IN BRIEF

# Premier Choice Intelligence

Let our business help your business.

## Who we are

Premier Choice Intelligence builds AI operating software that small businesses can trust: machines do the work, and independent checks prove every promise was kept.

Premier Choice Intelligence LLC is a North Carolina software company. It is the technology company and IP owner of the Premier Choice family of companies, and the home of PC Labs, our research arm. Our sister companies are Premier Choice Works (building, roofing and skilled-trade work through vetted local partners, plus marketing) and Premier Choice Experiences (stays, trips and add-ons), alongside our studio.

Our founder, Shawn Blackwell, started the Premier Choice brand with Premier Choice Magazine after selling advertising for the Yellow Pages. He runs the Premier Choice companies as the only human on the team, with a team of AI agents doing the operating work.

## Our mission

> *Premier Choice builds the systems that make life and business simple. We test every one in our own companies first, then bring what works to yours.*
>
> We test it in our businesses before we bring it to yours.

## How it works

One governed operating layer sits under every product we make. Five parts work together:

**Machines**
Scheduled, repeatable jobs that do recurring work the same way every time.

**Agents**
AI agents watch the machines, find gaps and improve them. Repeat work becomes a new machine.

**Verification**
Every task has a check. Work counts as done only when a second party, not the worker, confirms it against the record.

**Human approval**
Anything that speaks for the owner, spends money or can't be undone waits for the owner's yes.

**Living record**
Everything attaches to one Living Book per customer and per business, so nobody starts over.

**Built for anywhere**
Written so a business in any country can use it: plain language, the owner in charge, and records that stay with the business.

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## What we make

| Product | What it does | Status |
|---|---|---|
| **Living Book (with J)** | The app you carry. A permanent record that remembers each person and business. J, your AI assistant inside the Living Book, asks "What door would you like to open first?" and routes your request. | In private testing |
| **Gap Meter** | A business assessment across eight areas. Free self-check with a gap score and top three fixes, plus a full assessment and written action plan ranked by impact. | Taking requests |
| **Day Off** | AI office staff for small businesses: answering, follow-up, record keeping and reminders. Every outgoing message waits for your approval. | Taking requests |
| **Founders Mode** | Run your company through AI seats that each own an area, with a daily brief and approvals in one place. | Demo on request |

Under all of them is the **platform**: the governed operating layer of machines, agents, verification, approvals and the living record.

## PC Labs, our research arm

PC Labs tests software, systems and AI agents before anything reaches a customer. Nothing ships until it passes here. Current research areas: verified agent work, governed autonomy (human approval gates), measuring small-business gaps, and living records.

## Proof we can stand behind

- We run our own companies on this platform first: Premier Choice Works, Premier Choice Experiences and our studio.
- One founder plus AI agents operate the Premier Choice family of companies.
- We have no outside customers, case studies or published results yet. We offer early access and say so plainly.

## Company facts

| | |
|---|---|
| **Legal name** | Premier Choice Intelligence LLC, a North Carolina limited liability company |
| **Founder** | Shawn Blackwell |
| **Mailing address** | 3540 Toringdon Way, Suite 200, PMB 395, Charlotte, NC 28277, USA |
| **Contact** | +1 980-234-5310 · premierchoiceintelligence@gmail.com |

### What door would you like to open first?

Talk to us, request a gap assessment or request a demo. Call **+1 980-234-5310** · Email **premierchoiceintelligence@gmail.com** · Visit **premierchoiceintelligence.com (preview)**
Mailing address: 3540 Toringdon Way, Suite 200, PMB 395, Charlotte, NC 28277, USA

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