MSP HEROES CASE STUDY

FROM ONE BREAK FIX CLIENT TO $2.34 MILLION



Three years ago, Carlos Anglero had one break fix client. It paid about $500 a month, and he lost money on every visit. He followed the MSP Heroes playbook, picked a niche, and went all in on marketing. A year ago he was at $30,000 in monthly recurring revenue. Today he puts Kevlar IT at $2.34 million.

CARLOS ANGLERO

Owner, Kevlar IT Solutions · Central Florida

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YOU LAID THE FOUNDATION FOR KEVLAR IT.

3 YRS
In business, Sept 2023 to now

$30K
Monthly recurring revenue one year ago

$177K
Monthly recurring revenue by March 2026

$2.34M
Where he says Kevlar IT stands today

AT A GLANCE

CLIENT	COMPANY	LOCATION	FOUNDED
Carlos Anglero	Kevlar IT Solutions	Central Florida	September 2023

MRR, OCT 2025	MRR, MARCH 2026	TODAY, IN HIS WORDS
$30,000	$177,000	$2.34 million

FOCUS

Managed IT and compliance for medical and dental offices, with CMMC up next

BEFORE MSP HEROES

THE STARTING POINT

Carlos was at his day job when a video popped up on YouTube. It was Harrison Baron, talking about how to start an MSP. A coworker watched it with him. “I was like, this guy is full of it,” Carlos said.

Three hours later, he was still watching. He joined the very first MSP Launch Pad group, did the homework, and worked out his ideal customer.

At the time, he had one client on a break fix deal. It paid about $500 a month, and he had to drive on site. “I was definitely losing money in the deal,” he said. “But it was just my first customer.”

1

Client, on a break fix contract

$500/MO

And he lost money driving on site

SOLO

He did every job himself for two years

TURNING POINT 1 OF 4

01 DROP BREAK FIX. PRICE LIKE AN MSP.

The Launch Pad showed Carlos why break fix was keeping him broke. So he changed it. He reset his pricing, stopped doing break fix, and moved to the managed services model.

“It just kind of started snowballing from there,” he said. One customer turned into a few small ones. Then a few more.

WHAT HE CHANGED

- ✓ **New pricing.** He rebuilt his price structure the MSP way.
- ✓ **A clear customer.** He knew who he was selling to.
- ✓ **No more break fix.** Every client moved to a monthly plan.
- ✓ **Homework done.** Videos watched, notes taken, every week.

> “ IF YOU DO JUST HALF THE WORK, YOU’RE GOING TO BE AHEAD OF A LOT OF THE COMPETITION.
>
> Carlos Anglero

BY MIDDAY

Harrison had the calculator fixed

“That saved me so much time.”

THE TOOLS DID THE HEAVY LIFTING

When Harrison launched the MSP pricing calculator, Carlos worked all night on his billing. He woke up and it was gone. He texted Harrison first thing. By midday the next day, it was fixed and saving.

02

TURNING POINT 2 OF 4

KNOW WHO YOU SELL TO

Carlos calls this his biggest pivot. “I was all over the place,” he said. Then he nailed down his ideal customer and picked a niche.

1. HEALTHCARE	Where it started
2. DENTAL	Same HIPAA and OSHA work
3. CMMC	Up next

Healthcare came from his old job. He already had trust with doctors in Central Florida. Once that was humming, dental was a short step. His team already ran HIPAA and OSHA on a set schedule.

“IF YOU DON’T KNOW WHO YOU’RE SELLING TO… YOU’RE JUST SPINNING YOUR WHEELS.”

Carlos Anglero

03

TURNING POINT 3 OF 4

ALL GAS, NO BRAKES

Carlos made himself a promise. Starting January 1, 2026, Kevlar IT would go hard on marketing.

Email, LinkedIn, and cold calls, every day. At first it was mostly him. Then his engineers took over the day to day, so he could keep pushing.

$82K → $177K

MRR in about two weeks, March 2026

EMAIL · LINKEDIN · COLD CALLING

“EITHER WE’RE DOING SOMETHING RIGHT OR WE’RE GETTING LUCKY. BUT I’LL TAKE IT.”

Carlos Anglero

Harrison’s take: once an MSP figures it out at that scale, big jumps like this are not rare.

