



Reaching and servicing today's customers requires a modern marketing, sales, and operations approach. If you're still relying on referrals, cold emails, and highway billboards, you're fighting with one arm tied behind your back.

Why? Today's homeowners have changed how they research and purchase new products and services. That means you need to change your approach as well.

Home services companies experiencing tremendous growth have three things in common:



They understand the customer goes through a buying journey.



They embrace a culture of fast follow-up and continual communication.



They collect AND use customer reviews and testimonials.

Better leads, higher revenue, and stronger, more stable companies begin with these three principles. By understanding these foundational concepts, your company can experience the same. So stop relying on outdated, disjointed approaches to your business growth. Instead, embrace the proven ideas that WORK NOW.





Is your company only attracting the WRONG customers?

TAKE OUR QUIZ TO FIND OUT!





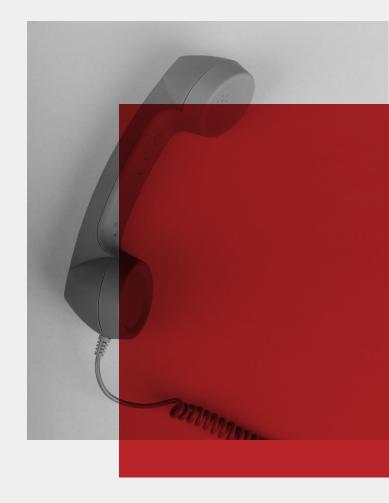
Yesterday's Ways of Generating Customers

Yesterday's marketing and sales approaches centered on disruptive communication

Cold calls, intrusive advertisements, and one-way conversations. It's all about telling the consumer what they want and need - on your time - not theirs!

Go back just 20 years ago, when smartphones were still in their infancy and search engines were still maturing. To illustrate how long ago that was in technology time, the first iPhone was released in 2007!

Consumers didn't have split-second access to information and peer reviews like they do today. Buyers needed salespeople to counsel them through their unique problems and provide solutions. Now, they can use Google, YouTube, or Facebook to solve the issue themselves!



Additionally, it didn't matter what the competition was doing - because it took significant time and resources for customers to check even a handful of other options. That was enough if you had a strong sales pitch and the correct pressure tactics to close a deal.

Advertising options forced the customer to pay attention to you. If they wanted to get a great deal, this was the only way! These types of tactics worked when they were the only options. That's not the case anymore.

Today's customer holds the power.

REVENUE GROWTH AGENCY

Attracting Customers in the age of Facebook, Google, and LinkedIn. The BIG 3!

These days, buyers empower themselves to conduct product and company research before anyone from your company even begins a conversation. Why listen to an in-home or phone sales pitch when you can find the best company right on your phone?

Why pay attention to a billboard or listen to a sales call?
These approaches as first touchpoints just aren't effective anymore!





Need proof that times (and buyers) have changed?

Here are some impressive numbers:

Customers want to engage with businesses they have a relationship with. Offer the opportunity to get to know your customers, and they will want to get to know you.

You ensure you spend precious time and money interacting with the right audience, resulting in meaningful interactions.
Customers will trust your organization to solve their immediate needs and future ones.



People increasingly rely on online reviews. 71% of shoppers use their mobile devices in-store to check out product reviews, compare prices, etc. (Salesforce)



Content marketing matters.
According to one study, 47% of buyers viewed three to five pieces of content before choosing to engage with a sales rep. (DemandGen)



Direct mail is ineffective. 44% of it never even gets opened (Salesforce).



The modern consumer takes their research power to heart. 68% of customers prefer to do their own research online before engaging with a sales rep or purchasing. (Forrester)



Pop-up ads and pushy marketing are unpopular. 81% of consumers have left a website because of a pop-up ad. (Hubspot)

Remember, if you embody that:

Customers go through a buying journey

People want fast follow-up and continual communication (once they've initiated the contact)

Customer reviews matter

Then you're on the right track to experiencing tremendous revenue growth - in less time than you think!



