CLIENT HANDOVER · PORTFOLIO EDITION

Evidence-led documentation for the GoHighLevel lead-to-policy system.

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Platform GoHighLevel

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GOVERNANCE

Document Control

Field	Value
Document	Summit Shield Insurance CRM Implementation Documentation
Owner	Summit Shield Insurance
Prepared by	Jomel Noriega
Version / date	1.0 / 17 July 2026
Purpose	Operational handover, maintenance reference, and portfolio evidence.
Evidence boundary	Implementation brief, eight distinct screenshots, the Summit Shield case-study source, and the local walkthrough recording.

> **Evidence rule.** Configuration screenshots establish what is visible in the builder; they do not prove that an end-to-end test passed. QA is marked **Pass** only where execution evidence confirms the result. Without execution evidence, the status is **Not Confirmed**.

Revision history

Version	Date	Change
1.0	17 Jul 2026	Initial evidence-led handover document.

NAVIGATION

Table of Contents

Reading path. Pages 4–9 explain the business architecture. Pages 10–16 document each visible workflow. Pages 17–26 cover operations, QA, troubleshooting, maintenance, and evidence.

01 · OVERVIEW

Executive Summary

Summit Shield Insurance uses GoHighLevel to connect inquiry capture, consultation booking, information collection, proposal follow-up, application preparation, policy onboarding, and retention work.

6 published workflows visible in the workflow list	**6** pipeline columns visible, including Lost	**1** shared contact/opportunity lifecycle

Design decisions

- ✓ Find Opportunity precedes update/create logic in the relevant workflows.
- ✓ Manual judgment remains in proposal preparation and carrier approval.
- ✓ A survey supports consultation readiness without creating a misleading pipeline stage.
- ✓ Policy Issued initiates onboarding and an annual-review task.

> **Current evidence status.** Builders and published status are visible. Successful execution, precise trigger filters, field schemas, live links, delivery outcomes, and task due dates require controlled retesting.

02 · OUTCOMES

Project Objectives

Business objectives

- Respond quickly and consistently to new inquiries.
- Maintain one opportunity through the sales lifecycle.
- Stop new-lead follow-up once a consultation is booked.
- Collect information before the advisor meeting.
- Track manual proposal and carrier work without false automation.
- Close the loop with policyholder onboarding and review activity.

Control objectives

- Reduce duplicate contacts and opportunities.
- Use explicit stage and lifecycle tags.
- Surface exceptions to the assigned team.
- Keep customer communications tied to real lifecycle events.
- Preserve underwriting and coverage disclaimers.
- Make maintenance safe for a non-builder administrator.

Success definition

Success is a traceable lead-to-policy process in which the same contact and opportunity advance through verified stages, communications are delivered at intended times, exceptions are visible, and annual review work is scheduled. These outcomes must be demonstrated through test evidence; configuration alone is not sufficient.

03 · BOUNDARIES

Scope of Implementation

In scope and supported	Boundary / manual responsibility
Six-stage opportunity board; six published workflows; form and appointment triggers; survey support; tags; internal notifications; email/SMS actions; tasks; Documents & Contracts trigger.	Personalized coverage recommendation; product and premium selection; carrier application; underwriting decision; manual move to Policy Issued; manual move to Lost.

Not evidenced in supplied screenshots

- Calendar configuration and timezone.
- Form/survey field inventories and public URLs.
- Documents & Contracts template screens.
- Complete custom field and custom value inventories.
- Workflow execution logs or message-delivery receipts.

Confirmed operating rule. Lost is the final unsuccessful stage. It is managed manually, so no Lost workflow was created or is expected.

04 · PLATFORM

Technology Stack

GoHighLevel CRM

Contacts, opportunities, pipeline stages, tags, workflow enrollment, internal notifications, tasks, and communications.

GHL Forms & Surveys

Free Consultation form and Client Information Survey described by the implementation brief.

GHL Calendar

Appointment-confirmed trigger and timed reminder logic. Settings are not visible.

Documents & Contracts

Personalized recommendation delivery and Signed/Accepted trigger. Templates are brief-confirmed but not screenshot-verified.

Evidence classification

Class	Meaning
Visible	Readable in a supplied screenshot or walkthrough frame.
Brief-confirmed	Explicitly stated in the supplied implementation brief, but not visible in evidence.
To be confirmed	Requires account review or controlled test.

05 · ARCHITECTURE

End-to-End Client Journey

1. **Inquiry:** visitor submits the Free Consultation form.
2. **Lead handling:** workflow finds or creates the opportunity and begins follow-up.
3. **Appointment:** booking stops new-lead follow-up and begins confirmation/reminders.
4. **Discovery:** survey updates the contact and prompts advisor review.
5. **Recommendation:** advisor personalizes and sends the appropriate document.
6. **Application:** Signed/Accepted status advances work and acknowledges receipt.
7. **Carrier decision:** handled outside GoHighLevel.
8. **Policy onboarding:** manual stage move triggers welcome actions and retention task.

> A signed recommendation does not activate coverage. Final approval and coverage remain subject to the insurance company's underwriting and policy terms.

