

# The strongest domain in the room belongs to a man Google mistakes for a **Scottish** footballer.

Billy Wilkinson built Threshold into an AdWeek Top-100 fastest-growing global agency — and thresholdagency.com (DR 57) is the #1 company domain among all ~20 DealCon attendees. But his next chapter — buying into Denver HVAC companies, founder to founder — runs on his **own** name. And his own name returns a dead-or-retired footballer, a baseball pitcher, and a Klansman before it proves anything about him.

**57**

AHREFS DR OF THRESHOLDAGENCY.COM — HIGHEST COMPANY DOMAIN IN THE DEALCON ROOM

**0.3**

DR OF BILLYWILKINSON.COM — WHERE HIS BUY-SIDE DEALS DO DILIGENCE

**129**

KNOWLEDGE-GRAPH CONFIDENCE OF HIS UNCLAIMED ENTITY (THE FOOTBALLER: 97)

**#1**

GOOGLE'S TOP RESULT FOR HIS NAME: THE WRONG BILLY WILKINSON (WIKIPEDIA, DR 97)

Prepared for

**Billy Wilkinson · CEO, Threshold · HVAC Ventures**

by Dennis Yu · BlitzMetrics · June 10, 2026

Data: Ahrefs (pulled 06/10/26), BlitzMetrics KG Explorer, thresholdagency.com, billywilkinson.com, hvacventures.com

# Twelve years of proof filed under the agency's name. The next deal runs on his.

Billy's stated focus (his own site, hvacventures.com) is buy-side: minority stakes in Denver-metro HVAC companies, founder-friendly, sourced one owner at a time. In that game diligence runs in **reverse** — the seller vets the buyer. The first thing a \$3M HVAC owner does after Billy's "confidential valuation" call is Google him. Today that search hands the owner two other men's football careers, a 1980s relief pitcher, an obituary index, and a former KKK Imperial Wizard — the single most-trafficked result on the page.

### Dennis's read — verdict

**The textbook inversion.** DR 57 proves Billy can build durable authority — for a company. Zero of it transfers to his person: no schema, no link, no shared bio connects thresholdagency.com to billywilkinson.com. Meanwhile his Knowledge-Graph object (confidence 129, KG MID kg:/g/11h4h5zz6c) is the **strongest unclaimed entity we scored in the DealCon room**. This is a claim-and-point problem, not a build-from-zero problem: claim the 129 object, point it at a real entity home, and let the DR-57 asset finally vouch for its own CEO. 90 days, mostly agent labor.

### What the data says (sourced inline + p.8)

- "billy wilkinson": 10 searches/mo — tiny, but every one is **high-intent diligence** on a live deal
- He already holds SERP slots #2–#4 (site, Instagram, LinkedIn) — the raw material is there; the #1 slot and the panel are not
- "sell my HVAC business": **232/mo, difficulty 0, \$7.00 CPC** — his exact seller, unowned by anyone credible
- 73% of decision-makers judge capability by thought leadership over marketing materials; 90% are more receptive to outreach from consistent producers (Edelman×LinkedIn)

## The two-front math

FRONT	TODAY	WITH THE AUTHORITY ENGINE
<b>HVAC roll-up</b> buy side, Denver metro	Cold outreach; trust built call-by-call; the wrong-man SERP taxes every approach; hvacventures.com at DR 0 with a typo in the footer	KD-0 valuation content + Knowledge Panel + \$1/day retargeting = owners arrive pre-sold; proprietary deal flow instead of brokered auctions
<b>Threshold</b> sell side, agency growth	Wins come from conferences and referrals (their own history page); the DR-57 site captures just 151 organic visits/mo	Founder-led authority opens credit-union and multifamily doors organically — keywords competitors pay \$5–\$10/click for
<b>The room</b> DealCon network	0 of 20 attendees hold a Knowledge Panel; Billy ranks 3rd of 20 on raw entity strength without ever trying	First claimed panel in this room = the visibly verified dealmaker of the group, in the city his roll-up targets

**Year-1 tailwind estimate: +\$84k–\$378k revenue-equivalent + 60–200 founder hours returned, against ≈\$14k of cost** (\$10,950 in \$10/day media + ~\$3k tooling; agent labor starts on our side). Assumption-driven and deliberately conservative — full model and caveats on page 14. The strategic upside (a claimed panel pre-selling HVAC owners in the very city DealCon meets) is left unpriced.

Everything in this report is executable by agents — the same 10-skill Local Service Spotlight library running our other personal-brand builds (install: dennisyu.com/dealcon). Billy's personal commitment: ~2 hours/week on camera plus approvals. Knowledge-Graph figures: BlitzMetrics KG Explorer pulls, June 2026.

