SignpostAI Acquires Certain Assets of Surefire Local, Expanding Its Platform for Home Service Businesses

Acquisition adds digital marketing, reputation and local visibility capabilities to SignpostAI's AI-powered customer communication platform.

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>
> *Lucas Wilson*

AUSTIN, TX, UNITED STATES, October 1, 2026 /EINPresswire.com/ -- Signpost AI, LLC (“SignpostAI”) today announced it has acquired certain assets of Gen Next Media LLC (“Surefire Local”), expanding its platform for home service businesses. The transaction brings together AI-powered customer communication with proven digital marketing, reputation and local visibility capabilities, advancing SignpostAI's mission to help contractors run smarter, more profitable businesses.

Contractors lose revenue when the customer journey is fragmented. Getting found, responding to a lead, booking the job and collecting payment often happens across disconnected tools. SignpostAI now covers that path from first search to final payment. The acquired capabilities strengthen the front of it, helping local businesses get found, build their reputation and turn visibility into customer conversations.

"Most contractors don't have a marketing department or an operations team, and they shouldn't need one to compete with the biggest names in their market," said Lucas Wilson, CEO of SignpostAI. "Too many small business owners are paying for marketing without being able to see what it actually brings in, because the tools that generate leads and the tools that close them don't talk to each other. Bringing Surefire Local's capabilities into SignpostAI lets us connect the moment a homeowner finds a contractor to the moment that contractor gets paid, so owners can see exactly what's working."

SignpostAI plans to incorporate the acquired capabilities into its platform over time. Customers using the acquired products will maintain access to them and will receive advance notice of any platform changes.

Terms of the transaction were not disclosed.

About SignpostAI
SignpostAI helps home service businesses get found, capture more leads, book more jobs and get paid faster. Its platform connects local marketing, reputation management and AI-powered customer communication with scheduling and payments, so contractors can manage the full customer journey, from first search to final payment, in one place. Learn more at signpost.com.

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