Rizen's Unique Approach

We built Rizen on two simple concepts:

- Remove the mystery of business growth.
- Replace it with clear strategies and results for our clients.

Other agencies said this approach would surely fail.

"Companies don't care about the details! They just want results!"

"Provide too much transparency, and they'll just do it themselves!"

We're happy to report that we're still standing where others have failed after using these wildly unpopular tactics.

Why? It turns out brands do want honesty, transparency, and shared input. Our dozens of satisfied clients found a better way to grow by working with a partner - not a typical agency.

You deserve better than feeling like just a number or another nameless face in a crowd of clients. If you're ready to leave the traditional behind and launch tomorrow's plan for success, we're prepared to help.

So, where do we start?

Strong companies start with solid foundations. Whether you're a solo entrepreneur, professional marketer, or company owner, our system begins with the basics and helps you build companies that produce results.

Our simple, practical strategies show you how to:

- Attract more leads.
- O Close more sales.
- Optimize and automate your company's operations.

And do it all in less time, with fewer resources. How do we accomplish this? Ensure all your marketing, sales, and operations efforts WORK TOGETHER towards the same goal.

Other home services marketing firms will sell you a "restaurant menu" of marketing, advertising, and sales options to choose from to grow your business. This approach is inherently flawed! Why? All these efforts should support one another!

Think about it. Why write blog posts to reach people online but not for in-person consultations? Why build behavior guidelines for installers and not promote that approach in your marketing? Why launch digital ads and not track what people do after clicking them?

Every investment you make should interconnect from developing a company culture code to behavior guidelines for employees and staff. The only way to accomplish this level of organizational unity is to use a step-by-step system built for such a goal. Impossible, you say?



Rizen has a proven and tested system.

We have such a unified approach - we've tested and refined it with other contractors, electricians, plumbers, installers, and other home services.

Just look at what we've achieved for other companies like yours:



Alco Windows and Doors

Luis Alvarez scaled his impact windows and doors business from \$500,000 to \$10 MILLION per year in 24 months and grew his monthly leads from less than 25 to over 300 per month.

www.alcoimpact.com



Garage Door Medics

Mick Dapcevic tripled qualified leads in just 8 months for his garage door installation and repair business.

www.gdmedics.com



Biosweep Southeast

Mike Jager went from literally 0 qualified leads per month to 60 and counting in just 18 months!

www.biosweepse.com



STS Impact Windows and Doors

Nathan Stapleton partnered with Rev Grow and boosted sales from \$200,000 to \$450,000 in JUST 90 DAYS.

www.stswindows.com

We're on a mission to partner with success-driven home services that are tired of just getting enough business to survive. There's a better way. We're the proven partner for companies offering:



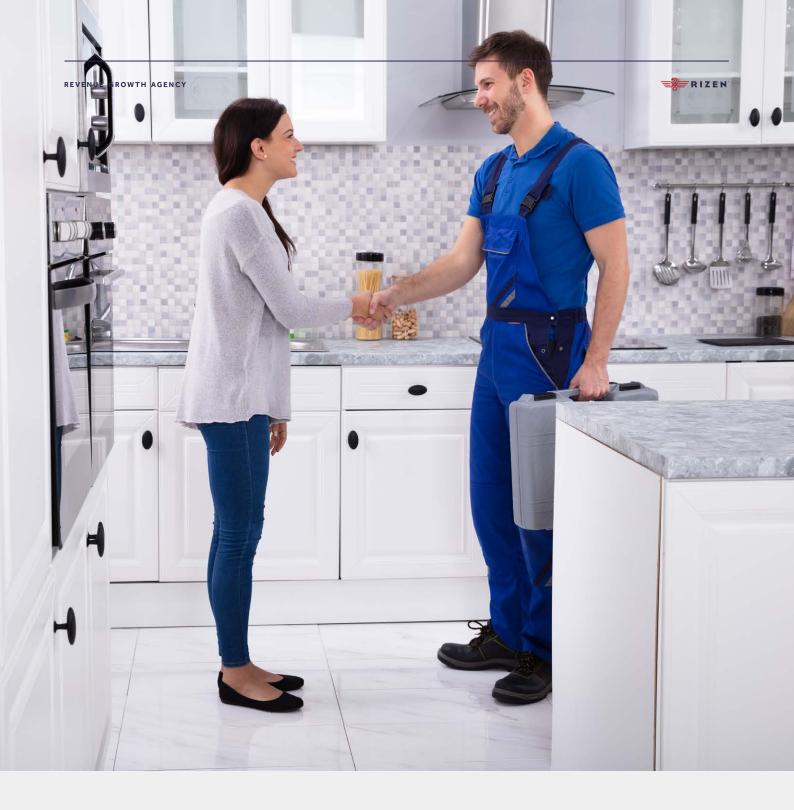
⊘ Garage doors

⊘ HVAC

✓ Mold remediation

⊘ Roofing

and other home services companies! You can generate more leads. You can build a reliable, continuous revenue stream.



Understanding Our Cutting Edge Strategy

Our comprehensive approach is designed to skyrocket your company's growth in just a short amount of time. Our simple, practical strategies show you how to attract more leads, close more sales, and optimize your company's operations.

To better understand our comprehensive approach to scaling your home services business, we've compiled a list of questions from other clients.





What is the secret to successfully marketing my home services company?

In today's economy, running a continually successful marketing strategy can be a big challenge for most. The world has evolved, and the way we reach our audience has changed. Recent studies show over 48% of small business owners say their most significant need is more customers - even beating out the need for tax cuts!

Where are these elusive potential buyers? Is there just not enough available to grow your home services company?

The customers are there - they just no longer find your business in the yellow pages or on a billboard. They have transitioned to the web.

THE essential element to attracting and converting more customers is online marketing. Sadly most companies just don't put in the time or effort needed to see massive sales success. In fact, 56% of small businesses don't even have a website.

Of 44%, half only invest around 1% of the company budget in online marketing. It's become clear to us here at Rizen why many small businesses have such a significant consumer drought. They don't go to the source enough!

You have to actively engage your audience through a wide variety of online mediums. You need to create a buzz around the value you're making in your industry. You need to show Google, first and foremost, that people are paying attention to you - that you are the closest and most relevant source for the search query you are trying to rank for.

Online marketing is a science. It is not as elusive and unknown as some might think. The key to success is patience, research, data, and perseverance. Yes, online marketing has become more complicated, but that does not mean it is more challenging to accomplish. You just need the right roadmap. That's where our Rev Grow program can help!



Branding is one of the most important aspects of any home services business - large or small. An efficient brand strategy gives you a serious edge over your competition. So what exactly does the word "branding" entail? How does quality branding impact a business like yours?

Simply put, your branding encompasses your company's promise to the customer. It tells them what they can expect from your company's products and services. Your branding differentiates your offering from your competitors. Your brand is who you both want to be AND what you want people to perceive you to be.

Are you the innovative company offering the latest high-tech materials and product variations in your industry? Are you the experienced, reliable business that hangs its hat on a job well done? Does your identity revolve around customer service above all else?

You could think of your home services company as all of these things - but you cannot be all things to all people.

Where do I start with company branding?

Who you are - your branding - should be based mainly on what your target customer wants you to be. What are the most critical aspects of a company they would like to hire?

The foundation of your brand is your logo. Your website, packaging, and promotional materials should integrate your logo and communicate your brand.

Conduct research. Learn the needs, habits, and desires of your current and prospective customers. And don't rely on what you think they think. Know what they think.

Our customer psychology lessons and buyer persona tools are just among the many resources available as part of our Rev Grow program. Develop everything your company needs, from a logo to a mission statement and style guides, with our suite of tools - just for home services companies!





How do I select and connect all my software platforms?

It's almost impossible in today's digitized economy to run a successful home services business without the right software tools. Modern tools are a must to meet customer expectations, increase productivity, and promote efficiency!