# Google already drafted his panel. It sits unclaimed at confidence 129.

BlitzMetrics KG Explorer pull (June 2026): Google's Knowledge Graph holds a machine-readable entity for this Billy Wilkinson — KG MID `kg:/g/11h4h5zz6c` — at confidence 129, the strongest claimable object of the 20 DealCon attendees we scored. No public panel renders yet. The blocker isn't strength. It's ambiguity: Google is splitting "Billy Wilkinson" signals across at least five men.

WHO GOOGLE MUST TELL APART	AUTHORITY SIGNAL	ON HIS SERP	RISK TO BILLY'S DEALS
Billy Wilkinson, CEO (him)	KG object, confidence 129 — no Wikipedia, no Wikidata, no panel	#2, #3, #4	His three slots are a funnel page (DR 0.3), an alias Instagram, and rented LinkedIn land
Billy Wilkinson, Scottish footballer	Wikipedia (DR 97) + KG node at confidence 97; Dumbarton/Alloa full-back, b. 1951	#1	Owns the top slot and the strongest corpus AI engines read first
Billy Wilkinson, English footballer	Hull City 1961–72, d. 1996; fan-site profile (oncloudseven.com)	#5	A second footballer reinforces "this name = football"
Bill Wilkinson, MLB pitcher	Baseball-Reference (DR 81)	#6	More athlete noise above the fold
Bill Wilkinson, ex-KKK Imperial Wizard	Wikipedia (DR 97) — 102 visits/mo, the most-trafficked result on the page	#8	A reputational landmine one misread away during diligence

### What confidence 129 means

Across our 20 DealCon pulls, most attendees scored ~24; only the co-hosts' entities (215, 197) scored higher than Billy's 129. In our build experience, an object above ~100 that gains a corroborated entity home and consistent third-party signals is the profile that surfaces — and can then be claimed. Billy's object is **one corroboration push from visible**. (BlitzMetrics method observation, not a Google guarantee.)

### The disambiguation job

Person schema with **disambiguatingDescription** ("American marketing-agency CEO and investor — Threshold, HVAC Ventures"), the KG MID pinned via @id, one bio string everywhere, and name+role+company always paired in headlines and alt text. Bonus ambiguity to manage: Threshold's founder **John Wilkinson** (now CSO — also in the DealCon room). Every co-founder mention must name both men so Google doesn't cross-wire the two Wilkinsons of Threshold.

**The race he's already winning and doesn't know it:** his 129 beats the footballer's 97. But the footballer has Wikipedia, Wikidata, and twenty years of corpus; Billy has a GoHighLevel funnel and four uncut interviews. Whoever feeds Google a cleaner, better-corroborated story gets the panel — and right now only one side is feeding it.

# The vault is full: more earned proof than almost anyone at DealCon

Nothing below needs to be manufactured. It's all earned and verifiable — it's just filed under the agency's name, or under no name at all.

<h2>17,321</h2> <p>LIVE BACKLINKS TO THRESHOLDAGENCY.COM (547 LIVE REFERRING DOMAINS)</p>	<h2>3x</h2> <p>INC. 5000: #1158 ('18) · #2184 ('19) · #4515 ('21)</p>	<h2>14/30</h2> <p>OF THE AGENCY'S RANKING KEYWORDS SIT IN GOOGLE'S TOP 3</p>	<h2>3 of 10</h2> <p>PAGE-ONE SLOTS ON HIS OWN NAME ALREADY HIS (#2-#4)</p>
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STRENGTH	EVIDENCE (SOURCED)
Industry honors	AdWeek Top-100 Fastest-Growing Global Agencies honoree (per Threshold materials & Voyage Austin; year/rank unpublished) · Campaign US <b>40 Over 40, 2020</b> · 3x Inc. 5000 · 2x Austin Business Journal Fast 50 ('17, '18) · ABJ's 7th-largest Austin agency (2025)
Creative award wall	Stevie, Davey, Communicator · 6 MUSE + 4 MarCom (2020) · 4 Indigo (2021) · Interface Student Housing award (2023) · Great Place to Work 2024 & 2025 · Google Premier Partner — top 3% (2026)
Operator credibility	Invenio Solutions (President & COO): \$12M – \$50M revenue, 150 – 600 employees, \$1B+/yr pipeline for Microsoft, Charter, McKesson, YP.com · Wells Fargo Regional Private Banking Manager (Central Texas) · Series 7/66 · Schreiner University trustee; USTA Texas Investment Committee
M&A already executed	Acquired Carve (Ontario, Canada) in 2017 — a completed <b>cross-border</b> agency acquisition — plus acquihires since (Voyage Austin). Live buy-side thesis with written criteria: \$1–\$10M revenue, 20%+ EBITDA HVAC companies (hvacventures.com)
Bench strength	A real SLT: COO (Michigan PhD + Kellogg MBA, ex-private-equity), EVP Revenue Generation, VP Finance, named directors. <b>Unlike most founders in this room, Billy is not the delivery bottleneck</b> — the brand hours exist.
Owned IP & language	Execupreneur™, The Anti-Vacancy Agency™, Algency™ — trademarked positioning nobody else can run (Voyage Austin). A differentiation moat already paid for.
Proof-grade client outcomes	600,000+ units in client portfolio · 100+ financial institutions' digital marketing (2022) · Torre (Austin student housing): top-3 market preleasing 10 months before its 2021 opening · first client from October 2013 still a client today
A story that travels	Abilene, lost his father at 13, strung tennis racquets to afford shoes, three jobs through school, Baylor – Schreiner BBA – MBA — the exact founder-credibility arc HVAC owners trust (Voyage Austin, Oct 2025)

