

GrizzREPORT

BOOKING & REVENUE AUDIT

CLIENT	High Country Guide Service
OPERATION	Hunting & Fishing Outfitter — Wyoming
REPORT TYPE	GrizzREPORT — Booking & Digital Audit
PREPARED BY	KJ "Grizz" Krueger, GrizzOPS
STATUS	SAMPLE REPORT

WHAT THIS REPORT IS

This is a sample GrizzREPORT — the same audit format used with real outfitter clients. It shows you exactly what GrizzOPS looks at, how problems are identified, and what the fix looks like. The client and findings below are realistic examples based on common patterns seen across guide operations.

OVERALL OPERATION SCORE

CATEGORY	SCORE	STATUS
Website & Online Presence	3 / 10	CRITICAL
Booking Flow	2 / 10	CRITICAL
Deposit & Payment Collection	2 / 10	CRITICAL
Client Communication	4 / 10	NEEDS WORK
Repeat Client System	1 / 10	CRITICAL
OVERALL	2.4 / 10	REVENUE AT RISK

KEY FINDINGS

01 No Online Booking System

CRITICAL

WHAT WE FOUND	Clients are calling or emailing to book trips. There is no booking form, no availability calendar, and no way to hold a date online.
REVENUE IMPACT	Estimated 30-40% of interested clients abandon the process before completing a booking. You are losing trips to operations that let people book at 11pm from their phone.
THE FIX	Install a booking system with real-time availability, automatic confirmation emails, and deposit collection at time of booking.

02 Deposits Collected Manually — or Not At All

CRITICAL

WHAT WE FOUND	Deposits are requested by text or email and collected via check, Venmo, or cash. No consistent process. No paper trail.
REVENUE IMPACT	No-shows and last-minute cancellations with no recourse. Revenue locked up until clients show up. Chasing payments costs hours every season.
THE FIX	Automate deposit collection at booking. Client pays to hold the date. Non-refundable deposit policy enforced by the system, not by you.

03 Zero Repeat Client Follow-Up

CRITICAL

WHAT WE FOUND	Past clients receive no contact between seasons. No email list. No early booking offer. No referral ask.
REVENUE IMPACT	Repeat clients are your highest-value bookings — they cost nothing to acquire. Losing even 3-4 repeat clients per season to competitors costs \$6,000-\$15,000+ in lost revenue.
THE FIX	Build an automated post-season follow-up sequence. 3 emails: thank you, early booking window, referral ask. Runs automatically. Takes zero time.

04 Website Does Not Convert

HIGH

WHAT WE FOUND	Website has no clear call to action, no mobile optimization, and load time exceeds 6 seconds on mobile. Contact information is buried.
REVENUE IMPACT	Most outfitters' clients search on mobile. A slow, confusing site sends them to your competitor in under 30 seconds.
THE FIX	Streamline the site to one clear action: Book a Trip. Phone number visible on every page. Load time under 2 seconds.

WHAT HAPPENS NEXT

A real GrizzREPORT goes deeper — it includes screenshots of your actual booking flow, specific tools and configurations recommended for your operation, and a prioritized action list ordered by revenue impact.

STEP	SERVICE	INVESTMENT
1	GrizzREPORT — Full audit of your operation	\$500
2	GrizzBACKBONE — Complete system installation	\$3,500 – \$5,500
3	GrizzCORE — Ongoing monthly management	\$500/mo

Ready to stop guessing where the money is going? Book a free 30-minute call at grizzops.com