

IMPERIUM | 2026 | Geonet case study

Table of Contents

01 Geonet, July to now
The client, the first tranche and the record

02 What we installed
The data layer, the dashboard and the tool estate

03 What changed
Speed to lead, the AI caller, and the team on camera

04 The websites
Two sites rebuilt, measured and live

05 What runs every day
The daily wrap, asking in your own words, the approvals

06 Imperium
Other operators, the people, how we start



Geonet

Geonet, July 2026 to now.

A property developer and seller, resort and residential, selling to buyers mainly in Australia through paid campaigns, webinars and a phone team.

DONE

- Seven systems connected in one operating layer
- CRM history loaded and spot-checked back to July 2022
- A 5:30pm wrap to leadership every business day since 11 August
- Two websites rebuilt and public since 27 October

IN PROGRESS

- Website phase 2 by 31 December
- The backend migration, then the handover to their team

The first tranche, delivered.

Every criterion in the three-phase agreement, demonstrated on screen.

23 of 23 — delivery criteria met across the three phases

8 — people working on the system where the agreement named four

7 — systems connected where five were named

159 — dashboard updates since the first acceptance on 24 July

From the delivery record published for Geonet, 28 September 2026.





THE FOUNDER'S OWN COUNT

"I'd list about 10 hires that were on my sheet to do. Mainly in design and business analytics … which I don't have to do now. Hundreds of thousands of dollars."

Chad Egan

Founder and Chief Executive Officer, Geonet

Geonet still hires senior specialists. What it stopped doing is adding people as the workload grew.

From his filmed story for the Geonet documentary, published on imperiumos.ai.

Inside Geonet.



On camera: Chad Egan, Ben Barnes, Elissa Doyle and Archie Nash.

July to now

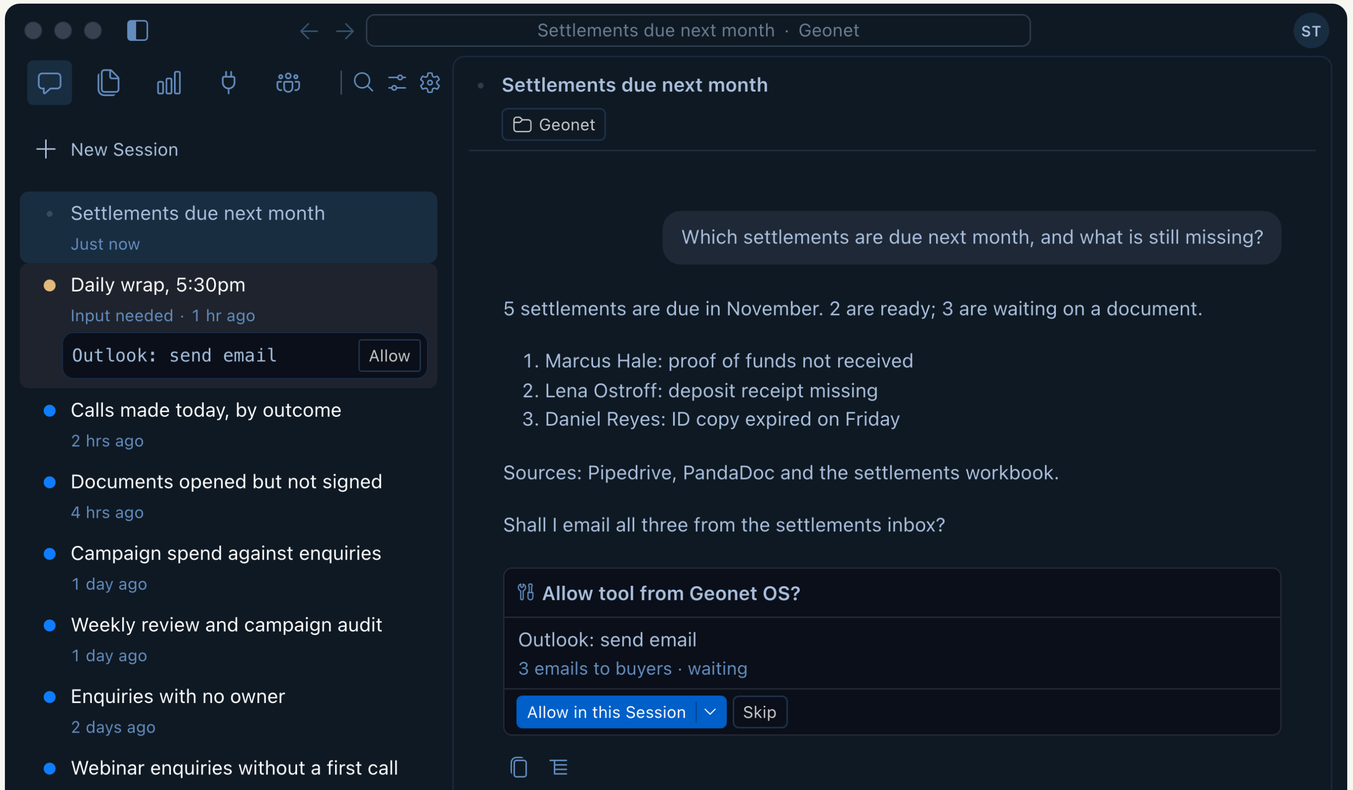
July
- Delivery starts on the 13th
- The COO's weekly tracker goes live