**The headline strength:** he is the rare DealCon attendee whose claim object (129), company domain (57), leadership bench, and written buy-box all already exist. Every other audit we ran this month starts by building assets. Billy's starts by **connecting** them.

# Seven gaps, ranked by what they cost him

GAP	WHAT WE FOUND	FASTEST FIX
<b>F</b> <b>billywilkinson.com</b> his entity home	A GoHighLevel coaching funnel, not a facts page: "Partner with Billy" before it proves who Billy is. DR 0.3, <b>1 ranking keyword</b> , <b>2 visits/mo</b> . The contact email link is broken (malformed mailto resolves to a dead page), ©2025 footer, stock template sections.	Rebuild facts-first (hero → stats → story → three doors → interview → testimonials → as-seen-on → connect); keep the booking funnel one click deep.
<b>F</b> <b>His name's page 1</b>	#1 wrong man (Wikipedia footballer), #5 a second footballer, #6 a pitcher, <b>#8 a Klansman</b> (102 visits/mo), #10 obituaries. People-also-ask: "What is Bill Wilkinson known for?" — answered by the wrong men.	Entity-SEO campaign (p.11); own slots 1–5 with home + press + films; push athletes below the fold.
<b>F</b> <b>Knowledge Panel</b>	Object at 129 unclaimed; no Wikidata item (the footballer holds the name there); data brokers (RocketReach, Wiza, Equilar, ZoomInfo, Crunchbase) carry uneven bios Google can't merge cleanly.	Schema + corroboration loop + claim once surfaced — full path p.11.
<b>D</b> <b>Funnel-domain sprawl</b>	hvacventures.com (DR 0.0) is the pitch but its footer reads " <b>HVAC Vemtures</b> " — a typo on the money page; hvacrollup.com (DR 10) duplicates the offer and holds <b>more authority than the flagship</b> ; promoshak.com (3.7) floats free. No Organization schema, no cross-links, no person attached.	Fix the typo today; 301 hvacrollup → hvacventures (or reverse); schema-stitch all properties to Billy.
<b>D</b> <b>Content repurposing</b>	Four strong interviews (40 Over 40, Voyage Austin, DotCom Magazine, Underdog) + on-camera footage on the agency's Facebook — and <b>zero clips, zero films, zero quote posts, no YouTube presence found</b> . One-and-done media.	Content factory on the existing vault — the full mining plan is p.10.
<b>C</b> <b>Identity hygiene</b>	Two origin stories in the wild ("co-founder, launched Oct 2013" per Underdog vs "joined 2015"); handles split ( <b>billywilkinson</b> on LinkedIn vs <b>@remarkabilly</b> on Instagram); Austin (agency) vs Denver (personal office) never explained anywhere.	One canonical bio string — decided once, syndicated to every profile and broker.
<b>C</b> <b>Agency → founder link</b>	Good text bio on thresholdagency.com/about-us — but no video, no Person schema, and <b>no link to billywilkinson.com</b> . The DR-57 site passes its CEO zero authority.	Bio block links + Person schema on / about-us = instant, free authority transfer.

Grades measure how visible and re-usable Billy's existing authority is — not whether the wins exist. They exist (p.4). That's why this is a 90-day fix, not a 2-year build.

# He walks in 3rd of 20 on entity strength — without ever trying

BlitzMetrics pre-scored the ~20-operator DealCon roster (Denver, June 2026). **Zero attendees have a public Knowledge Panel.** Knowledge-Graph object confidence (KG Explorer pulls, June 2026):



## Company domain authority in the room (Ahrefs DR)



### What the two above him did differently

Years of third-party corpus: podcast feeds, book listings, conference pages, press — thousands of consistent documents Google could merge into one person. Billy has four print interviews and an alias Instagram. The 86-point gap to Bodnar is **not talent or track record — it's corroboration volume**, and corroboration is exactly what agents mass-produce.

