



MARKETING
AGENCY

10 SECRETS TO BUILDING

A SCALABLE
HOME SERVICE
COMPANY ONLINE

10 SECRETS TO BUILDING A SCALABLE HOME SERVICE COMPANY ONLINE

(What Yelp, Angi, and HomeAdvisor Don't Want You to Know)

Secret 01

Problem: Competing for Low-Quality Leads

Leads from Yelp, Angi, and HomeAdvisor are shared with multiple companies. You end up in a bidding war with homeowners shopping only for the cheapest price.

Solution: Take control of your lead flow. Generate your own exclusive leads using Google, Facebook, and Instagram campaigns that target homeowners looking for professional service, not bargain hunters. Every inquiry goes directly into your CRM, never shared with competitors.



Secret 02

Problem: Missed Calls Mean Lost Customers

When you're with a client or driving in a truck, you can't answer every call. By the time you call back, that prospect has already hired someone else.

Solution: Activate a **Missed-Call Text-Back System**. When a lead calls and you can't answer, they instantly receive a personalized text response inviting them to reply or book online. It feels human and converts lost calls into appointments automatically.

Hi this is Jerry from AZ's Best Pool Service & Repair, I saw that I just missed your call. I am out in the field but can call you back. How can I help you?
Reply STOP to unsubscribe.



02:05 PM

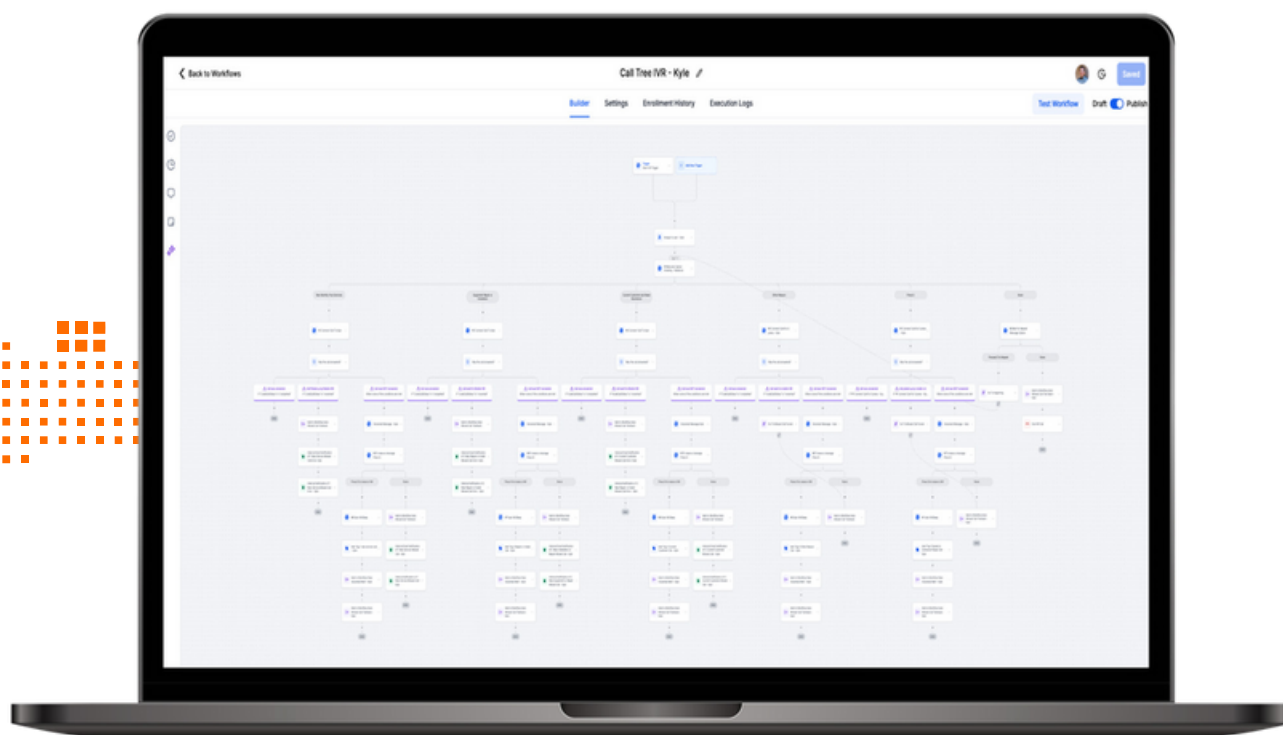
Secret 03

Problem: Spam Calls Waste Hours Every Week

Telemarketers and robocalls interrupt your day, frustrate your staff, and make you miss real customers.