06 · OPPORTUNITIES

CRM Pipeline Architecture

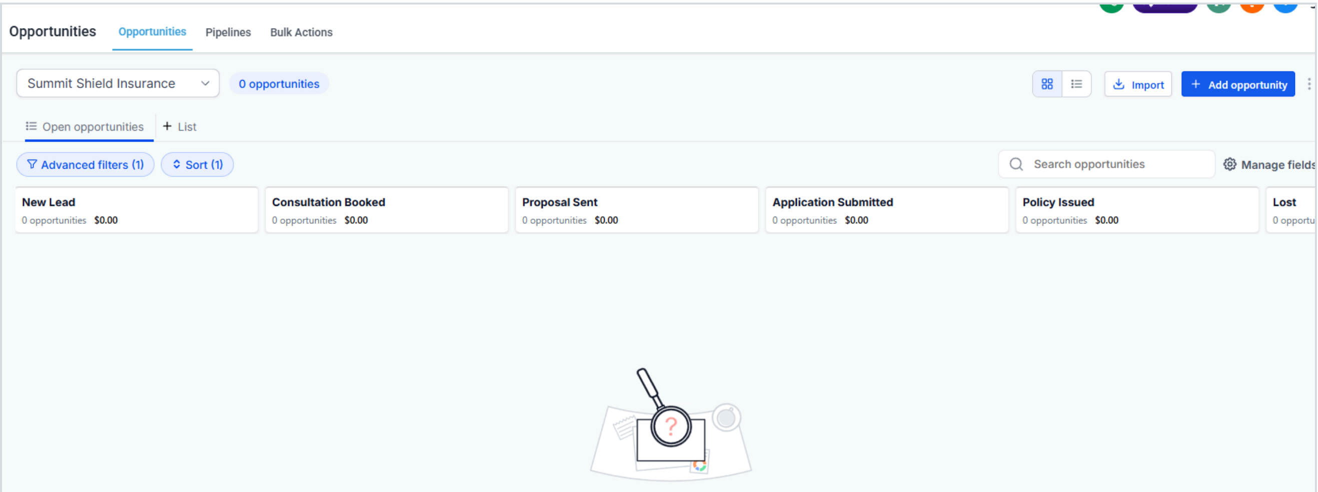


Figure 1. Opportunities view showing New Lead, Consultation Booked, Proposal Sent, Application Submitted, Policy Issued, and Lost. No opportunities or test results are visible.

New Lead	Consultation Booked	Proposal Sent	Application Submitted	Policy Issued	Lost

Status logic: Policy Issued is intended to be Won. Unsuccessful opportunities are moved to Lost manually; no Lost workflow exists by design. The screenshot confirms stage labels, but not opportunity-status values in an actual record.

Opportunity Status Logic

Find Opportunity → Found: Update → Not Found: Create → Active Stages → Policy Issued: Won → Lost Stage: Lost

07 · WORKFLOW DOCUMENTATION

Workflow Register

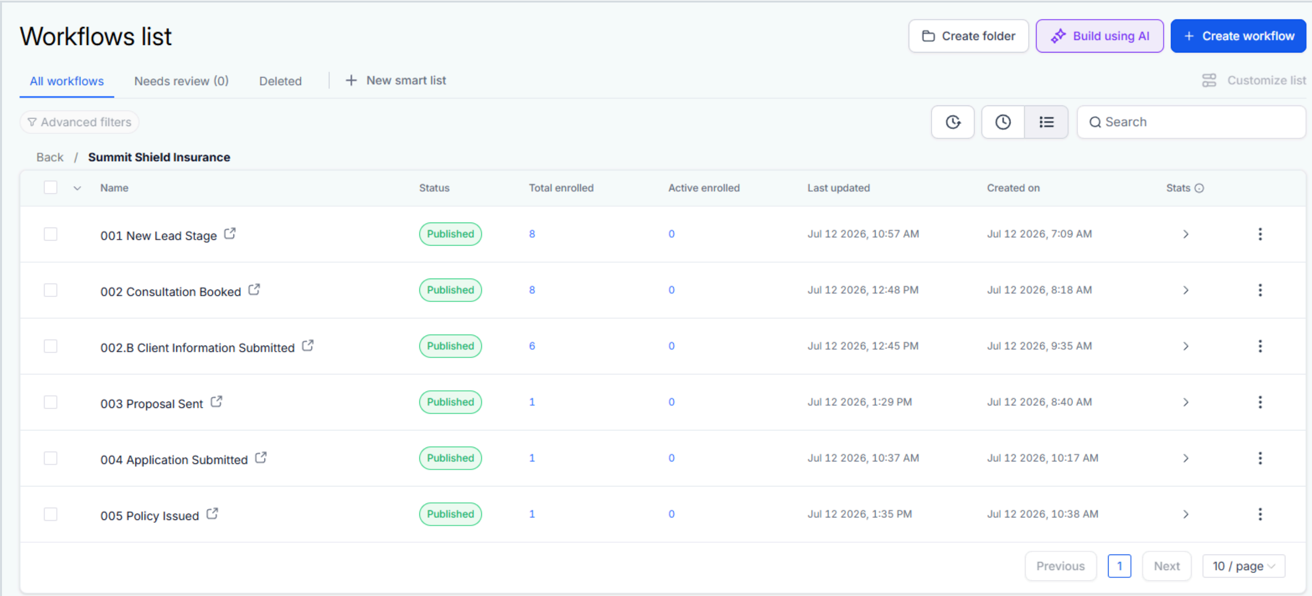


Figure 2. Six workflows are visible as Published. Total enrolled values are 8, 8, 6, 1, 1, and 1; active enrolled is 0 for all rows.

