

CASE STUDY · COMMERCIAL LOCKSMITHS

Loyalty Lock & Key: a commercial locksmith's growth engine, *built on Claude*

A one-truck mobile locksmith in San Diego County wanted commercial accounts — property managers, facilities teams, HOA boards — not one-off lockouts. DBAI built the whole system: brand, website, booking, prospect database and an agent-run outreach pipeline. Here is exactly what shipped and how it measures.

Tim de Vallée, Co-Founder, DBAI · San Diego, California · September 2026 · Live at loyaltylockandkey.app

28

indexed pages — 6 service, 14 city, 8 core

100 / 100 / 100

Lighthouse desktop: Performance, Best Practices, SEO

0

cumulative layout shift on every page tested

300

tiered commercial accounts in the prospect database

6

named Claude agents in the outreach pipeline

< 1 week

from brand brief to four live surfaces

Figures measured 2026-09-09 with Lighthouse 13.4.1. SEO is Search Engine Optimization; HOA is homeowners association. Methodology under Measured platform performance.

The client

Loyalty Lock & Key is a licensed and insured mobile locksmith serving all of San Diego County, 24/7. The owner runs the trucks. The business does rekeys and master-key systems, commercial door hardware, panic and exit devices, high-security restricted keyways, safes and vaults, and around-the-clock emergency lockout.

The strategic problem was not demand. It was the *shape* of demand: residential lockouts pay once; a property-management firm with forty doors pays every quarter. The owner wanted to be the one vendor a portfolio manager calls for every lock and door — and he had no website, no lead capture, no prospect list and no outreach process to get there.

The engagement

DBAI took the build end to end, in exchange for a documented case study and reference. Scope, not advice: everything below is something DBAI designed, built and deployed.

Brand system

A commercial-first identity — gun-blue, brass and steel palette with a key-bitting signature element — built to read as the vendor a facilities director trusts, not a discount lockout ad.

Website — [loyaltylockandkey.app](#)

A 28-page Next.js site: six commercial service pages, a 24/7 emergency dispatch page, a quote and lead-capture flow, a commercial accounts page, and fourteen programmatic local-SEO city pages from Carlsbad to Chula Vista. Every page carries Schema.org Locksmith structured data with opening hours, postal address and served-city markup, so search engines read it as a business, not a brochure. Lead submissions land in a lightweight admin table.

Free Key Control & Door Hardware Audit

The site's commercial hook. A property manager books a no-cost walkthrough; the owner maps the master-key hierarchy, flags turnover and lost-key exposure, checks panic and fire-door code compliance, and leaves a bulk rekey price sheet. The report is theirs either way. It converts a cold vendor pitch into a useful first meeting.

Booking engine

A standalone scheduling and dispatch component, built locksmith-specific but designed as a reusable DBAI module for any mobile-service trade.

Commercial prospect database

300 San Diego County commercial accounts, tiered 1–3 by fit — property management firms, HOA managers, restaurant groups, hotels, casino resorts, breweries, corporate campuses, self-storage operators, school districts, faith organizations, cultural institutions, credit unions, sports venues, senior living, healthcare systems and manufacturers. Each record carries segment, area, fit rationale, target decision-maker role and the right entry offer. Decision-maker contacts are verified through Apollo, and every contact is labeled as verified or simulated so nothing in the pipeline pretends to be what it isn't.

Sales pipeline playbook

Stage definitions, segment-specific outreach sequences (email, call scripts, cadence timing) and weekly key-performance-indicator targets, written so a one-person shop can run commercial outbound without hiring a salesperson.

Ops pipeline — [crm.loyaltylockandkey.app](#)

A password-gated glass-box customer relationship management (CRM) dashboard where six named Claude agents work the 300-account database: **Scout** finds and qualifies accounts, **Profiler** builds the dossier, **Sequencer** writes and times outreach, **Triage** reads replies, **Booker** schedules the audit, **Ledger** tracks the money. Every account has a chain-of-custody log — which agent did what, when, on what evidence. The demo runs simulated agent activity over the real market data so the client and DBAI prospects can watch the machine work before it sends a single live email.

Architecture

Layer	What we used
Framework	Next.js (App Router), TypeScript, Tailwind CSS
Data	Neon PostgreSQL with Drizzle ORM
AI	Anthropic's Claude — six specialized agents, plus dossier and outreach generation
Contact verification	Apollo
Structured data	Schema.org Locksmith, OpeningHoursSpecification, PostalAddress, City
Hosting	Vercel, custom domains loyaltylockandkey.app and crm.loyaltylockandkey.app
Access control	Shared-password gate on the ops pipeline; admin lead table on the site

Four surfaces were built in parallel across three Claude Code lanes on three machines, then consolidated into one repository under the DBAI GitHub organization. Brand brief to live marketing site and live ops pipeline took under a week.

Measured platform performance

We report what we can measure. These are Lighthouse 13.4.1 runs against the production site on 2026-09-09, three page types, mobile emulation unless noted.

Page	Perf.	Access.	Best Pr.	SEO	LCP	CLS	Server
Home (desktop)	100	91	100	100	0.6 s	0	150 ms
Home (mobile)	89	91	100	100	2.8 s	0	150 ms
Service — Rekeying & Master-Key (mobile)	87	92	100	100	3.1 s	0	80 ms
City — Carlsbad (mobile)	90	92	100	100	3.0 s	0	140 ms

LCP is Largest Contentful Paint; CLS is Cumulative Layout Shift. Total page weight ran 364–397 KiB across the three pages. Every page tested scored 100 on SEO and Best Practices with zero layout shift — which is what you want from pages whose job is to rank for "commercial locksmith Carlsbad" and get a facilities manager to the phone number in one scroll.

Inside the ops pipeline, the demo dataset holds all 300 accounts across seven stages with a seven-step funnel from first touch to signed commercial account. Those figures are simulated agent activity over real market data and are labeled as such in the product; they demonstrate the mechanism, not the owner's revenue.

Business outcomes

Revenue, close rates and account counts from live outreach belong to the client and will be added here as the owner chooses to share them. This study reports scope and measured platform performance only. DBAI does not publish outcome figures it has not verified.

Why this matters beyond locksmiths

Every mobile-service trade — locksmiths, alarm and low-voltage installers, commercial glass, HVAC, plumbing, electrical — has the same shape: a skilled operator, recurring commercial demand they aren't capturing, and no time to run outbound. This build is the template. The website pattern, booking engine, prospect-database schema and agent pipeline are all reusable; the vertical pack is data.

Frequently asked questions

Was this a paid engagement?

No. DBAI built Loyalty Lock & Key's system as a reference engagement in exchange for this case study and the right to demonstrate the platform. The owner approved publication and the live link on 2026-08-12.

Are the agents sending real email?

The ops pipeline runs in simulation over real market data. Live outbound only runs from a dedicated sending domain with the client's sign-off — never from the client's transactional domain.

Is the prospect data real?

Yes — 300 real San Diego County commercial organizations, tiered by fit. Contact records are labeled verified (Apollo) or simulated so the pipeline never misrepresents what it knows.

How long did it take?

Brand brief to live website and live ops pipeline: under a week, built in parallel across three Claude Code lanes. Booking engine and prospect research ran alongside.

Can DBAI build this for my trade?

Yes. The stack and pipeline are vertical-agnostic; the prospect data and playbook are swapped per trade and region.

One vendor for every lock and door. One agency for the system behind it.

See it live: loyaltylockandkey.app

Talk to DBAI about your vertical: dbai.agency/contact