Solution:

Install a **Smart Phone System with a Call Tree (IVR)**. It filters spam automatically, routes legitimate callers to the right department, and gives your business a professional image. Stop wasting time answering nonsense calls and focus on paying customers.



Secret 04

Problem: You're Doing All the Follow-Up Yourself

Most owners spend evenings texting prospects, confirming appointments, or rescheduling. It's exhausting and inconsistent.

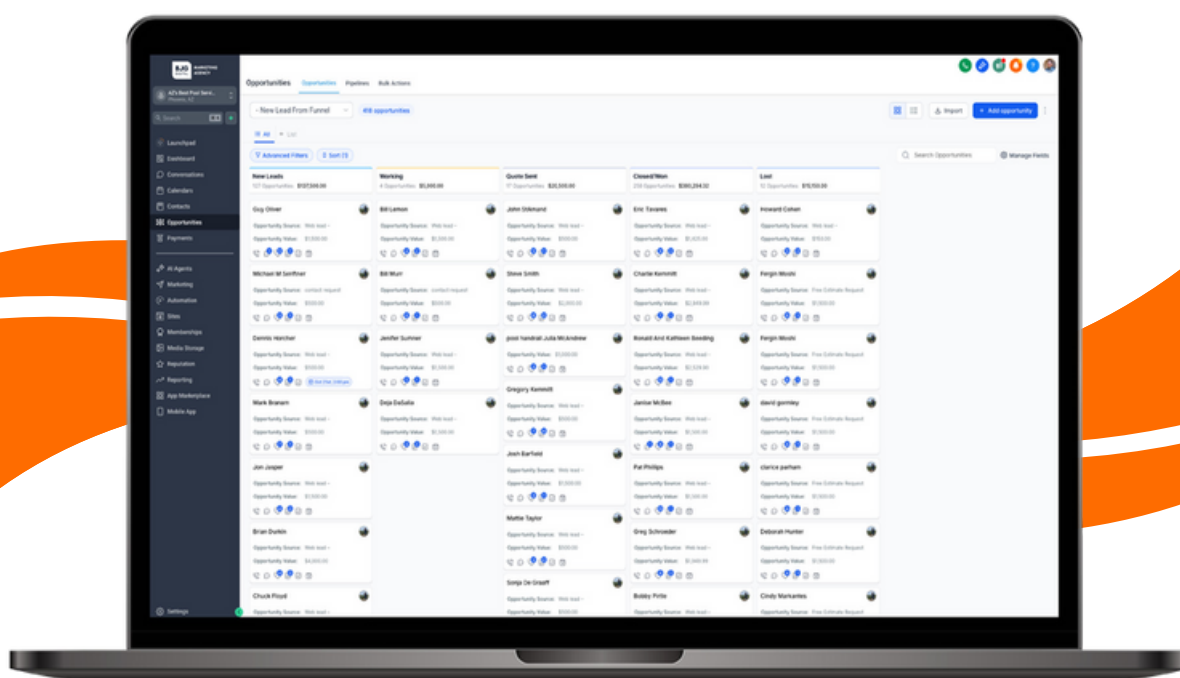
Solution: Use **AI Appointment Scheduling** built for the home service industry. This system is customized with your services, pricing, and tone. It handles incoming leads 24/7. It answers questions, qualifies homeowners, and books appointments directly onto your calendar, even while you sleep.

Secret 05

Problem: Leads Fall Through the Cracks

Without a structured follow-up system, you lose track of who called, who booked, and who never replied. Some leads never hear back, costing you thousands in lost revenue.

Solution: Implement a **Custom CRM Built for Home Service Companies**. Every call, text, and email is logged in one place. You can see each lead's stage in the pipeline and track the return on your ad spend down to the dollar.



Secret 06

Problem: Inconsistent Marketing and No Nurture System

Even when you generate leads, most never hear from you again. Months later, they hire another company.

Solution:

Launch **Automated Marketing Sequences** that send pre-written emails and texts to educate, follow up, and stay top of mind. The system works automatically, keeping your brand visible and converting cold leads into warm customers.

