pointed at what a dozen listing sites claim about you rather than at what the competitor charges.

ORIGIN

Prospect Run #7, the self-storage sweep, 2026-08-25. Six research lanes, a join, and a slate of eight. The trade's own numbers said the market is not full — independents run about ten occupancy points behind the chains and asking rents fell through the year — so every inbound call is worth more, not less. The chain in this one's trade area is buying his exact business name on paid search while his own price is a sentence telling people to phone during office hours.

Start with the audit.

One pass through how these papers actually move in your office. A price before anything starts, and the \$100 comes off the fix.

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