### The leapfrog window

Bodnar's 215 took a decade of publishing. Billy's gap to a **claimable panel** is plumbing, not years: the object exists at 129, the proof exists at DR 57, the story exists in print. First claimed panel in this room becomes its visibly Google-verified dealmaker — in the very metro (Denver) where his roll-up hunts. Nobody else at DealCon can close that gap faster than the man starting at 129.

# One DR-57 engine, idling — four satellite sites, drifting

Ahrefs, pulled June 10, 2026. The portfolio view explains the whole problem: massive earned authority in one silo, the personal and deal-flow properties starved, and no schema or links moving equity between them.



FINDING	DETAIL
<b>The idle engine</b>	DR 57 carrying only <b>30 ranking keywords</b> , <b>151 organic visits/mo</b> (~\$409/mo modeled traffic value). The authority is real — 17,321 live backlinks from 547 domains — but barely deployed against commercial keywords competitors pay \$5-\$10 per click for (p.8).
<b>1,303 lost referring domains</b>	1,850 all-time vs 547 live — ~70% of historical linking domains have decayed (rebrands, dead URLs). A 301-and-reclaim pass is the cheapest authority gain available.
<b>The flagship paradox</b>	billywilkinson.com already has <b>186 live referring domains</b> — yet DR 0.3, because they're low-equity directory links. One real press wave + schema + a link from the DR-57 agency bio flips this fast.
<b>The HVAC funnel leaks</b>	hvacventures.com: footer reads "© 2025 HVAC <b>Ventures</b> " and the contact email is bot-protected into a dead link — on the page asking owners to discuss confidential financials. hvacrollup.com (DR 10) splits the offer across a second domain.
<b>No connective tissue</b>	Zero schema or hyperlinks relate Billy ↔ Threshold ↔ PromoShak ↔ HVAC Ventures. Google sees five strangers; it can't pass trust between them, so it doesn't.

**The move:** make billywilkinson.com the hub — Person schema, a featured-bio link from Threshold's /about-us, footer links from both HVAC domains and PromoShak. Authority flows downhill once the pipes connect; today every pipe is capped.

# The diligence moment, live: "billy wilkinson"

An HVAC owner just got Billy's valuation offer; a credit-union CMO just left a great first call. They Google him. The actual top 10 (Ahrefs SERP overview, US, June 10, 2026):

#	RESULT	WHAT THE SEARCHER CONCLUDES
1	Wikipedia — Billy Wilkinson, Scottish footballer (DR 97)	<b>The wrong man owns his name</b>
2	<a href="#">billywilkinson.com (DR 0.3)</a>	His — but a coaching funnel, not proof
3	<a href="#">Instagram — @remarkabilly</a>	His — under a handle that doesn't match the name searched
4	<a href="#">LinkedIn — /in/billywilkinson</a>	His best result — on rented land
5	oncloudseven.com — "499 Billy Wilkinson"	<b>A second footballer</b> (Hull City, d. 1996)
6	Baseball-Reference — Bill Wilkinson (DR 81)	An '80s Mariners relief pitcher
7	People-also-ask: "Who is Billy Wilkinson?" / "What is Bill Wilkinson known for?"	<b>Both answered by the wrong men</b>
8	Wikipedia — Bill Wilkinson, ex-KKK Imperial Wizard	<b>102 visits/mo — the most-trafficked result on the page</b>
9	Mississippi State football roster — William Wilkinson	A college lineman
10	Legacy.com — "Billy Wilkinson Obituaries"	"Wait — is he dead?"

## The commercial keywords nobody in his lane owns (Ahrefs Keywords Explorer, US)

KEYWORD	VOLUME/MO	DIFFICULTY	CPC	FIT
sell my hvac business	232	0	\$7.00	His exact seller
hvac company valuation	21 (traffic potential 900)	2	\$2.50	The valuation-guide hook
credit union marketing agency	206	15	\$1.00	Threshold's FI niche
multifamily marketing agency	120	26	\$10.00	Threshold's core niche
student housing marketing agency	150	n/a	n/a	The niche it pioneered

**The AI layer:** ChatGPT, Perplexity, and Google's AI results weight Wikipedia-grade corpora — and the only Wikipedia "Bill(y) Wilkinsons" are the footballer and the Klansman. Until his entity home, schema, and corroborated profiles give the engines a better-sourced answer, AI-assisted diligence inherits this same confusion. A quarterly AI-engine audit (ai-search-visibility skill) is built into the plan.

# One strong channel, one alias, and a missing camera

The pattern across channels: Billy shows up where relationships already exist (LinkedIn), under-labels himself where discovery happens (Instagram), and is absent where proof compounds (YouTube, podcasts).