Workflow	Visible status	Role
001 New Lead Stage	Published	Capture and follow-up
002 Consultation Booked	Published	Appointment confirmation
002.B Client Information Submitted	Published	Readiness and advisor task
003 Proposal Sent	Published	Proposal lifecycle follow-up
004 Application Submitted	Published	Signed-document handoff
005 Policy Issued	Published	Onboarding and retention

Important: enrollment counts and Published labels are configuration evidence, not proof that expected business outcomes passed. Lost is handled manually and therefore has no workflow.

07 · WORKFLOW DOCUMENTATION

001 — New Lead Stage

Purpose

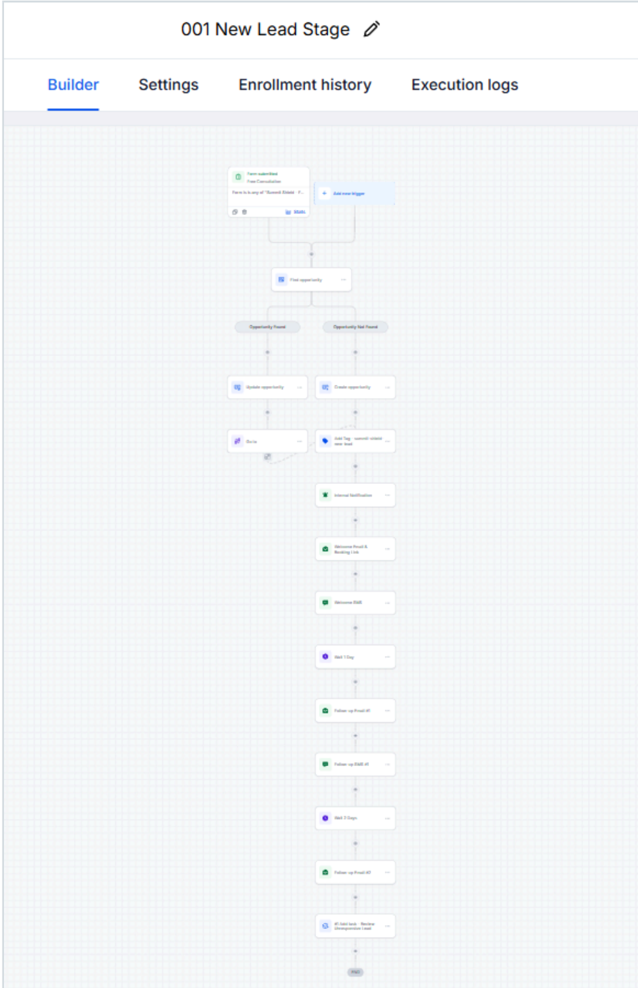
Capture the inquiry and establish an owned opportunity.

Trigger / entry

Form Submitted: Free Consultation. Trigger filters beyond the visible label are **to be confirmed**.

Action sequence

1. Find Opportunity
2. Found → Update Opportunity
3. Not Found → Create Opportunity
4. Merge into common path
5. Apply new-lead/source tags
6. Internal notification
7. Welcome communication
8. Timed email/SMS follow-up
9. Unresponsive handling and review task



Builder evidence for 001 — New Lead Stage.

Evidence note: The full canvas visibly contains the form trigger, Find Opportunity split, update/create actions, Go To merge, notification, email actions, waits, and final task. Exact message bodies and all tag strings are not readable.

Expected outcome: the contact and opportunity progress without duplication; relevant people receive the intended communication/task. **Manual steps:** advisor follow-up, proposal personalization, carrier processing, or stage movement as applicable. **Failure points:** filter mismatch, missing identifier, missing opportunity, stale link, timezone error, unpublished edit, or delivery failure.

07 · WORKFLOW DOCUMENTATION

002 — Consultation Booked

Purpose

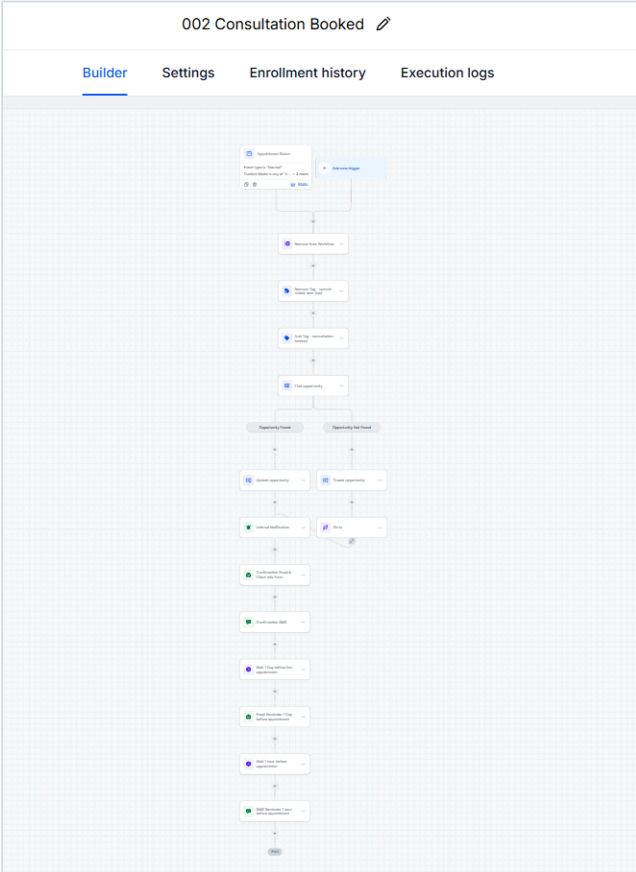
Stop lead nurture and prepare the client for the meeting.