Luckily for today's businesses, there is an abundance of companies creating exciting software for every industry. The issue is choosing the right fit for your particular business. With so many options to choose from, the exploration process can be intimidating!

Make your decision process easier with the proper guidelines. Our Rev Grow program has a complete guide to selecting the right digital tools for your home services company and a list of existing platforms our clients already use and love. To get you started, we recommend using these guidelines when exploring new software options for your business.

What are the software's core features?

Core functionality can differ radically from software to software, so you need to grasp the top three things each potential digital platform does well. If they can clearly define the user's benefit, you can decide on the core needs for your own business. Trust the options that give detailed explanations, with examples, about their software's features.

How easy is it to learn and master?

Any business software should be easy to understand by design. If you're investing money into new company tools, you'll want the option that decreases the amount of training and education you have to provide employees.

Which Integrations are available?

Chances are your company will need a variety of different software products to meet the needs of every department. You'll need to find a way to get them all working together for maximum productivity. This reality is only possible through software that provides integrations with other platforms. Prioritize digital platforms that simplify integrating with others, especially those you already use.

Linking your software choices together is often the most complicated part of the process! Luckily, our Rev Grow program has experienced technicians and 3rd party solutions to connect all your digital silos into one unified productivity tool.

Contact us today to learn more!



What marketing strategies will actually grow my home services business?

There's no shortage of "get-rich-quick" marketing strategies floating around on the Internet. While most of them are useless, some present solid advice. One thing that almost all the proposed solutions miss is telling the truth about the work you'll need to put in - at least initially. Successful marketing is a science, not a magic trick. It takes financial investment, proper planning, thorough review and data analysis, and a growth-driven mindset. We've worked with numerous home services companies, and we've found the right approach for building a reliable, continuous revenue stream.





You just need to focus on four areas

If you want to be that home services owner whose company generates leads and clients like clockwork, has streamlined operations, and generates overwhelming revenue, you need to start with our three pillars. We provide all the tools and resources required in our Rev Grow program!

The first thing is a reliable content plan

You need written, audial, and visual content that builds trust and turns people into customers. Not everyone is ready to buy when they come across your company. So you need to provide information and guidance that builds trust with people. When they're ready to buy, you'll be the obvious choice they go with!



The second thing you need is speed

Not with your company vehicles - with your team's communication. Getting the customer is a race in today's fast-paced economy. The first to make contact is usually the first to get the sale. You can teach your sales teams specific strategies that will increase their response times without creating more work for them. We can show you how.



The third thing you need is a system

that catches and amplifies the voices of satisfied customers. Social proof is everything, especially for homeowners. You need to know how to get positive reviews and what to do with them.



Paid Ads

particularly on Facebook, Google, and LinkedIn. Improvements in machine learning allow home service businesses like yours to find, target, and reach a target audience with ease. Easily reach individuals based on location, job title, and even personal interests. Access to these details allows you to refine advertising and get in front of more qualified leads. Doing so will lead to more sales!





I'm getting leads, but they aren't booking appointments. How do I generate better results?

It sounds so simple, but the most effective way to generate quality leads is to address a crucial step in reaching people during their "buyer's journey." See, there's a gap that occurs between someone being interested in your product and actually purchasing. We call this the "hesitation moment."

Why do we call it this? We've all been there. We do our research on a product or service and realize its potential to improve our lives. But to complete that sale, we have to talk to someone. That means dealing with scheduling an appointment around an already hectic schedule. It means dealing with a pushy salesperson and dealing with upsells. We've all had those unpleasant experiences - and it's often what surfaces as we stare at a screen to book an appointment.

Your system needs to account for this moment and have a way to keep the customer going on their buying journey.



- 1. Proactive Appointment Scheduling and
- 2. Automated Booking Services





First, let's look at proactive appointment booking.

Right now, you probably have a phone number or landing page on your website where people can schedule a consultation for your home service. But how "available" is that feature? A phone number is only helpful if someone is there to answer it and people do their shopping mostly during non-business hours. In fact, a recent study found prime buying times occur between 8 and 9 PM (Workarea). Does your business have people staffing the phones at that time? We didn't think so.