CHANNEL	WHAT WE FOUND	FASTEST FIX
<b>B-</b> <b>LinkedIn (personal)</b> /in/billywilkinson	Right headline ("CEO   Growth Leader   Investor"), real activity — posts on AI, marketing, Threshold milestones; reposted his own DotCom interview as a Pulse article. The strongest channel today, and the natural Dollar-a-Day creative pool.	Pin the 40 Over 40 + HVAC thesis; weekly cadence from the factory; thought-leader ads on winners.
<b>C+</b> <b>LinkedIn (company)</b> /company/threshold-agency	Active agency page; features Billy on camera occasionally (e.g., Pride video, CE-YO town-hall culture). No systematic founder series.	Monthly "CE-YO" clip series cross-posted to his profile.
<b>C</b> <b>Instagram</b> @remarkabilly	Memorable alias, invisible to name-based diligence — yet it ranks #3 for "billy wilkinson," so Google has connected it. The handle-name mismatch weakens entity merging everywhere else.	Keep the handle; put "Billy Wilkinson — CEO, Threshold" in the display name + bio link to entity home; add to sameAs.
<b>F</b> <b>YouTube</b>	<b>No personal or agency channel surfaced in research</b> — while Threshold has sold YouTube advertising services since 2020 (its own history page). The cobbler's children have no channel.	Launch with 6 films: HVAC thesis, origin story, Torre case, Carve M&A story, award reel, client outcomes.
<b>F</b> <b>X / Twitter</b>	Company handle exists (@ThresholdAgency); <b>no personal account found</b> . Zero presence where M&A/SMB-buyer conversation happens daily.	Lightweight: claim @billywilkinson-adjacent handle, syndicate factory clips; no native effort required.
<b>D</b> <b>Podcasts &amp; video press</b>	Four print interviews, <b>zero audio/video guest appearances found</b> . For a man whose superpower is rooms and relationships, the highest-trust medium is untouched.	2 guestings/mo: HVAC/home-services M&A pods + multifamily & credit-union marketing pods.

**Found in the wild:** his testimonial wall already features fellow DealCon attendee **Garrett McClure** vouching for him by name. The room's network effect is sitting right there — cross-corroboration between attendees (testimonials, podcast swaps, co-posts) is free entity fuel both men need.

# Six assets already paid for — each one feeds the factory

Content Factory rule: one strong asset → one definitive article + 10–15 clips/posts + ad creative, all pointing at one canonical URL. Billy doesn't have a content problem; he has an uncut-inventory problem.

ASSET (REAL, VERIFIED)	WHY IT'S GOLD	THE CONTENT-FACTORY PLAY
<b>Campaign US 40 Over 40 (2020)</b> + wire pickup (WBOC et al.)	National, third-party, judged — "one of the most accomplished people transforming US advertising." His single strongest trust signal.	Lead the press wall + every bio with it; 5 quote cards; award schema on the entity home; anchor paragraph of the definitive bio article; LinkedIn About rewrite.
<b>Voyage Austin feature</b> "Conversations with Billy Wilkinson," Oct 22, 2025	The full origin arc in his own words: Abilene, father's death at 13, stringing racquets, three jobs, Baylor → Schreiner → MBA, Wells Fargo, Invenio, the trademarks.	<b>"From Abilene to AdWeek"</b> — the definitive bio article on billywilkinson.com; 10 story posts; the film-day script (retold on camera in 6 segments → 18+ clips).
<b>DotCom Magazine CEO interview</b> Apr 2019 · "Impact Company of 2019"	Quotable philosophy: "We manage with our minds and lead with our hearts" — plus a ready-made rapid-fire Q&A format.	Leadership-philosophy article + 8 quote graphics; <b>re-record the speed round as a 90-second reel</b> — an instant repeatable series ("First Reaction with Billy").
<b>Underdog interview</b> (Jason Navallo book research)	The operator mechanics: launched Oct 2013, <b>doubled revenue every year for three years</b> , first client still a client, the Execupreneur™ origin, the lawsuit-survival story.	"How we doubled an agency three straight years" — article aimed at agency owners/acquirers; 6 clips; the Execupreneur™ definitive page (he owns the trademark; no one owns the SERP).
<b>Threshold proof vault</b> case studies, awards, history page	Torre: top-3 market preleasing 10 months pre-opening · 600k+ units · 100+ financial institutions · the 2017 cross-border Carve acquisition · 3× Inc. 5000.	6 case-study films (embed on case pages + YouTube launch); "Buying an agency across a border" M&A piece for the DealCon audience; stats bar for the entity home.
<b>HVAC Ventures thesis</b> hvacventures.com + Denver focus	A written, differentiated buy-box ("we invest in you, not buy you out"; \$1–10M, 20%+ EBITDA) aimed at a KD-0, 232/mo keyword nobody credible owns.	<b>THE money page:</b> "Selling your HVAC company in Denver: a founder-friendly valuation guide" (targets "sell my hvac business" KD 0 + "hvac company valuation" TP 900); valuation-call CTA; every retargeting clip points here.