Trigger / entry

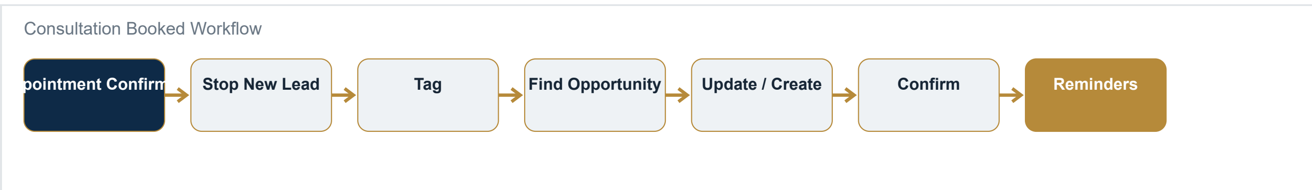
Appointment status confirmed. Trigger filters beyond the visible label are **to be confirmed**.

Action sequence

1. Remove from New Lead workflow
2. Remove summit-shield-new-lead tag
3. Add consultation-booked tag
4. Find Opportunity
5. Found → Update; Not Found → Create
6. Single Go To merge
7. Internal notification
8. Confirmation email and SMS
9. Timed reminder email and SMS



Builder evidence for 002 — Consultation Booked.



Evidence note: The trigger card shows appointment status; exact calendar name/filter text is truncated. Reminder timing is described in the brief and must be verified against workflow settings.

Expected outcome: the contact and opportunity progress without duplication; relevant people receive the intended communication/task. **Manual steps:** advisor follow-up, proposal personalization, carrier processing, or stage movement as applicable. **Failure points:** filter mismatch, missing identifier, missing opportunity, stale link, timezone error, unpublished edit, or delivery failure.

07 · WORKFLOW DOCUMENTATION

002.B — Client Information Submitted

Purpose

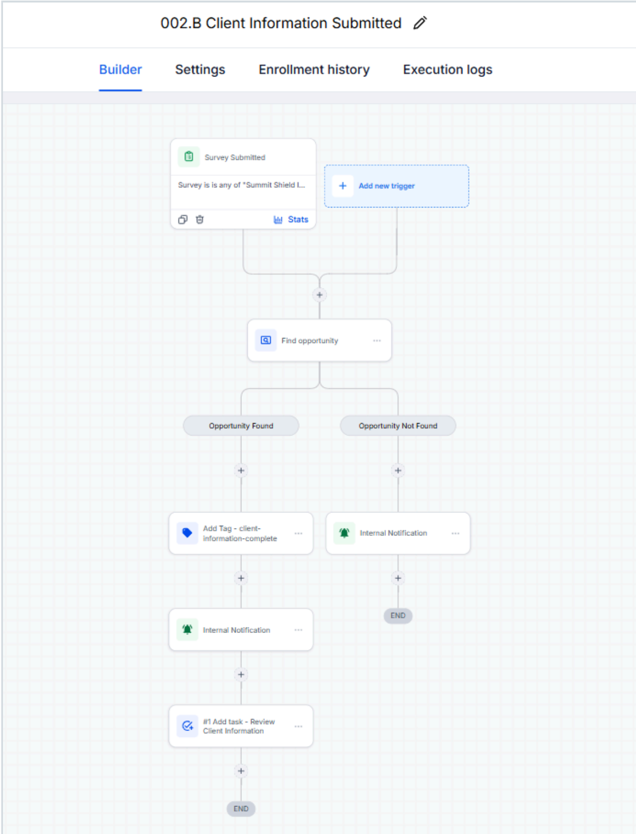
Mark consultation information ready and alert the advisor.

Trigger / entry

Survey Submitted. Trigger filters beyond the visible label are **to be confirmed**.

Action sequence

1. Find Opportunity
2. Found → add client-information-complete
3. Internal notification
4. Review Client Information task
5. Not Found → internal warning and end



Builder evidence for 002.B — Client Information Submitted.

Evidence note: The screenshot clearly shows no opportunity creation on the Not Found branch. Required Email and account-level deduplication settings are brief-confirmed but not visible.

Expected outcome: the contact and opportunity progress without duplication; relevant people receive the intended communication/task. **Manual steps:** advisor follow-up, proposal personalization, carrier processing, or stage movement as applicable. **Failure points:** filter mismatch, missing identifier, missing opportunity, stale link, timezone error, unpublished edit, or delivery failure.