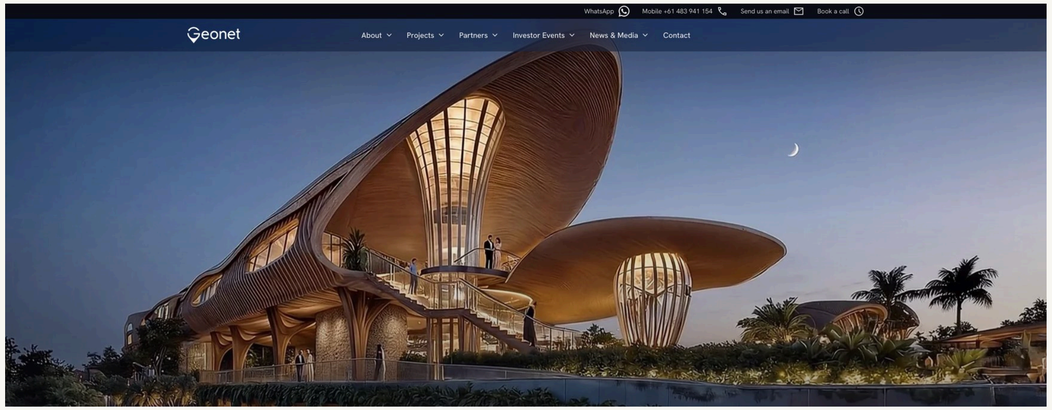
August
- Phase 1 accepted on the 24th, seven criteria on screen
- The dashboard review mapped against the code

September
- Subscriptions moved into Geonet's own name
- The 5:30pm wrap starts
- Call intelligence is rebuilt

October NOW
- The three-month record published
- The code and hosting audited
- The target architecture written

Next
- The whole tool estate counted
- Phase 3 accepted, 23 of 23. More first calls made inside the hour
- Website phase 2
- Backend migration
- Handover to Geonet





Both websites rebuilt and public on 27 October

Left: Geonet OS in Geonet's navy. A sample question, invented buyers.

Dated from the delivery files and the published record. No payment dates.

Four years of sales history, in one place.

Their CRM and phone systems, read and cross-checked against the team’s own counts.

20,592 deals, plus 3,999 calls, read on 14 July

5,000+ calls reviewed by the call-intelligence layer by early August

7,524 calls in a month against the team’s own count of 7,266, the gap explained

15 reporting questions mapped to a view in the target design, 3 of them impossible on the old stack

Counts from the ingest records and the dashboard review, July to October 2026.



One dashboard, on Geonet's numbers.

Leads, calls, campaigns and settlements in one picture, read by their own team.

WHAT IT MEASURES

- Which leads arrived, and when each was first called
- Every call the layer reviewed, by person and by outcome
- Which campaigns earned their spend
- Which contracts are moving, and which are going cold
- Who is accountable for the next step



Every lead gets a first call and an owner, and the 5:30pm wrap names the ones that slipped.

The dashboard view built for their team, shown with their figures.

The estate, counted.

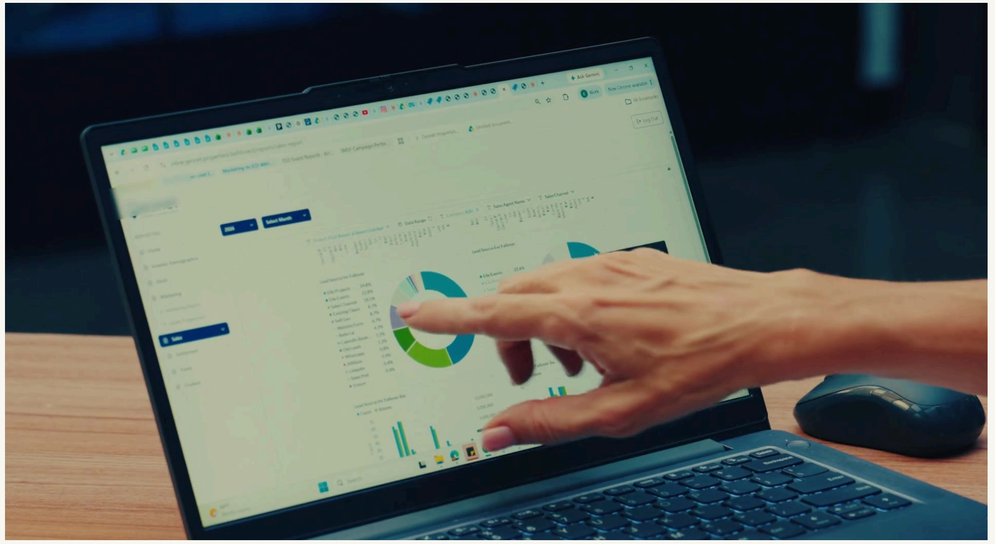
A read-only audit of everything that runs behind the business, then one place for each of them.

42 → 1	code repositories
86 → 1	hosting projects
6 → 1	databases
6 → 1	payment providers, going to Stripe (bank transfer stays)

BEHIND THOSE COUNTS

630 routes, 45 domains, 13 scheduled jobs.