Leaving a message to book an appointment gets you into a phone tag game over the following days and months. It's just not a good use of your time! There's a better way. It's called proactive appointment booking.

The second way you can convert target audiences into actual appointments and, eventually, customers is through automated booking services.

Remember, the goal is to help customers break through their "hesitation moment." The best way to help people overcome doubts or concerns about pushing forward is to make the appointment process as simple as possible.

If you're using an email to book appointments - stop. You need a More straightforward approach. The way forward is through a unified, automated booking system. You need a straight line from "Point A" to "Point B."

Automated booking systems let you establish ways to reach back to people who have shown interest in your home services. Perhaps they read some blog posts, clicked on a paid ad, or even downloaded a checklist from your website. The foundation is there - they just haven't grasped the value of what you're offering.

Incorporating both of these approaches can help you build an efficient system that converts target audiences into real appointments and, eventually, customers. It's our "lean-mean revenue machine," and it's only available in our Rev Grow program.



My sales teams don't have an effective playbook for closing deals. What can I do?

It is essential to use the customer journey model when determining how best to approach each potential customer. If an individual is firmly in the "awareness" stage, you can provide relevant content and focus on education. If they are in the decision stage, you'll want to focus more on why your home services company stands above the competition. Your approach should change based on the customer journey stage.

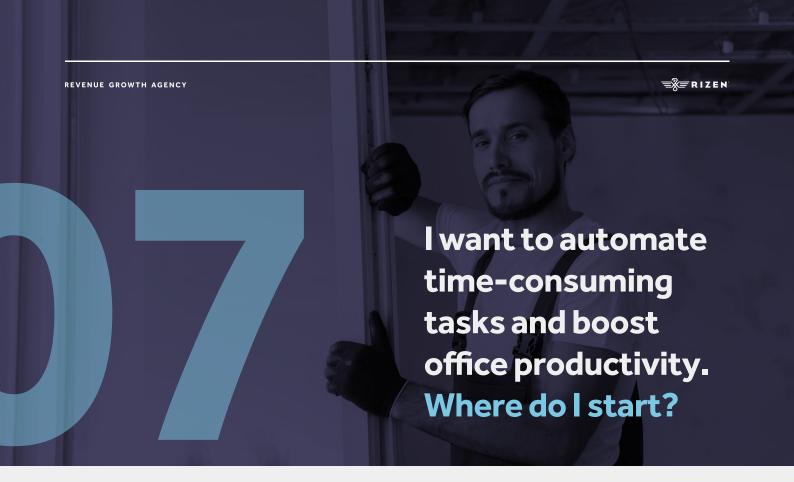
Your company should develop a specific set of support resources for sales reps with that goal in mind. Each sales member shouldn't use their own resources or take their own approaches. It creates a lack of unity and doesn't promote what's working now to close deals.

You need a unified playbook every sales member can use to help the customer, depending on their customer journey stage.

An ideal customer discovery playbook should include:

Depending on the customer's unique journey stage, your team members will know where to go next after the initial consultation. Sometimes, potential buyers will need more resources to educate themselves further. Sometimes, they're ready to fill an order with you. A unified playbook will lead your sales team to the correct conclusion.

Get started on building your unified, deal-closing sales playbook with our full template - only available to our Rev Grow program customers!



Countless hours are wasted on repetitive administrative, financial, and HR tasks each month. We live in a truly digital age - surely there must be a better way to automate some of these tasks! Office automation can undertake many time-consuming duties, letting you focus on the imperative aspects of your business. We recommend starting with automating your company's customer forms.

We've found many home services businesses still haven't automated the forms on their website. What do we mean when we say automated forms?

Consider this common office event: A website visitor fills out a contact form on your site, requesting more information about a specific product or service.