07 · WORKFLOW DOCUMENTATION

003 — Proposal Sent

Purpose

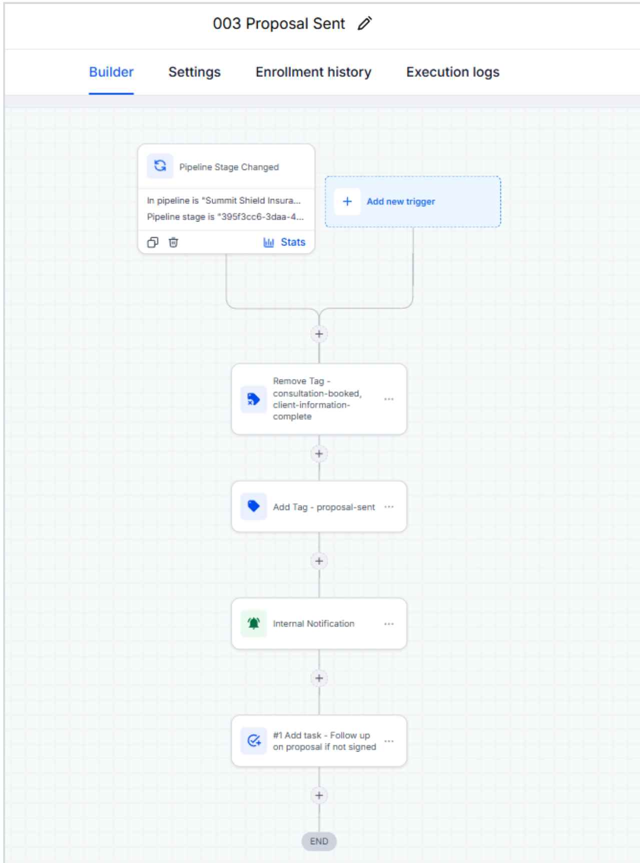
Track proposal follow-up after manual preparation and delivery.

Trigger / entry

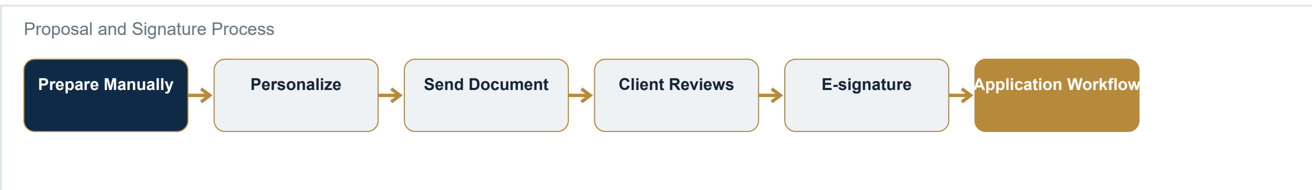
Pipeline Stage Changed. Trigger filters beyond the visible label are **to be confirmed**.

Action sequence

1. Remove consultation-booked and client-information-complete tags
2. Add proposal-sent tag
3. Internal notification
4. Create follow-up task if not signed



Builder evidence for 003 — Proposal Sent.



Evidence note: The workflow screenshot does not show a document-send action. The implementation brief assigns preparation and delivery to a manual Documents & Contracts process. Task due date requires confirmation.

Expected outcome: the contact and opportunity progress without duplication; relevant people receive the intended communication/task. **Manual steps:** advisor follow-up, proposal personalization, carrier processing, or stage movement as applicable. **Failure points:** filter mismatch, missing identifier, missing opportunity, stale link, timezone error, unpublished edit, or delivery failure.

07 · WORKFLOW DOCUMENTATION

004 — Application Submitted

Purpose

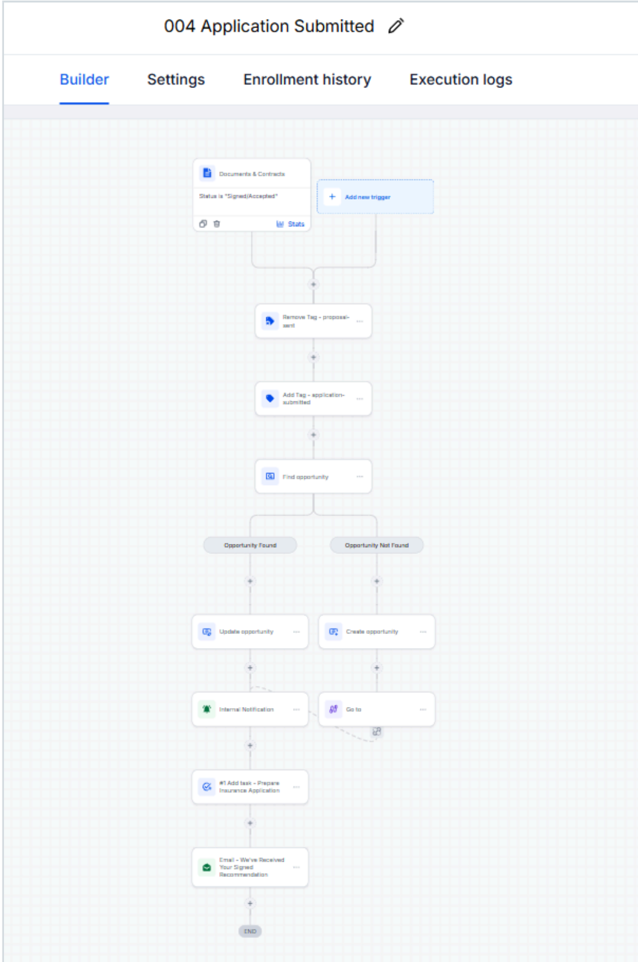
Advance work after client signature.

Trigger / entry

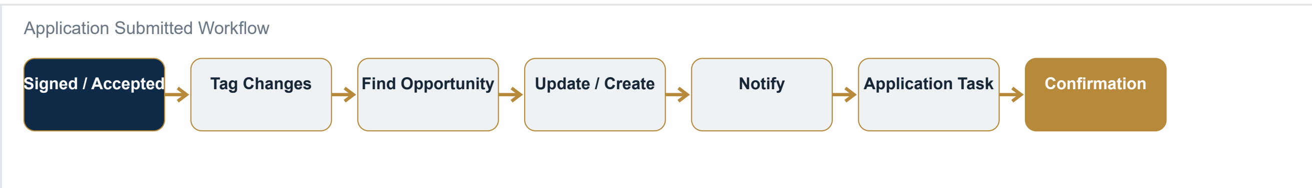
Documents & Contracts: Signed/Accepted. Trigger filters beyond the visible label are **to be confirmed**.