Counted on 3 October 2026. The point was visibility: one place to see everything that runs.



Read-only audit of their code organisation, hosting and databases, 30 September to 3 October 2026.

Thirty-two outside services, fifteen kept.

32 → 15

Ten switched off, seven under review.

Counted by name and by what each one is for, so a renewal is a decision instead of a surprise.

15 KEPT

- pipedrive
- Stripe
- Xero
- PandaDoc
- Brevo
- JustCall
- Calendly
- Meta Ads
- Google Ads
- LinkedIn Ads
- Google Analytics
- Tag Manager
- Sentry
- Turnstile
- Microsoft Entra

7 UNDER REVIEW

- ElevenLabs
- Prezzee
- fixer.io
- mindee
- Google Vision
- Base44
- OpenRouter

10 SWITCHED OFF

- Airwallex
- PayPal
- Square
- NAB PayWay
- tazapay
- TIMELINESAI
- zero bounce
- reCAPTCHA
- Crazy Egg
- Vercel Analytics

Services named in the 3 October 2026 estate audit. Every mark is recorded with its source in the deck's logo ledger.

Speed to lead.

Every paid lead is timed from the moment it arrives to the moment someone calls it.

1 → 8

in 100 paid leads called inside the hour, their own read on 13 October

7.3 h → 4.3 h

to the first call in business hours, August to October

587

of 1,402 new leads never called at all, July to September

61% of new leads arrive at night or on a Sunday, the hours Australian rules keep sales calls closed.

From the 13 October operating-system review and the 20 October strategy session.



A person calls the keen webinar leads. The AI caller rings the rest.

Geonet's own team built the caller. It runs inside the operating layer Imperium installed, and the OS decides who it rings and logs what comes back.

About 1 in 10

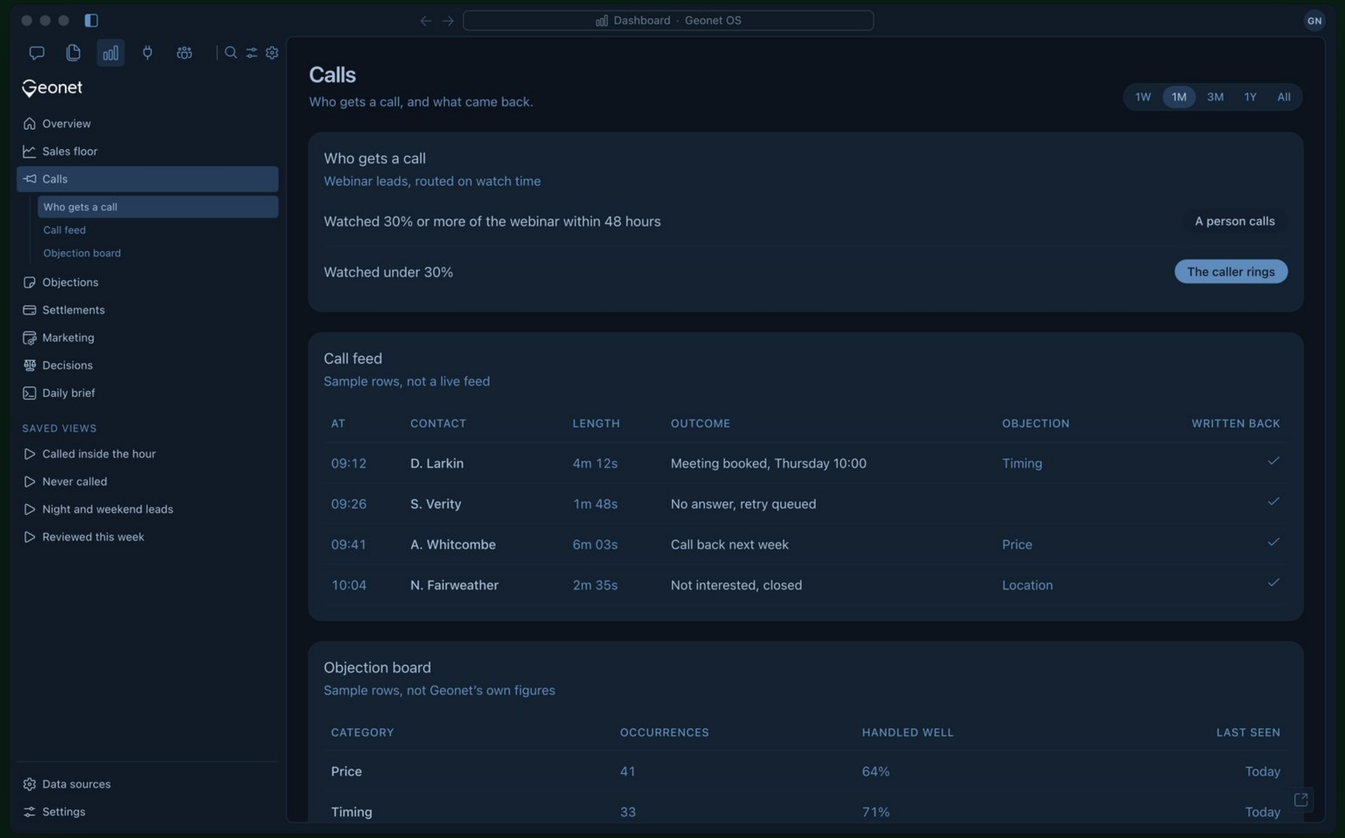
calls placed books a meeting, on their team's figure

Under US$0.01

a call

2

sales closed so far through calls it booked



Every call is written back to the record the OS already holds.