With a human-first system, someone in your company receives an email with the form's information. Then, that person must manually enter that data into a spreadsheet or other database. Then, they'll send the information to a sales team member to follow up with the prospect. This system wastes time all around!

With an automated web form system, collecting, organizing, and forwarding customer information happens quickly, accurately, and instantly! That same submitted form will send the data to a customer relationship management system (CRM), which will, in turn, add the individual to your contact database. Then the contextual data automatically heads to designated members of your sales team for follow-up.

Additionally, automating web forms opens up other important feedback options, such as sending automated email follow-ups with relevant content or links to help answer general questions.

The difference is clear! As a whole, automated processes eliminate redundant manual tasks and improve your office's productivity.

Our Rev Grow system has all the guidance you'll need to set up and begin automating several daily office tasks. Sign up today to get started!





How can I collect all my sales and marketing data

in one place to adjust future strategies?

It's nearly impossible to gather your business's many data points manually. You'd need dedicated staff, an abundance of office hours, and thousands of dollars potentially spent better elsewhere. The right productivity tools will make or break your business in today's economy.

At the top of the list is having the right digital platform to organize all your marketing and sales data. At Rizen, we recommend a software suite known as Hubspot for this purpose. The largest tech marketplace in the world, G2, recently announced that HubSpot had been named the #1 Best Sales & Marketing Platform in 2020.



Hubspot provides a comprehensive suite

for collecting and organizing your sales and marketing data.



Keywords

All of your target keywords track automatically so you can see where your business stands in organic search rankings.



Sources

Easily track where your site visitors are coming from. Does your audience find you by clicking on a social media link? A paid digital ad? A search engine? Hubspot will show you how many contacts you're receiving from each source.



Page Performance

To improve page optimization, HubSpot's page performance tool analyzes your on-page SEO to show you what needs to be adjusted (e.g., add H1s, meta descriptions, etc.) to rank higher on Google and other search engines.

Not only does Hubspot offer extensive marketing features like content management, in-depth analytics, and automation, but it brings them all together cohesively in one user-friendly platform.

We've helped companies like yours successfully migrate to Hubspot with our Rev Grow program. Start tracking your company's data today by partnering with us - the proven option for home services companies!

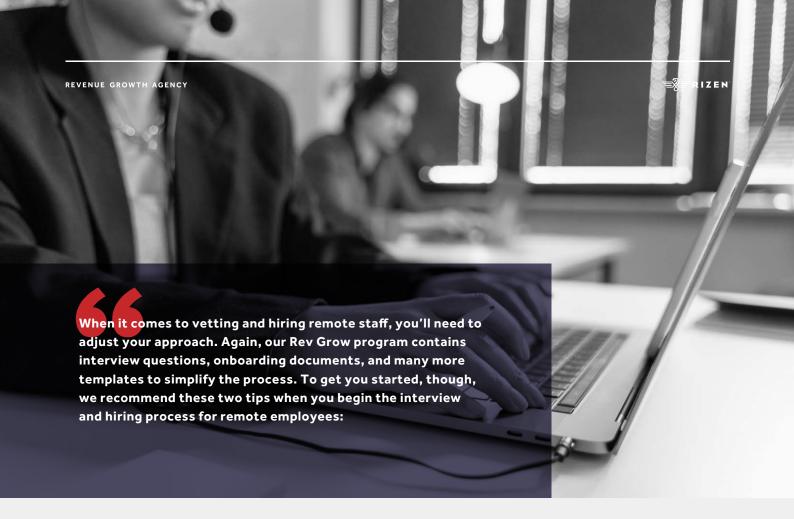


What's the best approach to find, vet, and hire remote staff to supplement and grow my business?

Remote work, flexible office hours, and hybrid offices are the future of business. Some form of online workspaces expands your ability to hire and manage the best talent out there.

When you decide to hire remote staff, it's easy to get overwhelmed with how to proceed. The process just isn't the same as hiring in-person talent. Remote work requires a specific set of skills compared to working in an office. Additionally, not having staff in person means new employees will need a different way to learn about and absorb your company's culture and values.