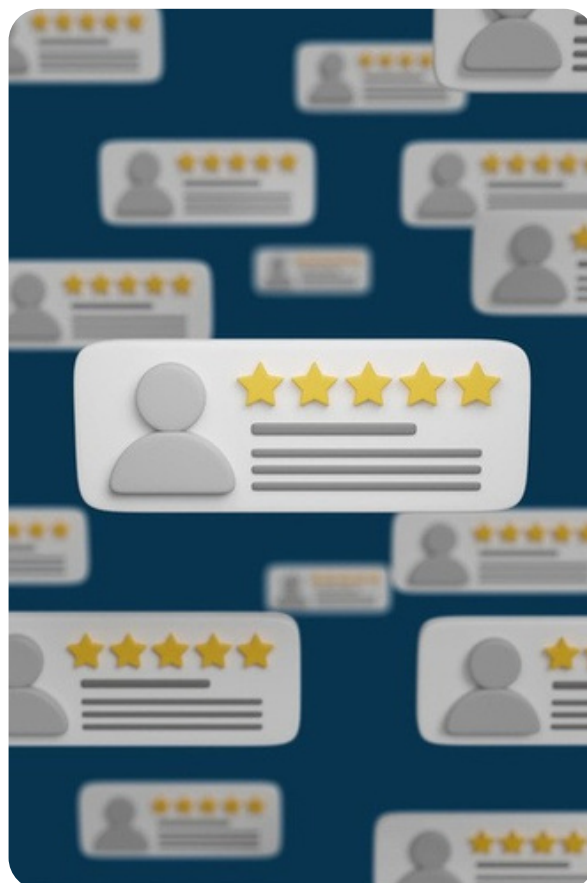


Secret 07

Problem: Bad Reviews Damage Your Reputation

One frustrated customer can post a negative review that scares off dozens of new prospects. You find out too late to fix it.

Solution: Protect your business with a **Review Filtering System** designed specifically for home service companies. It automatically asks customers for private feedback first, unhappy clients go to you for resolution, while happy ones are directed to your Google profile for 5-star reviews that boost your map ranking.



Secret 08**Problem:** No Referral Process in Place

Even your happiest clients rarely refer new business unless you remind them, and that's easy to forget when you're busy.

Solution: Activate a **Referral Automation System.**

It sends friendly texts or emails encouraging customers to share your service. When their referral signs up, the system automatically applies a thank-you credit to their next invoice. Referrals become consistent and hands-free.



Secret 09

Problem: Low-Converting, Unprofessional Websites

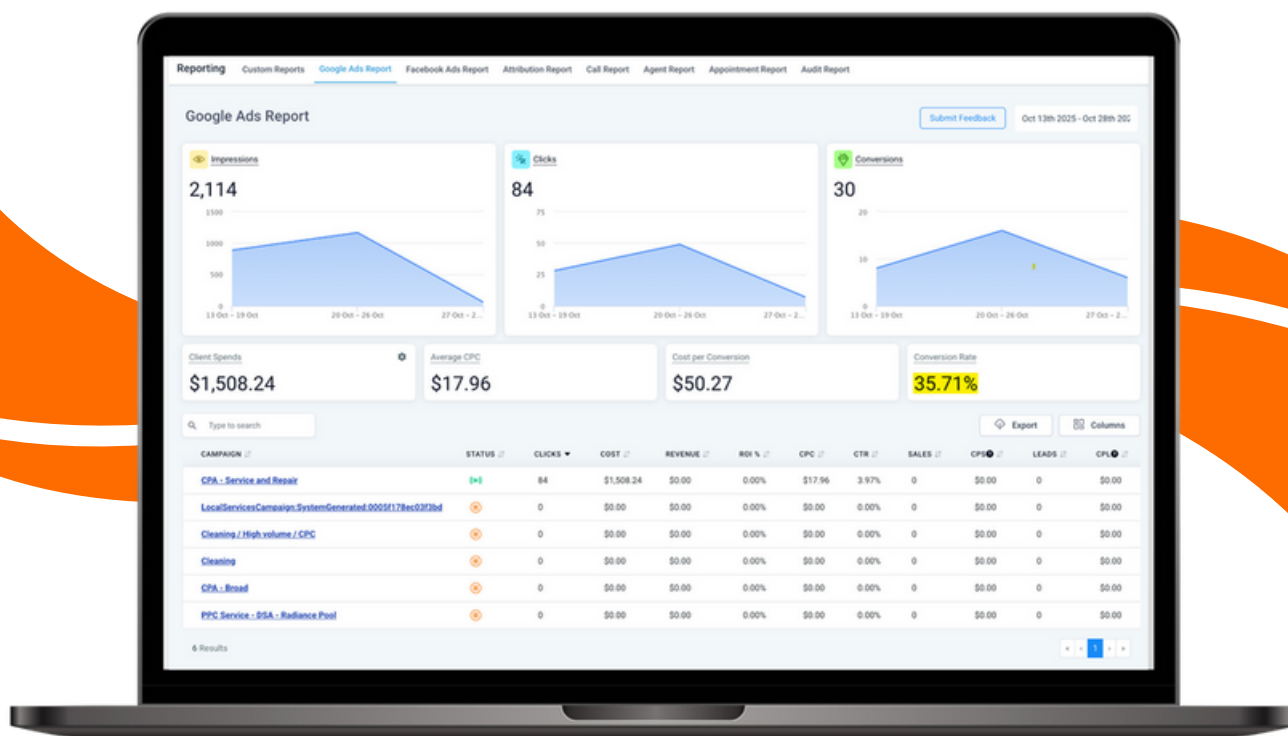
Most home service owners rely on cheap, outdated websites that do little more than list their phone number. These sites look unprofessional, load slowly, and fail to build trust with homeowners.