A week of marketing reporting, back in fifteen minutes.



IN HER WORDS

15 min

for a week of marketing funnel reporting

30 min

for a campaign audit and twenty-five concepts that used to take two weeks

About 40

touchpoints watched, first ad to settlement

Elissa Doyle, Chief Marketing Officer, Geonet

Her figures, from her filmed story, published on imperiumos.ai.



COO, GEONET

4 weeks → 4 days

the broker-platform launch plan, in his words

“It was like Jarvis out of Iron Man. Being able to talk to a system that can do a multitude of things for me at the same time.”

Ben Barnes, Chief Operating Officer, Geonet

He started the same week the operating layer went in, and the launch was his first deliverable.

Ben, in his own words.



IN THE FILM

3:41

Onboarding, the knowledge base, and bringing a team to one standard

5:21

“Some days it felt like I had a team of ten working for me”

6:40

“We certainly don’t need to take on 50 marketing specialists … or another 40 people in settlements”

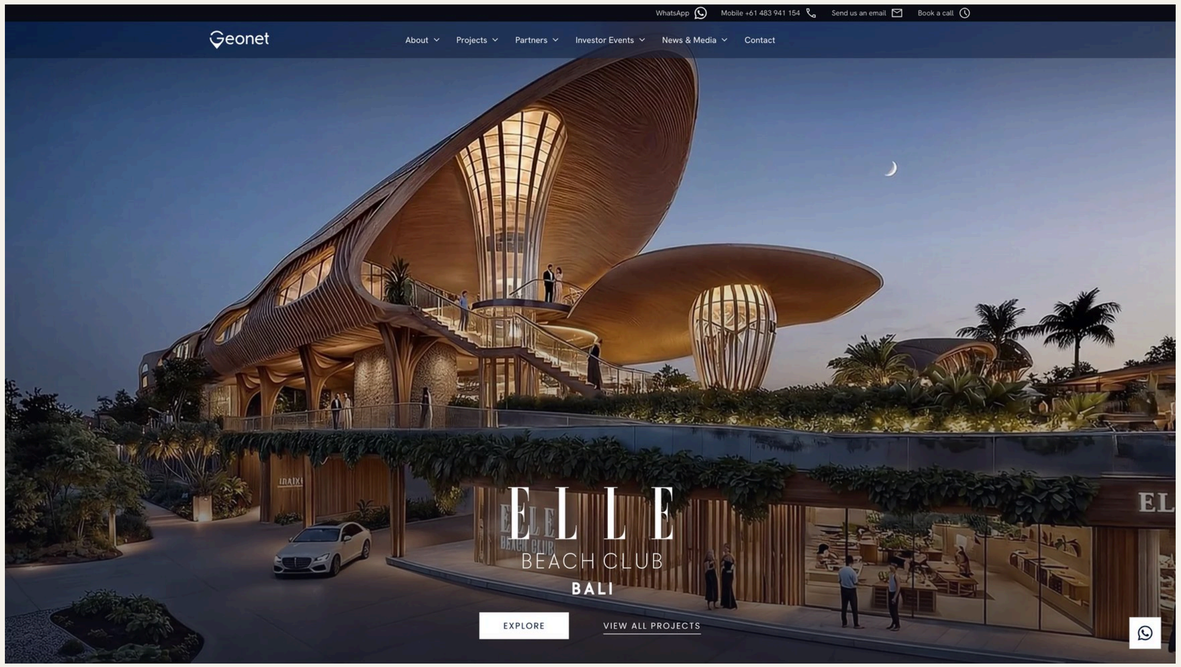
7:22

Why marketing, settlements and tech each need a different answer

Ben Barnes, Chief Operating Officer, Geonet

Two websites, rebuilt and live.

GEONET.PROPERTY



96 mobile PageSpeed on the new home page

3.63 → 2.39 MB home page weight after the same pass

THE WYLDER



74 → 87 mobile Lighthouse score, with largest paint 5.8 s → 3.5 s

3.21 → 1.94 MB page weight on the standalone site

Every visit, film watched and form sent lands in one data store, with the campaign that brought the visitor.

Geonet home: one Google PageSpeed run on 27 October. The second site: Lighthouse mobile, median of three local runs on one machine; Google PageSpeed reads 86 after the pass. Both sites public since 27 October 2026.

What runs every day.