Where should you begin looking for remote talent? Our Rev Grow program contains a complete list of vetted, trustworthy platforms for finding remote talent. If you're looking for an excellent place to start, we recommend Fiverr. This site provides a platform for freelancers to offer services to customers worldwide. Their discovery, communication, payment, and customer service tools make it a reliable starting point for home services companies looking to add remote staff.



Check for a Correct Understanding of Remote Work

As a general rule, candidates with a history of remote work will be best qualified to fill a fully remote position. During the initial communication and interview process, make sure to get a detailed picture of the candidate's remote work history. Ask them about their home office set-up, the daily productivity tools they utilize, and how they've handled working with a team remotely in the past. These details matter!

Be wary of applicants who only focus on the remote portion of the job description and not the work itself. Many job seekers are looking for remote positions as a way to avoid direct supervision. Separating these applicants from the serious candidates will be easier, knowing this is a red flag to look for.

Don't Skip Checking References

The decision process for remote workers may (and should) take longer than for in-person candidates. Why? Remote workers tend to have longer work histories. For the distance employee, experience often comes via contract jobs for a set amount of time instead of the more traditional long-term stint with one company.

That means you'll have to do a bit more work to contact references and get valuable feedback from previous employers. Don't skimp on this step, though! You'll gain a true sense of how the applicant deals with customers, manages tasks and manages time remotely.





Reviews are so critical! Why?

They help the consumer know if they should trust the business. Most businesses have a few bad reviews - it's inevitable. Perhaps it was because an installer was rude or inattentive, or a product had some long-term durability issues. Don't get caught up in not having a perfect customer feedback score. Instead, focus on gaining an abundance of detailed, positive reviews.



It is no secret that Google uses reviews as a ranking factor. Google does not want to rank bad businesses high in its search engines. Google wants to promote the company with the best reviews!

So how do you ensure you get quality feedback both to identify and improve with each review?

The first tool is what's known as a CSAT. CSAT stands for "Customer Satisfaction Score." How does this system work? Let's say a member of your sales team shows up for an in-home consultation. After the meeting concludes, your office sends a follow-up email asking how the talk went, with the customer choosing between clicking a happy or sad face. **Depending on the option the user clicks, some follow-up questions will populate to gain more feedback on what went right - or wrong.**

The goal of a CSAT is to gauge how many of your customers are happy and how many aren't. **Most of all, though, why do they feel that way?** Using a CSAT approach allows your company to spot trends BEFORE they turn into negative reviews on Google or Yelp. Maybe several homeowners say you have a pushy salesperson. Maybe they love a particular sales resource they receive at each consultation. That preemptive feedback will help you learn and adapt. Customers love being asked how they feel too!

Another excellent way to gauge customer sentiment proactively is to use a net promoter score or NPS. An NPS is embodied best as one of those surveys that offer feedback on a scale of 0 - 10. These feedback opportunities usually go out after a project. How happy are they with the job your company completed? As a general rule, people who rate you 0-6 are detractors. They will not talk positively about your company. Those with an NPS of 7-8 are neutral. They are neither happy nor unhappy. Don't expect repeat business from these people. The ones who rated you as a 9-10 are the ones you want public reviews from! Those are your biggest fans, your target promoters.

Using a proactive approach to customer feedback helps you spot trends and weed out those you don't want hopping on Yelp to leave a review. They've had their opportunity to share their qualms with you internally - and often, that's enough for them. Those who want to evangelize their experience are the ones you send a link to for public reviews!

As an added bonus, this entire process can be automated! Our Rev Grow program can show you how.





How do I set up and run a successful employee training and development program?

An established employee training and development program, when thoroughly implemented, are the cornerstone of any home services company's success.

Setting up a training system to meet the needs of both new and current employees may seem daunting. It's not - if you have the right blueprint! To start, you'll need to explore and answer the following questions about any program you plan to establish:

A successful training program

needs the active involvement of you, the owner(s).