Action sequence

1. Remove proposal-sent tag
2. Add application-submitted tag
3. Find Opportunity
4. Found → Update Opportunity
5. Not Found → Create Opportunity
6. One Go To merge
7. Internal notification
8. Prepare insurance application task
9. Signed-recommendation acknowledgment email



Builder evidence for 004 — Application Submitted.



Evidence note: Create Opportunity on the Not Found branch is visible. A successful signed-document test and exact trigger filter are not supplied.

Expected outcome: the contact and opportunity progress without duplication; relevant people receive the intended communication/task. **Manual steps:** advisor follow-up, proposal personalization, carrier processing, or stage movement as applicable. **Failure points:** filter mismatch, missing identifier, missing opportunity, stale link, timezone error, unpublished edit, or delivery failure.

07 · WORKFLOW DOCUMENTATION

005 — Policy Issued

Purpose

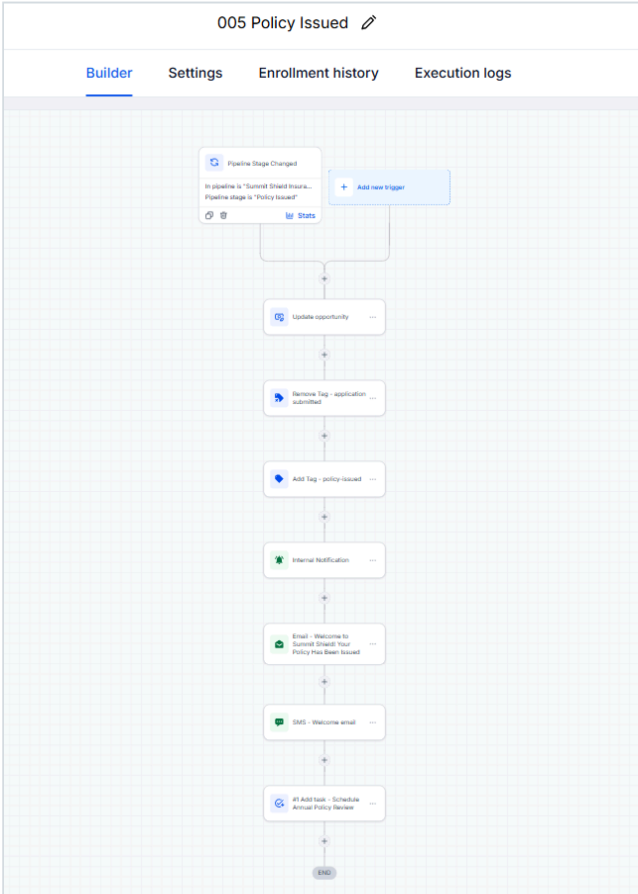
Complete sale onboarding and schedule retention work.

Trigger / entry

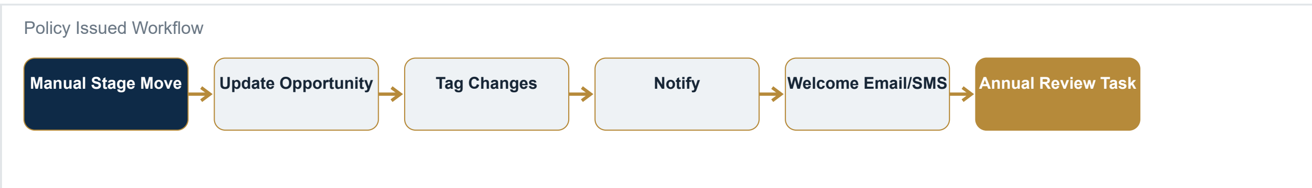
Pipeline Stage Changed: Policy Issued. Trigger filters beyond the visible label are **to be confirmed**.

Action sequence

1. Update Opportunity
2. Remove application-submitted tag
3. Add policy-issued tag
4. Internal notification
5. Welcome email
6. Welcome SMS
7. Schedule Annual Policy Review task



Builder evidence for 005 — Policy Issued.



Evidence note: The canvas shows all listed action types. The brief requires Won status and an approximately 11-month task; those exact field values are not readable in the supplied screenshot.

Expected outcome: the contact and opportunity progress without duplication; relevant people receive the intended communication/task. **Manual steps:** advisor follow-up, proposal personalization, carrier processing, or stage movement as applicable. **Failure points:** filter mismatch, missing identifier, missing opportunity, stale link, timezone error, unpublished edit, or delivery failure.

08 · DATA CAPTURE

Forms and Surveys

Free Consultation Form

Brief-confirmed: basic lead details, insurance interest, preferred contact method, message/notes, and lead source. The form starts 001 New Lead Stage.

Not visible: field configuration, required flags, consent language, public URL, and submission behavior.

Client Information Survey

Brief-confirmed: sent after booking; required Email is intended to update the existing contact; submission starts 002.B.

Visible: Survey Submitted trigger. **Not visible:** the survey fields, public link, and Email requirement.