EVERY BUSINESS DAY

A 5:30pm wrap to leadership, since 11 August

EVERY WEEK

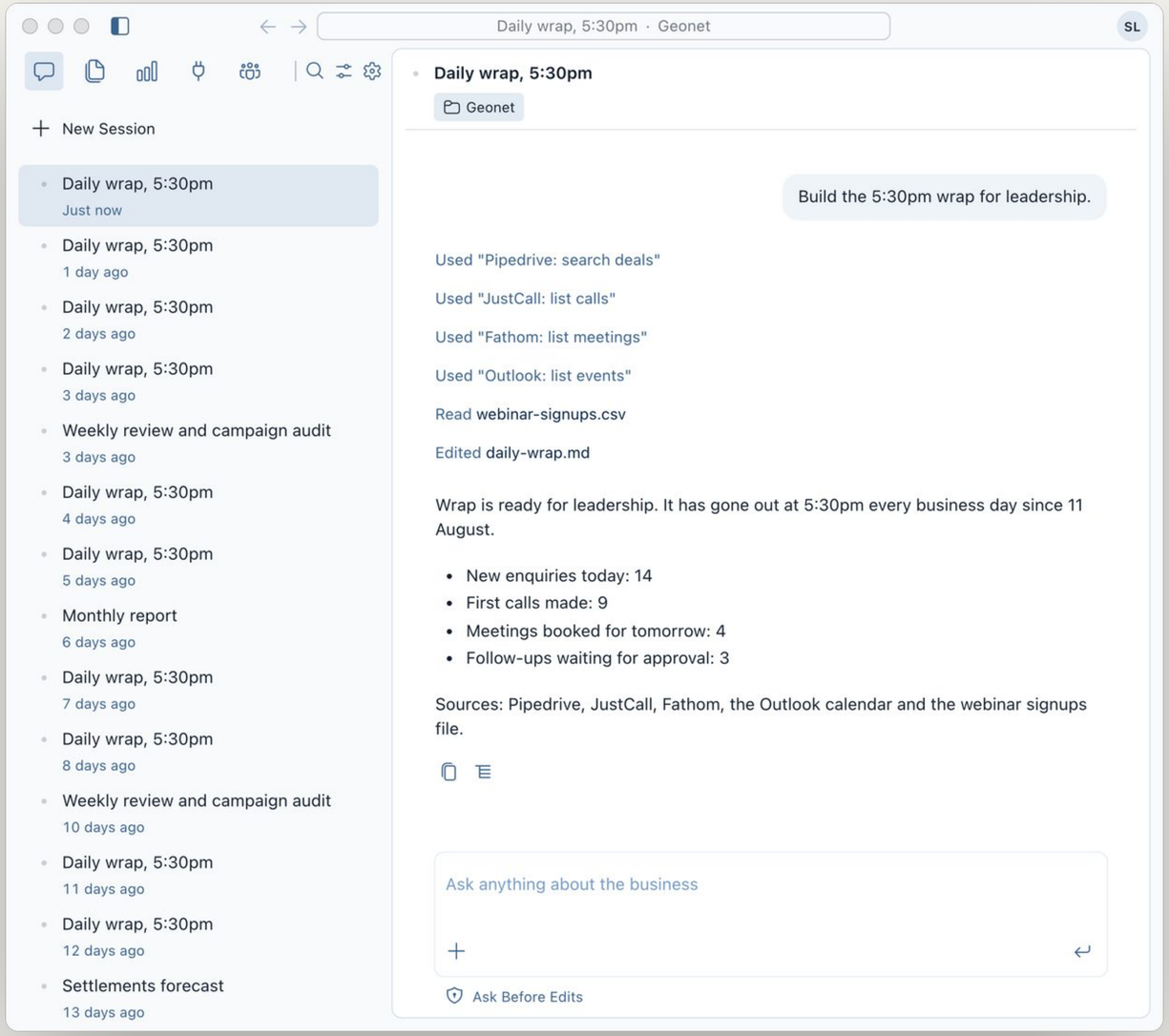
Performance reviews and a campaign audit

EVERY MONTH

A written report and a settlements forecast

BEYOND THE AGREEMENT

Campaign Command with per-campaign profit and loss, a campaign board with creative previews, and a follow-up drafter.



The 5:30pm wrap as it lands in Geonet OS. Illustrative screen. Sample data, not Geonet's own figures.

Ask in your own words. It answers from Geonet's own data.

The sales team asks about a buyer, a call or this week's enquiries, and gets an answer it can check.