**Priority if he only does three:** #6 first (closest to revenue), #2 second (closest to the Knowledge Panel), #5 third (deepest trust for both audiences). One film afternoon at DealCon week covers the camera needs for all of them.

# Claim the 129 object: point it at a real home

The sequence we run (knowledge-panel-entity-seo skill), adapted to Billy's one unusual advantage — the object already exists — and his one unusual risk: four famous-ish namesakes, including two footballers and a Klansman.

## 1 Rebuild the entity home

billywilkinson.com becomes a facts page: hero → stats bar (57-DR agency, 3× Inc. 5000, 40 Over 40) → story → three doors (Agency clients / HVAC owners / Speaking-advisory) → featured interview → testimonials → As-Seen-On → connect.

## 2 Person schema + KG MID

JSON-LD with @id pinned to kg:/g/11h4h5zz6c, sameAs to LinkedIn, @remarkabilly, Crunchbase, Equilar, Threshold bio, all four interviews — and **disambiguatingDescription: "American marketing-agency CEO and investor (Threshold; HVAC Ventures)."**

## 3 One bio string, everywhere

Settle the origin (co-owner since the Oct 2013 launch; full-time CEO from 2015 — per his Underdog interview) and push the identical string to RocketReach, ZoomInfo, Wiza, Equilar, Crunchbase, The Org, and both LinkedIns.

## 4 Corroboration loop

New Wikidata item with disambiguator (the footballer already holds the plain name); Schreiner trustee page, USTA Texas, GPTW and award pages linking back; press page with schema on the entity home.

## 5 Press cadence

2 podcast guestings/month — HVAC & home-services M&A shows (sellers listen there) + multifamily and credit-union marketing shows (buyers listen there) — pitched with the harvested proof library.

## 6 Surface → claim → enrich

Monitor the KG MID; when the panel renders, claim it via the Search-Console-verified entity home; then enrich: photo, role, both companies, featured links. Post-claim hygiene quarterly.

### Why his odds are good

129 already beats every non-host attendee and the footballer's 97. His business identity is conflict-free in commercial contexts — no competing "Billy Wilkinson, CEO." The corpus is thin but clean: four consistent interviews, one agency bio, real awards with his name on them. Agents thicken a clean corpus fast; they can't fix a contradictory one (which is why step 3 precedes everything loud).

### The risk to manage

Never publish ambiguous name-only headlines ("Billy Wilkinson on winning") — always name + role + company. Alt text, captions, and titles must repeat "CEO of Threshold" so no signal drifts to the athletes — or worse, lets a hurried diligence reader connect him to the Wikipedia Klansman two results below his LinkedIn. Disambiguation isn't cosmetic here; it's deal protection.

Knowledge-Graph figures (confidence 129/97; KG MID) are from the BlitzMetrics KG Explorer pulls, June 2026 — attributed, not re-derived in this report. Panel surfacing timelines are method-based estimates, not Google guarantees.

# Run on the Local Service Spotlight library — agents lift, Billy approves

KICKOFF: DEALCON WEEK, DENVER — JUNE 2026

<b>DAYS 1–14</b> Stop the leaks	<b>DAYS 15–45</b> Build the home	<b>DAYS 46–75</b> Turn on distribution	<b>DAYS 76–90</b> Claim & hand off
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DAY 90: PANEL CLAIMED / PENDING

PHASE	WORKSTREAMS (AGENT SKILL IN PARENTHESES)	EXIT CRITERIA — MEASURABLE
<b>Days 1–14</b>	Fix "Ventures" typo + both broken email links · canonical bio + buy-box one-liner: <b>"the Execupreneur™ who buys, builds, and exits service brands"</b> (personal-brand-strategist) · mine every win into a ranked proof library (positive-mentions-harvester) · wanted-vs-had reputation map → dated plan (reputation-gap-analyzer) · broker-listing sweep (knowledge-panel-entity-seo)	Leaks fixed · one bio everywhere · proof library ≥40 scored items · gap plan dated
<b>Days 15–45</b>	billywilkinson.com rebuilt facts-first (personal-brand-website-agent) · Person schema + KG MID + sameAs graph (knowledge-panel-entity-seo) · two definitive articles: HVAC valuation guide + "From Abilene to AdWeek" (definitive-article-writer) · Threshold /about-us link + schema · hvacrollup → hvacventures 301 · Film Day #1 (6 segments in one afternoon)	Home live, schema validates · both articles indexed · five properties interlinked · films in edit
<b>Days 46–75</b>	YouTube channel live; films embedded on case pages (content-factory) · 4 interviews + Film Day → 40+ clips/posts to canonical URLs (content-factory) · Dollar-a-Day live on 3 channels; first kill-the-bottom-90% cycle (dollar-a-day-strategist) · podcast wave 1: 10 pitches → 2 bookings · backlink reclamation on the 1,303 lost domains	40+ clips shipped · \$30/day spending vs benchmarks · 2 pods booked · KD-0 page climbing
<b>Days 76–90</b>	Panel claim filed when surfaced (knowledge-panel-entity-seo) · AI-engine audit: ChatGPT/Perplexity/Gemini answer "Who is Billy Wilkinson?" correctly (ai-search-visibility) · handover: skills installed on his side, ops owner trained, self-documenting QA loop (recursive-self-improvement-qa)	Panel claimed or pending · AI answers correct · weekly loop runs without us

