



BE CHOSEN AGENCY

WEBSITES • CUSTOM SOFTWARE • GROWTH SYSTEMS

GOVERNMENT

CAPABILITY STATEMENT

Custom software engineering and digital modernization

SBA-CERTIFIED SDVOSB

BE CHOSEN AGENCY LLC | UEI J9ZCBBYFYJM9 | CAGE 21A31 | Peoria, Arizona

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COMPANY OVERVIEW

Be Chosen Agency designs and builds websites, custom software, workflow systems, reporting tools and bounded AI-enabled solutions for organizations that need practical modernization. We translate a defined requirement into a usable system with clear scope, testable behavior, documentation and accountable handoff.

CORE COMPETENCIES

- Website and CMS modernization
- Custom software and web applications
- Public portals, forms and digital intake
- CRM implementation, intake and routing
- Workflow and business-process automation
- Growth system automations
- APIs, integrations and data migration
- Dashboards, reporting and analytics
- AI voice and SMS assistants
- AI document and knowledge workflows
- Digital accessibility remediation support
- Testing, documentation, training and handoff

DIFFERENTIATORS

- Principal-led delivery from discovery through acceptance.
- One team across websites, software, automation, reporting and AI-enabled workflows.
- Working product and system patterns available for relevant demonstrations.
- Modular scopes that can begin with a focused work package and expand as evidence supports.
- Acceptance-focused testing, documentation and operator handoff.

REPRESENTATIVE SYSTEMS AND BUILDS

Platform and CRM systems

Founder/affiliate engineering evidence

- Organization roles and permission patterns
- Lead, contact, application and task records
- Configurable stages, routing and workflows
- Communications context, dashboards and AI assistance

AI call and text assistant

Representative communications system

- Voice and SMS intake
- Transcription, qualification and routing
- Scheduling and automated follow-up
- Human handoff and interaction records

Growth system automations

Layered, modular operating capability

- Capture and missed-call response
- Database reactivation and nurture
- Scheduling, reviews and referrals
- Reporting, AI assistance and optimization

RELEVANT COMMERCIAL EXPERIENCE

Grotti Bookkeeping and Payroll Services | Jun-Aug 2026

Designed, launched and supported a five-page responsive public website. Scope included service-content organization, responsive pages, scheduling links, client branding and images, client-owned domain and hosting launch, business-email updates and post-launch revisions. No-charge commercial engagement; accepted delivery and factual reference permission documented.

BUILDER EVIDENCE BOUNDARY

ChosenCRM and other internal or affiliate systems demonstrate founder and technical-team implementation patterns. They are not presented as government deployments or customer outcomes.



COMPANY DATA

SBA-Certified SDVOSB / VOSB

Renewal: 08 Jul 2029

UEI: J9ZCBBYFYJM9

CAGE: 21A31

Primary NAICS: 541511

Additional NAICS: 541512, 541519, 541611, 541613, 541990

CAPABILITY CONTACT

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