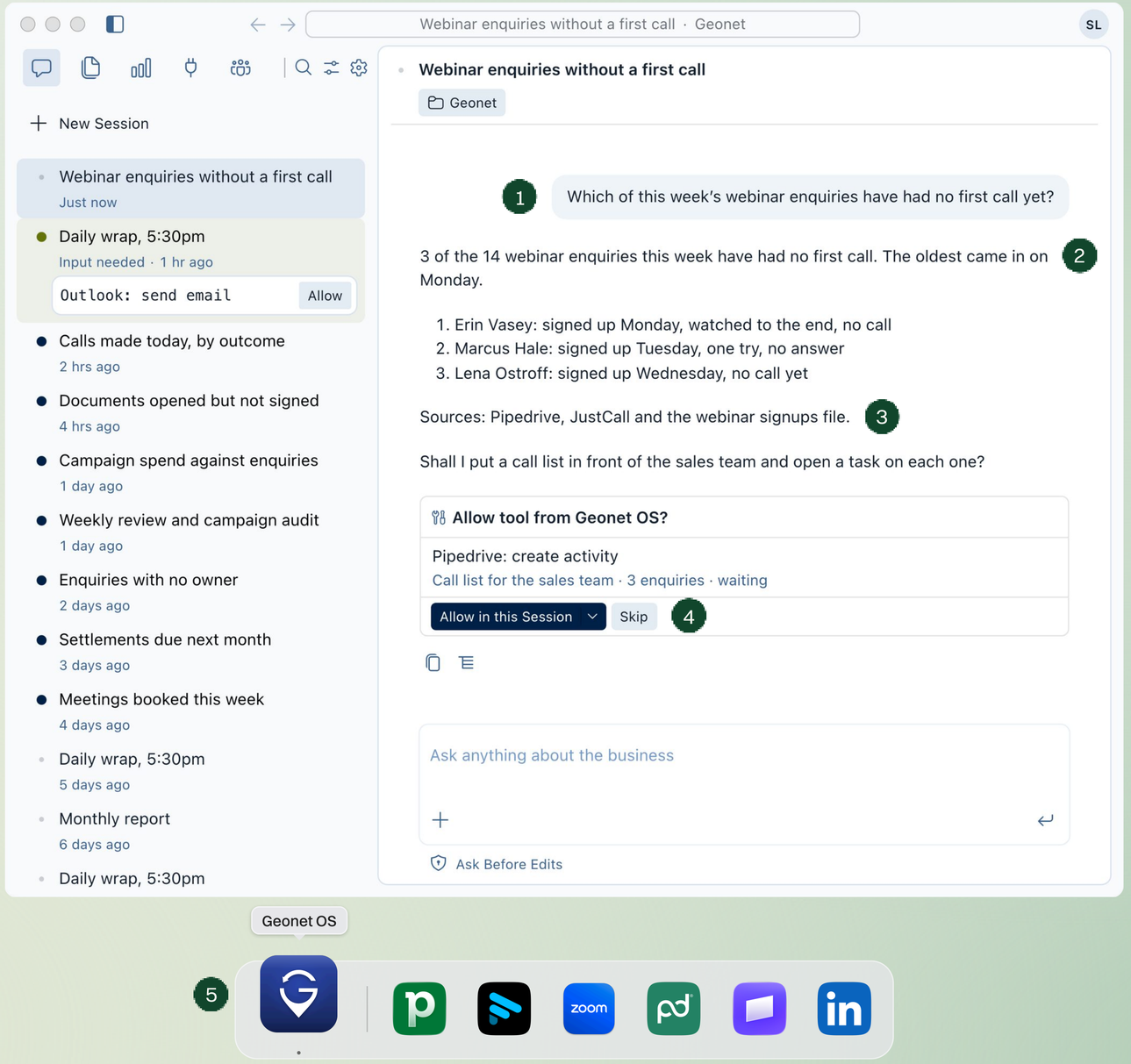
1 Someone on the team asks, the way they'd ask a colleague.

2 It answers with the names and the numbers, in a few lines.

3 It shows where it came from: Pipedrive, JustCall and the webinar signups.

4 It drafts the next step, and a person approves it.

5 Geonet OS sits in the Dock, next to the tools the team already uses.



ALSO ON THE DESK

- JustCall
- Outlook and Teams
- Xero
- Calendly
- Meta
- Google Analytics

Each number marks a step on the screen. Illustrative screen. Sample buyers and data, not Geonet's own records.

Nothing goes out without a person.

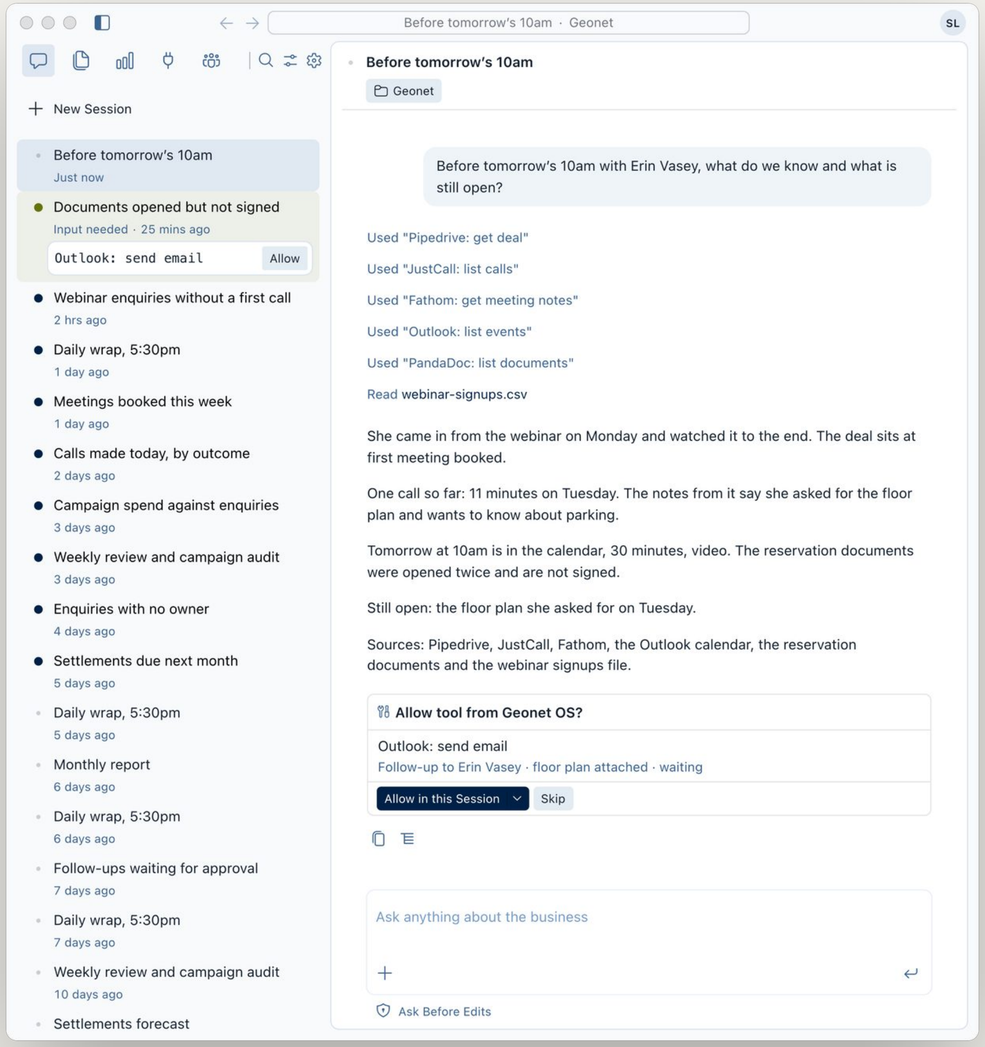
One question before a buyer meeting. Five systems read, one answer, and an email that waits.