## The weekly dashboard (baseline → Day-90 target)

PAGE-1 SLOTS OWNED	PERSONAL DR	KNOWLEDGE PANEL	"SELL MY HVAC BUSINESS"	OWNER CALLS /MO	CLIPS PUBLISHED
3/10 → <b>6/10</b>	0.3 → <b>6–10</b>	Unclaimed 129 → <b>Claimed/pending</b>	Unranked → <b>Top 5</b>	~0 → <b>2–4</b>	0 → <b>40+</b>

Billy's total personal commitment: ~2 hrs/week on camera + approvals. Everything else is agent-executed — ours first, his team's by Day 90.

# \$30/day total: \$10 each on LinkedIn, Meta, YouTube

Dollar-a-Day doesn't buy traffic — it buys repetition with the few thousand people who can sign with **Billy**: Denver-metro HVAC owners on one front, multifamily/student-housing operators and credit-union CMOs on the other. Annual cost: \$10,950 — less than one conference sponsorship.

CHANNEL (\$10/DAY)	TARGETING (GCT: GOALS → CONTENT → TARGETING)	CREATIVE POOL (ALREADY EXISTS)	EXPECTED MONTHLY REACH @ 2025-26 BENCHMARKS
<b>LinkedIn</b> thought-leader ads	Multifamily/student-housing owners & execs; credit-union CMOs; Denver-metro trades/HVAC owners; DealCon-style acquirer lists	His top organic posts; 40 Over 40 moment; Torre stat card; Execupreneur™ series	~\$300 @ \$35-75 CPM (senior-audience premium) → <b>4,000-8,500 decision-maker impressions</b>
<b>Meta (FB+IG)</b> retargeting first	Visitors to billywilkinson.com + hvacventures.com; video viewers; lookalikes of past clients; Denver-metro geo layer for the roll-up	Valuation-guide clips; origin-story reels; GPTW culture moments; award reel	~\$300 @ \$10-15 CPM → <b>20,000-30,000 impressions</b> — surround-sound during live negotiations
<b>YouTube</b> in-stream + in-feed	Custom-intent: searched "sell my hvac business," "hvac business valuation," "marketing agency for apartments"; viewers of M&A and trades channels	The 6 films; speed-round reels; HVAC thesis explainer	~\$300 @ \$0.05-0.12 CPV → <b>2,500-6,000 completed views</b> of long-form proof

### Operating rules (MAA loop)

1. Every clip gets **\$1/day × 7 days** — never boost cold creative big.
2. Day 7: **kill the bottom 90%** by cost-per-15-second-view / CTR.
3. Winners get **\$30 over 30 days**, then face fresh challengers.
4. **Lighthouse targeting**: engaged audiences of marquee names he's tied to — conference lists (NMHC/Interface-type events, credit-union conferences), trade communities, and the DealCon network itself.
5. Metrics → Analysis → Action weekly; agents run it, Billy reads a one-page scorecard.

### What a year buys

~**350,000-540,000 targeted impressions** + **30,000-70,000 video views** concentrated on a few thousand HVAC owners and real-estate/FI decision-makers — his exact buyer and his exact seller seeing him 2-3× a week, all year.

By month 3, retargeting turns every live deal into surround sound: the owner who took Billy's call on Tuesday sees the valuation guide Wednesday and the 40 Over 40 award Friday. **That's trust, amortized.**

Benchmark sources: LinkedIn median CPM \$31-38, senior audiences 2-3× (TheB2BHouse, HockeyStack); Meta global avg CPM ≈\$11.76, US \$10-15 (Uproas, Braffon); YouTube CPV \$0.026-\$0.30, US skew (StoreGrowers, Stackmatix). Reach ranges use the conservative end of spend after fees.

# Year-1 tailwind: **+\$84k to +\$378k** equivalent, for **≈\$14k all-in**

Every assumption visible. Threshold's revenue is private, so this model prices only what we can see: inbound to the two niches the agency already owns, HVAC deal flow against a KD-0 keyword, and founder-hour compression. (The "\$50M company" line on his site describes his Invenio-era scale-up — flagged, not assumed for Threshold.)