Deduplication control

The implementation brief records a prior duplicate-contact issue and its resolution: rebuild as a Survey, require Email, disable duplicate contacts, match by Email first and Phone second, and do not create an opportunity when 002.B finds none. Only the last control is directly visible in the workflow screenshot. Retest the complete control set before marking it passed.

09 · SCHEDULING

Calendar and Appointment Process

1. Client books on the Summit Shield consultation calendar.
2. Appointment status becomes confirmed and enrolls the contact in 002.
3. The workflow removes the contact from 001 and replaces the new-lead tag.
4. It finds/updates or creates the opportunity.
5. Confirmation email/SMS are sent; the brief says the email includes the survey link.
6. A reminder email is intended one day before and an SMS one hour before.

Administrator checks

- ✓ Calendar filter points to the intended calendar.
- ✓ Account and calendar timezones agree.
- ✓ Reschedule/cancellation behavior is documented.
- ✓ Survey link resolves in an incognito browser.
- ✓ Wait steps handle bookings made inside reminder windows.

> Calendar name, availability, timezone, confirmation copy, survey URL, and reminder execution are not visible in the supplied files.

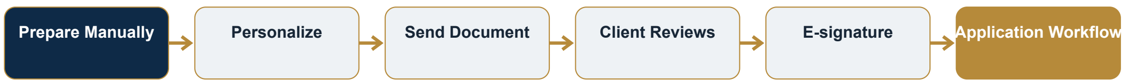
10 · RECOMMENDATIONS

Documents and E-Signature Process

Recommendations remain personalized and advisor-controlled because product, carrier, coverage, premium, age, and client circumstances vary.

Brief-confirmed templates	Typical editable content
Life, Health, Auto, Home, and Business Insurance	Insurance company; product; coverage amount; premium; payment frequency; key benefits; recommendation; acknowledgements; client and advisor signatures.

Proposal and Signature Process



Operating rule

Review every field, disclosure, recipient, and signer before sending. Documents & Contracts status Signed/Accepted is intended to trigger 004 Application Submitted. Do not tell a client that the signature activates coverage.

Evidence gap: no template, envelope, recipient, signature, or execution-history screenshot was supplied. Template existence is brief-confirmed and requires account verification.

11–13 · DATA MODEL

Tags, Custom Fields, and Custom Values

Tags visible or brief-confirmed

Tag	Evidence / purpose
summit-shield-new-lead	Visible in walkthrough; removed after booking.
consultation-booked	Visible in workflow builder.
client-information-complete	Visible in 002.B and removed in 003.
proposal-sent	Visible in 003/004.
application-submitted	Visible in 004/005.
policy-issued	Visible in 005.
Source/unresponsive tags	Referenced by brief; exact strings not readable.

Custom fields

Not visible in the provided project files. Do not treat the brief's "likely" field lists as implemented. Export Contact and Opportunity field definitions before adding them to the handover.

Custom values

Walkthrough evidence shows `{{custom_values.from_name}}` and `{{custom_values.from_email}}` in the Policy Issued email. Company website is jomelnoriega.com for the preparer; Summit Shield's public site appears in the local case-study source. Booking, survey, phone, support email, and advisor values are to be confirmed.

14–15 · ENGAGEMENT

Email, SMS, Tasks, and Notifications

Lifecycle	Visible action types	Evidence gap
New Lead	Internal notification, emails, waits, review task	Full bodies, recipients, SMS visibility, timing
Consultation	Notification, confirmation email/SMS, reminders	Survey URL, exact scheduling, delivery
Client information	Found/warning notifications, review task	Recipients and task due date
Proposal	Notification, follow-up task	Approx. three-day due date
Application	Notification, preparation task, email	Copy and delivery result
Policy	Notification, welcome email/SMS, review task	Won status and 11-month due date

Message standards

- Use approved sender identity and custom values.
- Keep insurance wording factual; do not promise underwriting approval.
- Include compliant opt-out language where required.
- Test links, personalization fallbacks, mobile formatting, and quiet hours.

16 · DAILY OPERATIONS

User Operating Procedures

Advisor

1. Review assigned notifications and tasks.
2. Confirm the contact and opportunity are linked.
3. Review submitted client information before the call.
4. Personalize the correct recommendation template.
5. Verify coverage, premium, carrier, disclosures, and signers.
6. Send through Documents & Contracts.
7. Prepare carrier application after accepted signature.
8. Move to Policy Issued only after carrier approval.
9. Move unsuccessful opportunities to Lost manually and record the reason when available.

Administrator

1. Monitor enrollment and execution history.
2. Resolve failed actions without duplicate re-enrollment.
3. Validate links and custom values after edits.
4. Confirm stage and status changes separately.
5. Merge duplicates only after identifying the surviving record.
6. Audit annual-review task creation monthly.

> **Manual control points:** proposal preparation, carrier approval, and the Lost-stage decision are intentionally outside full automation.

17 · EVIDENCE-BASED QA

Quality Assurance and Testing

No test is marked Pass without screenshots, execution logs, message receipts, or before/after CRM records that prove the expected result.