WHAT IT READ

pipedrive	the deal and its stage
JustCall	every call so far
FATHOM	the notes from that call
Outlook	tomorrow's calendar
PandaDoc	the documents, opened and unsigned

WHAT WAITS FOR A PERSON

The follow-up email is drafted. It goes when someone on the team allows it.



Illustrative screen in Geonet OS. A sample buyer and sample data, not a real record.

The salesperson walks in already knowing the buyer.

ON ONE PAGE

The campaign that brought them

Every page they viewed

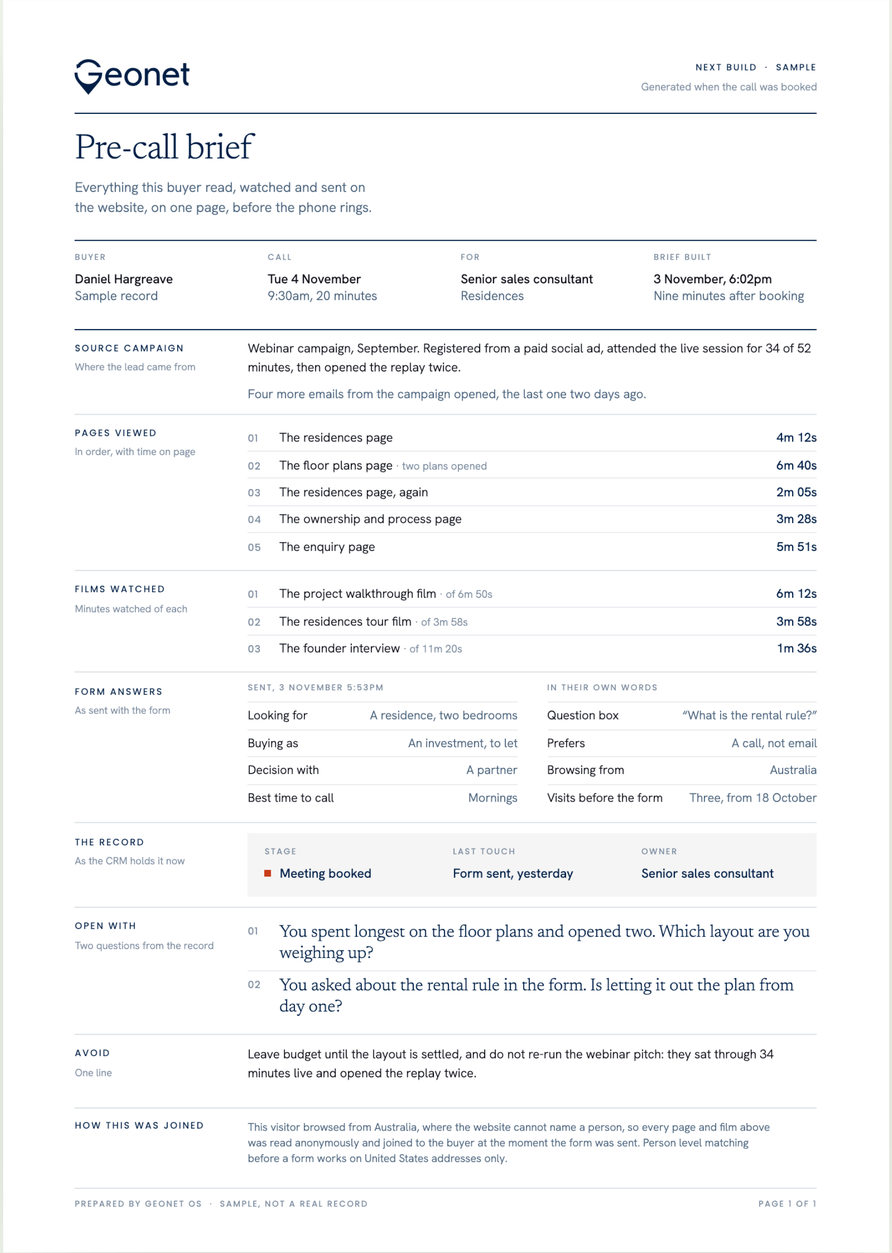
Films watched, with minutes

Form answers, as sent

Their record in the CRM

Open the sample brief ↗

Next build. A sample buyer, not a real record.