You need to demonstrate the need for continual growth by helping develop and take part in this new venture. Gaining your employees' buy-in is one of the critical elements that determine the success of any program. Building a collaborative culture of learning starts at the top. Ensure that as you plan out what your outline includes, it will contain input from the company's leadership positions.

O2 Keep Your Program Adult-Focused.

Your employees are adults, and adults have different learning needs than those used in the classrooms we all grew up in.

There is a tendency to develop a mirror environment to our traditional education system - don't do it. If your training recognizes and respects the participants as adult professionals, it will be more effective.





They are:



Self-directed.



Goals-focuse.



Specific to their daily responsibilities.



Task-oriented.



Respectful of participants as professionals with existing knowledge and experience.

You can begin building a successful employee training and development program by following these cornerstones. Just remember - the details matter.

The entire effort's effectiveness will depend on the amount of time your team spends on the design, content, and implementation.

Our Rev Grow program contains a complete walkthrough on how to design, roll out, and track the success of your program. Make training and development simpler for your home services business by signing up today!



Why Choose Rizen?

Imagine:

How your life would

change if your company doubled or tripled revenue in just 12 months!

Letting automation

and intelligent technology solutions handle those daily time-sucking, numbingly clerical duties.

Having your marketing

and sales efforts drive overwhelming leads to your salespeople.

Having your sales people

close so many deals that your industry's top talent is tripping over themselves to work for you.

A steadier stream of happy

customers filling your social media and review pages with glowing reviews and referring you EVEN MORE future business.

Leaving your competitors in the dust

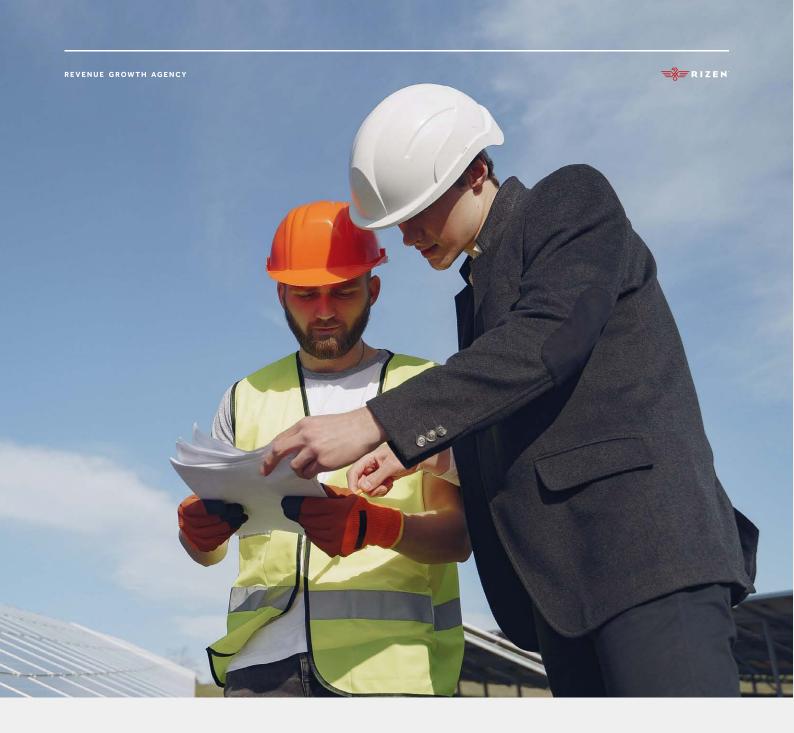
Let them waste money hiring those same marketing agencies that you fired. Watch them try and make up that lost ground you took over (but they'll never quite catch up).

Start Reaching New Heights Today! Get started by:









If you're still unsure, take some time to see how we have helped other home service companies with our marketing services.

- **Output** Case study for Alco Windows & Doors
- **O** Case Study for Biosweep Southeast
- **O** Case Study for Garage Door Medics



Don't wait! Start boosting your leads and increasing your revenue today!

REVENUE GROWTH AGENCY