ID	Scenario	Expected	Actual evidence	Status
QA-01	Consultation form creates/updates contact	One matched contact	Builder trigger visible; no contact test record	Not Confirmed
QA-02	New opportunity only when none exists	No duplicate opportunity	Find/update-create branch visible; no execution log	Not Confirmed
QA-03	Existing opportunity updates	Existing record advances	Branch visible; no before/after record	Not Confirmed
QA-04	Booking stops New Lead	Contact removed from 001	Remove action visible; no enrollment trace	Not Confirmed
QA-05	Confirmation contains survey link	Working survey link delivered	Email action visible; body not supplied	Not Confirmed
QA-06	Survey updates existing contact	Same contact enriched	Trigger visible; field/dedup settings absent	Not Confirmed
QA-07	Survey creates no duplicate opportunity	No second opportunity	Not Found branch ends; no execution record	Not Confirmed
QA-08	Advisor notified	Notification received	Action visible; receipt absent	Not Confirmed
QA-09	Proposal reviewed and signed	Signed/Accepted status	No document execution supplied	Not Confirmed
QA-10	Signature moves to Application	Stage updated once	Trigger/branch visible; execution absent	Not Confirmed
QA-11	Policy Issued becomes Won	Stage + Won status	Update action visible; status value/record absent	Not Confirmed
QA-12	Review task due in 11 months	Correct due date	Task action visible; due date absent	Not Confirmed

Retest pack required: timestamped form/appointment/survey submissions, contact and opportunity IDs, execution-history screenshots, delivered messages, signed document status, stage/status before-and-after, and task due date.

18 · RECOVERY

Troubleshooting Guide

Issue	Check / resolution
Survey creates duplicate contact/opportunity	Require matching Email; verify Email-first/Phone-second deduplication; keep 002.B Not Found branch warning-only; merge duplicates after review.
Opportunity not found	Verify pipeline, contact association, and Find Opportunity filters. Create only where workflow design explicitly permits.
Lead nurture continues after booking	Confirm 002 enrollment and Remove from Workflow target; inspect execution history and appointment filter.
Reminder timing wrong	Check location/calendar timezone, appointment-time waits, and near-term booking behavior.
Signature trigger does not fire	Confirm document status filter and signer completion; inspect Documents & Contracts and workflow history.
Policy is not Won	Inspect Update Opportunity configuration; distinguish stage from status.
Missing values / broken links	Populate custom values, save/publish, and test every rendered URL in incognito mode.

Recorded implementation lesson. The brief attributes the earlier duplicate issue to a questionnaire without a matching Email identifier. The stated resolution uses a GHL Survey, required Email, account deduplication, and a non-creating Not Found branch.

19 · ADMINISTRATION

Maintenance Guide

Content changes

- Edit email/SMS actions and send test messages.
- Replace booking/survey links through confirmed custom values.
- Update company sender details and fallbacks.
- Edit calendar availability and timezone.
- Clone and legally review new document templates.
- Update wording without changing trigger semantics.

System changes

- Document stage changes before publishing.
- Review history and failed actions.
- Test with a unique controlled contact.
- Merge duplicates conservatively.
- Update stage and status intentionally.
- Pause/publish with a rollback note.
- Verify annual-review timing after edits.

Safe release sequence

1. Record current configuration and expected behavior.
2. Edit one component at a time.
3. Use a test contact with unique email/phone.
4. Capture evidence across all branches.
5. Confirm messages, tasks, stage, and status.
6. Publish and monitor the first live executions.

20 · ROADMAP

Future Enhancements

Enhancement	Reason	Gate
Automated regression test pack	Repeatable evidence for critical paths	Stable sandbox/test data
Lost reason operating standard	Consistent manual reporting	Confirm the available Lost Reason field
Consent-aware nurture	Responsible re-engagement	Legal and consent review
Field/data dictionary	Maintainable reporting and templates	Export confirmed schema
Template governance	Versioned insurance disclosures	Compliance owner approval
Operational dashboard	Visibility into stage aging and exceptions	Validated definitions

These are recommendations, not claims of implemented functionality. The Lost stage should remain manual unless a future business decision explicitly changes that operating model.

21 · APPENDIX

Appendix: Evidence and Screenshot Index

Figure	File	What it confirms
1	pipeline-stages.png	Six visible pipeline columns; zero opportunities.
2	workflow-list.png	Six published workflows and enrollment counts.
3	new-lead-stage-workflow.png	001 canvas structure.
4	consultation-booked-workflow.png	002 canvas structure.
5	client-information-submitted-workflow.png	002.B found/not-found behavior.
6	proposal-sent-workflow.png	003 tag/notify/task actions.
7	application-submitted-workflow.png	004 document trigger and update/create split.
8	policy-issued-workflow.png	005 onboarding actions.

Privacy review

No contact names, email addresses, phone numbers, opportunity records, or message recipients are visible in the eight selected screenshots. Privacy-reviewed copies are stored in `redacted-screenshots`; pixels are unchanged because no test-contact PII was found.

21 · APPENDIX

Appendix: Information Not Confirmed

- Successful end-to-end execution of any QA scenario.
- Exact form and survey fields, required flags, consent wording, and URLs.
- Email-first/Phone-second account deduplication configuration.
- Calendar name, availability, timezone, and cancellation/reschedule behavior.
- Complete email/SMS bodies, recipients, sender values, and delivery receipts.
- Complete custom field and custom value inventories.
- Document template screens, signer routing, and completed signature evidence.
- Exact three-day proposal task and 11-month annual-review due dates.
- Policy Issued opportunity status set to Won in an actual record.
- Lost status and reason capture in an actual manually updated opportunity.
- Active-client/source/unresponsive tag exact names where not readable.
- Production ownership, user permissions, audit cadence, and escalation contacts.

> **Handover recommendation:** complete a controlled retest and attach evidence to this appendix before approving the document as a production validation record.