KNOB HILL CONSULTING

The Client Guide

The research desk, explained in full: what we watch, how a record earns its place in a delivery, the three ways to buy, and the promises that stand behind every record we send.



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SECTION ONE

What This Desk Is

Knob Hill Consulting runs a small research desk in Commerce Township, Michigan. The desk does one thing, and does it to a written standard: it finds the Michigan businesses that have just become buyers, verifies each one, and delivers those records to the firms that sell to small businesses.

Small businesses buy the most in a narrow window of their lives: the weeks right after they open, change hands, join an association, move, or expand. In that window they need coverage bound, payment processing set up, books opened, payroll started, and a long list of services arranged. The firm that reaches a new business in that window, with the right offer, usually keeps that business for years. The problem has never been the selling. The problem is knowing, this week, which businesses just entered the window — and knowing it in time to act on it, not from a stale list that was sold to your competitors last quarter.

That knowing is the work of this desk. We watch new openings, ownership changes, new association and chamber members, expansions, and established businesses verified to have no website of their own, across Southeast Michigan and beyond. Every record is checked before it is allowed into a file. Every record carries that source and the date it was verified, printed on the record itself, so a client can check our work before spending a dollar — and at any time after.

Who the desk serves

The desk serves people who sell to small businesses. The first buyer class is commercial insurance: independent agents and agencies whose best prospect is a business in its first months, when coverage decisions are being made. Behind insurance come merchant services and payment processing, payroll, bookkeeping, accounting, and other commercial services — any firm whose growth depends on reaching new businesses early. If your firm sells to owners, this desk was built for your desk.

A concierge standard, not a list vendor

The desk is run as a concierge service. A client states what is needed — a territory, a category, a kind of moment — and the desk solves for it or finds the most economical

way to solve for it. There is a named person accountable for every delivery, published prices with no negotiation theater, and a standing credit rule stated in writing in this guide. We would rather be a small desk that clients trust for years than a large one they try once.

SECTION TWO

How a Record Earns Its Place

A record is not a name pulled from a directory. A record is a business, at a verified moment, with the proof printed on it. Nothing enters a delivery until it meets every part of that standard.

1. **A real trigger.** The business opened, changed hands, joined an association or chamber, moved, expanded, or was verified to have no website of its own. The trigger and its date are part of the record, because the trigger is the reason the record is worth buying.
2. **A proprietary process behind every record.** How the desk finds its records is a proprietary process. The desk draws on many kinds of sources, including business partners and information gathered across the internet. What a client receives is the finished record: complete, current, and checked.
3. **Contact points as published.** Phone and email appear only where the business itself has published them. Contact details are never guessed or invented. Where no email is published, the record says so plainly.
4. **A verification date.** The date the record was checked is printed on the record. Before any record is delivered to a paying client, it is verified again, close to the delivery date, so what arrives is current, not warehoused.
5. **Failures are replaced, never shipped with a caveat.** When a record fails verification during a build — the business closed, the moment passed, the contact point was wrong — it comes out of the delivery and a verified record takes its place. The count a client pays for is a count of verified records.

What every record carries

FIELD	WHAT IT HOLDS
Business name and trade	The business as it names itself, and the category or trade it works in.
City, county, and address	Town and county, with the street address as publicly listed.

Owner or principal	The named owner or principal, where publicly stated.
Phone and email	The business phone, and the business email where publicly posted.
Website state	Whether the business has a website of its own, a page on a platform, or none.
The trigger and its date	What happened — opening, change of hands, new membership, expansion — and when.
Source and verification date	The public source the record was checked against, and the date of that check.

THE STANDARD IN ONE LINE

Record counts vary with business formation in a territory. The verification standard never varies. If a fact cannot be verified, it is not on the record.

If you have a question about sources, let us know.

SECTION THREE

The Three Doors

There are three ways to buy from the desk. Prices are published and are the same for every client. At checkout, each order records the two facts the exclusivity promise runs on: your **category** — the class of firm you operate — and your **territory** — the counties you want covered.

DOOR ONE · ONE-TIME

The Verified Starter Batch — $99

Fifty verified records in your territory, delivered once, with no commitment after it. The starter batch is how most clients begin: real records, at the full standard, checked the same way sample records are checked, in a single delivery a firm can work immediately.

Delivery arrives as a clean spreadsheet within two business days of payment, preceded within one business day by a personal confirmation email that restates your category and territory and names the delivery date. If your category in your territory is already held by another buyer, you are told before fulfillment and offered the nearest open territory or a full refund. A held cell is never quietly sold twice.