When potential customers visit your site, they often leave without contacting you not because your service isn't great, but because your website doesn't make them feel confident. This poor conversion rate also kills your advertising ROI. Even the best Google or Facebook ads can't deliver affordable leads if visitors bounce the moment they land on your site.

Solution: We design professional, high-converting websites built specifically for home service companies.

Every layout, button, and call to action has been tested through thousands of real leads. We know exactly what convinces homeowners to reach out, from service area pages and before-and-after galleries to trust signals, reviews, and instant quote forms.

Your new website won't just look better than your competitors', it will perform better. That means higher conversions, lower cost per lead, and measurable ROI from every marketing dollar you spend.

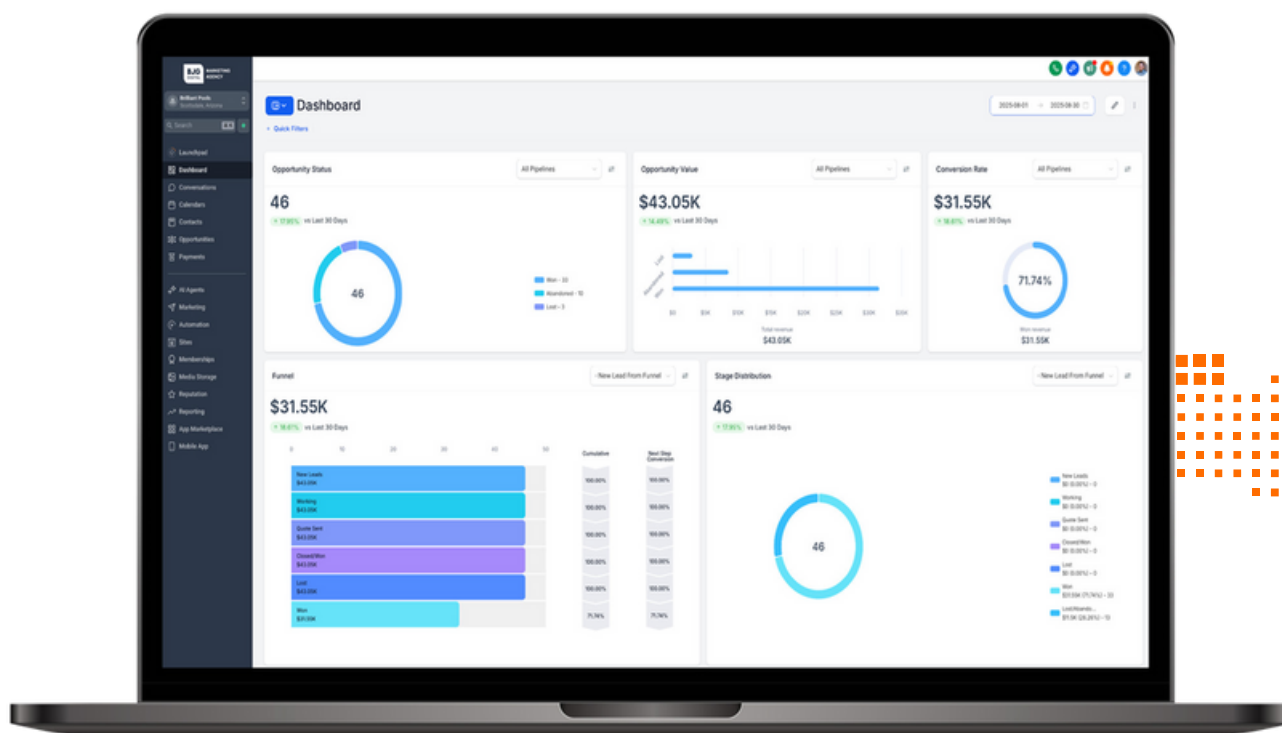


Secret 10

Problem: No Clear Way to Measure ROI or Growth

Most home service companies have no idea which ads, calls, or campaigns actually produce paying customers.