LEVER (MECHANISM)	CONSERVATIVE	EXPECTED	AGGRESSIVE
<b>1. Agency inbound</b> credit-union (206/mo, KD 15) + multifamily (120/mo, KD 26) + student-housing definitive pages on a DR-57 domain; assumed \$60k first-year retainer	2 qualified opps, 0.5 closed → <b>+\$30k</b>	5 opps, 1.25 closed → <b>+\$75k</b>	10 opps, 2.5 closed → <b>+\$150k</b>
<b>2. HVAC proprietary deal flow</b> "sell my hvac business" KD 0 + retargeting + panel trust; valued at buy-side sourcing-retainer equivalent (\$3k–\$7k/mo, assumption)	12 owner convos, 1 LOI → <b>+\$36k</b>	24 convos, 2 LOIs, 1 close → <b>+\$108k</b>	48 convos, 4 LOIs → <b>+\$168k</b>
<b>3. Founder hours returned</b> trust/diligence hours compress 10–30% (Edelman receptivity mechanism); \$300/hr opportunity cost, assumption	60 hrs = <b>\$18k</b>	120 hrs = <b>\$36k</b>	200 hrs = <b>\$60k</b>
<b>4. Deal-terms tailwind</b> pre-sold sellers choose partner fit over brokered auctions	Better entry multiples and exclusivity on the roll-up — strategic upside, deliberately unpriced		
<b>Year-1 revenue-equivalent total</b>	<b>≈ \$84k</b>	<b>≈ \$219k</b>	<b>≈ \$378k</b>
<b>All-in cost (media \$10,950 + ~\$3k tools; agent labor: ours to start)</b>	<b>≈ 6× return</b>	<b>≈ 16× return</b>	<b>≈ 27× return</b>

## What this model is NOT

Not a forecast — a sized hypothesis with sourced mechanisms and labeled assumptions. It does **not** pick the right HVAC company, fix a valuation gap, or run integration after close. It removes one specific tax: the trust rebuilt from zero in every owner conversation and every agency pitch, because the proof currently can't be found.

## Why the conservative case is hard to miss

It requires only: one ranked page on a **difficulty-0 keyword**, a single owner conversation per month, half an agency client, and a 10% trim of trust hours — backed by a DR-57 linking asset, a 129-confidence entity, and four interviews that already exist. The expensive part of authority (earning it) is done. We're paying for plumbing and distribution.

Sources: Ahrefs keyword/SERP/backlink data pulled June 10, 2026 (volumes and traffic values are modeled estimates). Edelman×LinkedIn B2B Thought Leadership Impact Reports (2024–25, ~3,500 + ~2,000 executives): 73% trust thought leadership over marketing materials; 90% more receptive to outreach; 70% of C-suite questioned an incumbent after a rival's content. Retainer and hourly values are stated assumptions, set low.

# Five quick wins before the next owner Googles him

## 1 Fix the two money-page leaks (1 hour)

The "HVAC **Vemtures**" footer typo and the broken contact-email links on hvacventures.com and billywilkinson.com — the last things a seller sees before sharing confidential financials.

## 2 Canonize the bio (1 day)

One string — co-owner since the Oct 2013 launch, CEO since 2015, 40 Over 40, 3× Inc. 5000 — pushed to LinkedIn, Threshold /about-us, Crunchbase, RocketReach, Equilar, Wiza, ZoomInfo.

## 3 Publish the schema (1 day)

Person JSON-LD with KG MID kg:/g/11h4h5zz6c + sameAs graph on billywilkinson.com; add the Threshold → Billy bio link so the DR-57 site finally vouches for its CEO.

## 4 Film 60 minutes in Denver (this week)

He's already in town for DealCon. One hour on camera — the HVAC thesis + three origin stories — is 90 days of factory feedstock: 40+ clips, 2 definitive articles, the YouTube launch.

## 5 Start the \$1/day tests (this week)

Five proven posts — 40 Over 40, two Voyage pull-quotes, the Torre stat, the Execupreneur™ definition — at \$1/day × 7. Winners reveal themselves by next Friday; only winners get scaled.

**"You own the strongest domain in this room, and Google still hands your name to a Scottish footballer. Give us 90 days and \$30 a day, and the next HVAC owner who checks you out finds the dealmaker — the award wall, the track record, the panel — before he ever calls you back."**

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Built with the Local Service Spotlight 10-skill agent library — install it yourself at dennisyu.com/dealcon.

Key sources: Ahrefs (06/10/26) · BlitzMetrics KG Explorer (June 2026) · thresholdagency.com (about, history) · Voyage Austin (Oct 2025) · DotCom Magazine (Apr 2019) · Underdog (Navallo) · Campaign US 40 Over 40 (2020) · Inc. 5000 profiles · hvacventures.com.