DOOR TWO · SUBSCRIPTION · THE RECOMMENDATION

The Territory Feed — $149 per month

Fresh verified records for your territory, delivered every week on one fixed weekday, for as long as the subscription is active. The feed is the standing recommendation of this desk: business formation does not happen in one batch, and the firm that receives the new names every week owns the window in its territory over time.

The first delivery arrives within two business days of payment, after a confirmation email that names your delivery day and your first delivery date. The subscription may be cancelled at any time; cancellation stops the next renewal, and deliveries already made are never clawed back. If a payment fails or a subscription lapses, deliveries pause with it.

DOOR THREE · BUILT TO ORDER

The Custom List Commission — $249

Fifty records built and verified to order, against criteria you state: the kind of business, the territory, and the trigger or condition that makes a record valuable to your firm. Within one business day, a confirmation email restates the criteria as understood and names the delivery date; the build window runs up to five business days, because these records are gathered for your order rather than pulled from a shelf.

If the criteria cannot be built to the verification standard, you are told before fulfillment and refunded in full. A criteria set is never quietly watered down to fill the count.

SECTION FOUR

The Promises, in Writing

Exclusivity: one buyer per category, per territory

Your category in your territory is sold to one buyer only. While your starter batch is the current delivery for your category and territory, that cell is not sold to another buyer. While your feed subscription is active, that cell is yours, and it is not sold as a starter batch or a second feed to anyone else. The desk records every holding of category, territory, and buyer, and checks those records before any order is confirmed. If a subscription lapses, the cell opens only after the lapse is final — never while a payment retry is still in motion.

Credit or replace: the standing rule

> **THE STANDING RULE**
>
> Any record you document as the wrong business, a closed business, or a wrong contact point is credited or replaced in the next delivery. No dispute process.

Documenting a record takes one line in a reply: the business name and what was wrong. The desk takes it from there. Individual records are governed by this rule; a delivery that missed the standard wholesale would be refunded rather than argued over. In a local market, buyers talk to each other, and this desk intends to be talked about well.

The fulfillment guarantee

The feed carries a stated delivery promise, defined in units a client can count. If a month under-delivers against that promise, the term extends at no charge until the promised delivery is made whole. One boundary stands, and it is stated plainly so there is never a misunderstanding: make-good time lives inside an active subscription. If a client stops paying, the service ends, including any accrued make-good time. Accrued time is not a banked balance, and it does not survive the subscription that earned it.

One clean database: the reconciliation benefit

Most firms that sell to small businesses hold their market in scattered spreadsheets: an old chamber list here, a purchased file there, years of additions no one has cleaned. A feed subscription includes, one time at onboarding, a reconciliation of those files: send the desk your scattered spreadsheets, and the desk merges them, removes the duplicates, and reconciles them against the feed, so your firm never works the same business twice and never calls a business the feed has already told you about. After that first reconciliation, a later one — a new pile of files, a re-run — is available at the standard service rate of $99 per event. The reconciliation is a benefit of the subscription; it is not sold as a standalone service, and it is not a recurring chore on either side.

SECTION FIVE

How Delivery Works — and Where to Start

The rhythm of a delivery

1. **Confirmation, within one business day.** A personal email from the desk confirms the category and territory on record, restates the credit rule, and names the delivery date — for feed clients, the fixed weekday deliveries will land on.
2. **Delivery, within two business days of payment.** Records arrive as a clean spreadsheet at the email address given at checkout, every record carrying the fields set out in Section Two. Feed deliveries then repeat weekly on the named day.
3. **Working the file.** The source printed on each record is there to be opened. If a record disappoints, document it in one line and the standing rule applies in the next delivery.
4. **A person, not a portal.** Questions, corrections, and criteria changes go to the desk by email or phone and are answered by the person whose name is on this guide.

Start with the free sample

No client is asked to buy on a description. The way in is a free sample: ten real records from your territory, each one carrying its source and the date it was verified, delivered with no charge and no obligation. Read them. Open the sources. Check the work the way you would check any vendor who asked for your trust — because that checking is exactly what this desk is built to survive.

To receive the sample, reply by email to **robert@knobhillpublishing.com** with your firm name, your category, and the counties you work. The sample goes out personally, one firm at a time, and a short reply saying the sample missed the mark closes the matter cleanly, with our thanks for looking.

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Prices in this guide are published prices, stated in United States dollars. The starter batch and the custom list commission are one-time charges. The territory feed is a monthly subscription, cancellable at any time. This guide describes the service as offered in November 2026; the terms stated in writing at the time of an order govern that order.