Solution: Use a **Built-In Sales Pipeline Dashboard** that shows where every lead came from, how much it cost, and whether it converted into a paying client. You'll finally know your true cost per acquisition and can invest confidently knowing exactly what's working.

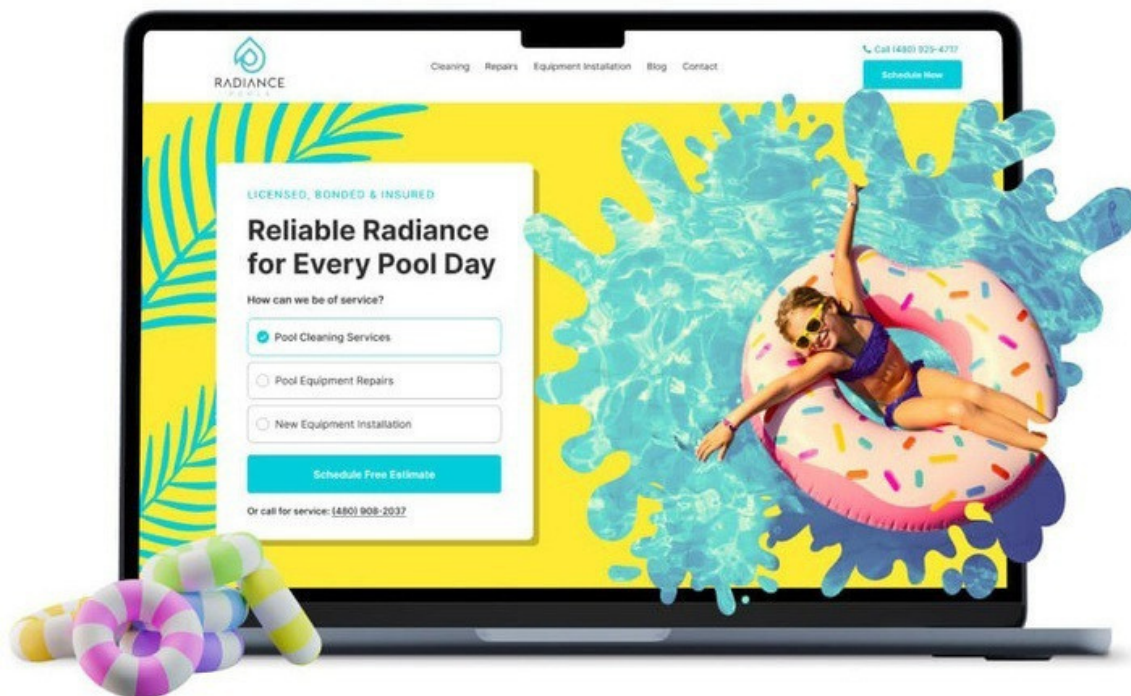


WHY WE'RE DIFFERENT

PROVEN RESULTS THAT SPEAK FOR THEMSELVES

What truly separates us from every other marketing agency is that we don't guess, **we know what works**. Every design, funnel, and ad campaign we build is based on thousands of real data points from home service companies across the country. We've tested everything; headlines, layouts, buttons, photos, call-to-action wording, and form structures to identify exactly what drives homeowners to call, text, or book online. When you see the homepages of our clients, you're not just seeing pretty websites. You're

seeing **proven systems** that have generated hundreds of high-quality leads at the lowest possible cost per acquisition. Our sites are built for performance lightning-fast load speeds, optimized mobile layouts, and conversion flows designed specifically for home service owners. The results are predictable: *more leads, better clients, and consistent growth*. That's why our clients don't just have great-looking websites, they have **profitable marketing engines** that outperform every competitor in their market.



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YOUR NEXT STEP

You don't need to chase leads or juggle software anymore. We'll install every system for you from your phone tree and AI scheduler to your website, CRM, ads, and automations.

Bonus Secret: You Don't Own Your Website.

Many home service companies rent their online presence from lead vendors or templated site providers. When you stop paying, your site disappears.

Solution: Own a **Professional WordPress Website Built for Conversion**. You'll have a property that's fully yours, optimized for Google, integrated with your CRM, and designed to make you look like the #1 choice in your market.

Quick Survey Here

Tyler Sharp is the owner of BJG Digital, a marketing agency that helps home service companies grow their customer base and dominate their local markets.

Tyler and the team at BJG work with some of the largest and fastest growing home service companies in Arizona, California, and Florida, helping them increase their routes and revenue through professional websites, targeted Google and Meta advertising, and intelligent automation.

Tyler's focus is on creating long term growth for home service companies by combining technology, marketing, and business strategy to deliver consistent results month after month. See if we are a fit to work together at the link below:



See If We're A Fit



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