Geonet

NEXT BUILD · SAMPLE
Generated when the call was booked

Pre-call brief

Everything this buyer read, watched and sent on the website, on one page, before the phone rings.

BUYER	CALL	FOR	BRIEF BUILT
Daniel Hargreave Sample record	Tue 4 November 9:30am, 20 minutes	Senior sales consultant Residences	3 November, 6:02pm Nine minutes after booking

SOURCE CAMPAIGN — Where the lead came from

Webinar campaign, September. Registered from a paid social ad, attended the live session for 34 of 52 minutes, then opened the replay twice.

Four more emails from the campaign opened, the last one two days ago.

PAGES VIEWED — In order, with time on page

01	The residences page	4m 12s
02	The floor plans page · two plans opened	6m 40s
03	The residences page, again	2m 05s
04	The ownership and process page	3m 28s
05	The enquiry page	5m 51s

FILMS WATCHED — Minutes watched of each

01	The project walkthrough film · of 6m 50s	6m 12s
02	The residences tour film · of 3m 58s	3m 58s
03	The founder interview · of 11m 20s	1m 36s

FORM ANSWERS — As sent with the form

SENT, 3 NOVEMBER 5:53PM

Looking for	A residence, two bedrooms
Buying as	An investment, to let
Decision with	A partner
Best time to call	Mornings

IN THEIR OWN WORDS

Question box	"What is the rental rule?"
Prefers	A call, not email
Browsing from	Australia
Visits before the form	Three, from 18 October

THE RECORD — As the CRM holds it now

STAGE	LAST TOUCH	OWNER
Meeting booked	Form sent, yesterday	Senior sales consultant

OPEN WITH — Two questions from the record

01 You spent longest on the floor plans and opened two. Which layout are you weighing up?

02 You asked about the rental rule in the form. Is letting it out the plan from day one?

AVOID — One line

Leave budget until the layout is settled, and do not re-run the webinar pitch: they sat through 34 minutes live and opened the replay twice.

HOW THIS WAS JOINED

This visitor browsed from Australia, where the website cannot name a person, so every page and film above was read anonymously and joined to the buyer at the moment the form was sent. Person level matching before a form works on United States addresses only.

PREPARED BY GEONET OS · SAMPLE, NOT A REAL RECORD

PAGE 1 OF 1

What’s next.

Dated from the files, and from the 20 October strategy session.

NOW

By 31 December

Website phase 2

Products, events, journal, company, legal and careers pages, with vacancies on a CMS.

PLANNED

Then

The backend migration

One database, one hosting project, then the handover to their own team.

OPEN

Recommended

Concierge calls before webinars

A person confirms attendance, so more registered buyers turn up.





Trident Treehouse

The target: double the workload per person.

Legal, accounting, tax, immigration and corporate administration under one roof. Sixty-plus people across three offices.

“Everybody today should be able to handle double the workload, double the number of clients, using that system. That is my goal.”

Alberto Furger, Founder, Trident Treehouse



“I’d rather be ahead of the curve, learn my lesson early and pivot accordingly, than be too late.”

Hiring slowed on purpose while the operating system settles in.

Two more operators on the same system.



BALI DREAM LIVING
REAL ESTATE

Property sales, management and daily rentals, run by four people in the office.

"Once the system is set up completely, 60% of time back, easily."

Sean Johnson, Founder, BDL

Reports that took a staff member six hours take one.



CORE

Seventeen properties and a residential community, run by their founder.

"I was thinking I might need six to eight people. Now I need one."

Shanny Poijes, Founder, Core Concept Living

A sale contract that cost thousands in legal drafting is now a button.









The OXO and Imperium events.



Who you'd work with.

Alex Kaymakanov

Chief Executive Officer

Leads company direction and product, drawing on software, data procurement and resource-planning experience. His focus is the architecture behind the operating system and the engineering standard required to make company knowledge useful in daily work.

Archie Nash

Chief Operating Officer

Leads operations, installation and customer success, drawing on the analysis of marketing, sales and operating performance. His focus is a clear business problem, useful measures and the internal ownership needed to make the operating system part of everyday work.

Product engineering and commercial operations meet in the same responsibility: understanding the company, building around its priorities and helping the team put the operating system to work.

The founders remain accountable for the quality of that relationship.

How we start.

Geonet’s own path: a call, a discovery session, then a first tranche with criteria agreed in writing.

01

A call with the people who run the business.

02

A discovery session on how the work runs today, and where it waits.

03

A first tranche with written criteria, demonstrated on screen.

Book a call ↗

Or reply to whoever sent you this link.