

## Capturing quality leads

**T**his month, the Remodeler's Exchange features William Shaw and David Silverstein. *Professional Remodeler's* Tom Swartz spoke with Shaw and Silverstein about capturing quality leads, how lead generation has changed recently, and other effective marketing methods to generate revenue.

### This month featuring:

**William Shaw, CGR, CGP, CAPS**  
**President, Remodelers of Houston, Houston, Texas**

Remodelers of Houston, a design-build contracting firm, has been in business since 1984. The firm's volume is approximately \$2.4 million per year.

**David Silverstein**  
**Founder/Owner, Arocon Roofing & Construction, Westminster, Md.**

Arocon Roofing & Construction launched in 2008 and is a \$10 million firm focusing on exterior replacement projects as well as various design-build projects and includes a handyman business segment.



WILLIAM SHAW



DAVID SILVERSTEIN

**TOM SWARTZ:** *What is your process for capturing quality leads?*

**DAVID SILVERSTEIN:** Our focus for capturing quality leads is primarily online. More people are using the Internet to research companies and make purchases online; therefore, we spend a good amount of our advertising budget for online ads. We use pay per lead (PPL) sources on websites such as HomeAdvisor. Once you pass their background check, you can be part of their network and this allows homeowners to visit the website, search specific types of projects, and enter their contact information. Ultimately, that information will be turned into a lead and it is sent to three-to-four local contractors. This creates a certain level of competition between contractors, but it also allows you to perfect your sales process because you know there will be competition for that bid. You can also learn a lot more about your competition's sales process.

To listen to the entire discussion, visit [www.ProRemodeler.com](http://www.ProRemodeler.com)

The leads are competitively priced but they are good, solid leads.

**BILL SHAW:** For years, we had been marketing and branding our company to generate leads on our own. We saw what was going on with the Internet and realized we needed some help with our online marketing program. We hired a marketing company that works with builders and remodelers; they were the ones that took us to the next level. We went through a SWOT analysis, talked about our company, the types of leads we wanted, where we should concentrate our branding efforts, how the marketing should work, and we put a lot of effort into our website and SEO preparation. We worked to get our marketing efforts into certain demographic areas of Houston. Design-build companies work on the higher spectrum of jobs; we wanted to grow our average job size over \$100k into the \$125k to \$150k niche. The marketing firm completely rebranded our firm, and that was the beginning of a huge transition for our business.

**SWARTZ:** *How has lead generation changed*

*since you started your business?*

**SILVERSTEIN:** It has been constantly evolving. You can advertise on Facebook, Twitter, and other social media. When we first started, it was mainly me doing canvassing and word of mouth. I was also cold calling and dropping off flyers in an effort to build up business in the most cost-effective method possible. As we started get more business and had more funds to work with, we started advertising online as more people started shopping online. It's changed over the years because more companies have adopted the PPL websites, so more companies have opted to Google's pay per click (PPC) methods, SEO, and hiring marketing companies to help their business. We use marketing people in-house because you can hire two-to-three people for the same amount of money a marketing firm would charge your business. If you can do your marketing in-house, it is advisable to do so. You have more control in your own office and you can see the day-to-day operations as well as the results of these efforts.