TURNING POINT 4 OF 4

04 HIRE SO YOU CAN HUNT

Carlos ran everything himself for two years. In September 2025 he hired his first employee. About a month later, he hired his second. “Once I got the employees coming,” he said, “the speed started picking up.”

His engineers took over the day to day. That freed Carlos to do one job: grow the business. In fall 2026 he hired his first sales rep.

“Now there’s two of me going out there and getting it,” he said.

2 YRS
Running it all solo

3
Hires in about a year: two engineers and a sales rep

THE SUPPORT BEHIND EACH STEP

HOW MSP HEROES HELPED

WHAT CARLOS NEEDED	WHAT MSP HEROES GAVE HIM	WHAT HAPPENED
A REAL MODEL	The MSP Launch Pad and its homework	**Break fix out, monthly plans in**
PRICING HE COULD TRUST	The MSP pricing calculator	**“That saved me so much time.”**
A CLEAR TARGET	Ideal customer and niche training	**Healthcare, then dental, then CMMC**
WORDS THAT SELL	Sales, pitching, and cold calling calls, plus scripts	**A daily outreach push starting Jan 2026**
LEADS IN PERSON	Harrison working his booth at an Orlando dental convention	**About 89 solid leads**
ANSWERS, FAST	Office hours, Discord, and a direct line to Harrison	**“Worth the subscription alone.”**

THREE YEARS IN

THE RESULTS

MONTHLY RECURRING REVENUE	WHERE KEVLAR IT STANDS	TEAM	NICHES
Oct 2025: **$30K**	Day one: **$500/mo**	Before: **Just Carlos**	Before: **All over**
$177K	**$2.34M**	**4**	**3**
By March 2026	In his words, Oct 2026	Carlos plus three hires	Healthcare, dental, CMMC next

WHAT COMES NEXT

FROM BUYING CLIENTS TO BUYING MSPS?

On the day of this interview, Carlos drove to Tampa to run a CMMC gap analysis for a likely new client. On the drive home, another MSP owner he met through ScaleCon called. He wanted to know if Kevlar IT would roll up his business. “It wasn’t even on the radar,” Carlos said.

> **OH, SO WE’RE BUYING BUSINESSES NOW.**
>
> Harrison Baron

CMMC, ON HIS TERMS

Carlos says his team could probably pass an audit today. But he won’t pay for his own CMMC assessment until his first CMMC client signs. That client pays for the new niche.

$30K+

Assessment cost he waits on until a client signs



THE VIDEO THAT STARTED IT

WHO WOULD HAVE THOUGHT?

Days before this interview, Carlos had lunch with his old team. The coworker who watched that first video with him looked across the table. “Who would have thought three years ago that video would have changed the trajectory of your life?” he said.

Now Carlos is on magazine covers. **Enterprise Security** featured Kevlar IT Solutions as a Top AI Powered Cyber Threat Solutions company for 2026.

> **“ YOU PRACTICE WHAT YOU PREACH, AND IT WORKS.**
>
> Carlos Anglero, Kevlar IT

STEAL THESE

LESSONS ANY MSP OWNER CAN USE

01 **Know your ideal customer first.** Everything else builds on it.

02 **Niche down,** then grow into the niche next door.

03 **Drop break fix.** Price like an MSP.

04 **Do the homework.** Half the work still puts you ahead.

05 **Pick a start date** and go all in on marketing.

06 **Hire engineers** so the owner can sell.

07 **Let the first client pay for the new niche.** Carlos waits on CMMC costs until one signs.

One more thing: Harrison was the maid of honor at Carlos’s wedding in Vegas. That story is for another day.

YOUR TURN

READY TO WRITE YOUR OWN STORY?

Carlos did not find a shortcut. He learned who he sells to, picked a niche, and did the work, with Harrison and the MSP Heroes community in his corner.

MSP HEROES GIVES YOU WHAT HE USED

- ✓ The MSP Launch Pad course
- ✓ Sales, pitching, and cold calling calls
- ✓ A library of trainings and templates
- ✓ The pricing calculator and tools
- ✓ Office hours and a direct line to Harrison
- ✓ A community of owners who get it

> **For what you're getting, you're getting far more value than what the cost is.**
>
> Carlos Anglero, Kevlar IT

HOW MUCH LONGER CAN YOU AFFORD TO FIGURE THIS OUT ALONE?

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