



# CONTRACTOR APPOINTMENTS

Helping Contractors Increase Sales with  
Predictable Lead Cost

# About Airo Marketing Inc.

1. Started in Business in 2009
2. DBA as ContractorAppointments.com
- 3. Over 11,000 Project Requests per month**
4. All leads are TCPA Compliant with Trusted Forms

# We partner with Companies focused on **GROWTH**

## **Enterprise**

Allocate 15-20% of revenue

1. Branding
2. Website Content (SEO)
3. Traditional Media
4. Lead Generation Programs

## **Mid-Tier**

### **\$5-50M/Year**

Allocate 10-15% of revenue

1. Lead Generation Programs
2. Pay-Per-Click
3. Social Media

## **Small Business**

### **\$0-3M/Year**

Allocate <5% of revenue

1. Referrals
2. Door knocking
3. Some social media

# How Leads Works

## 1. Leads are generated through Facebook & Youtube

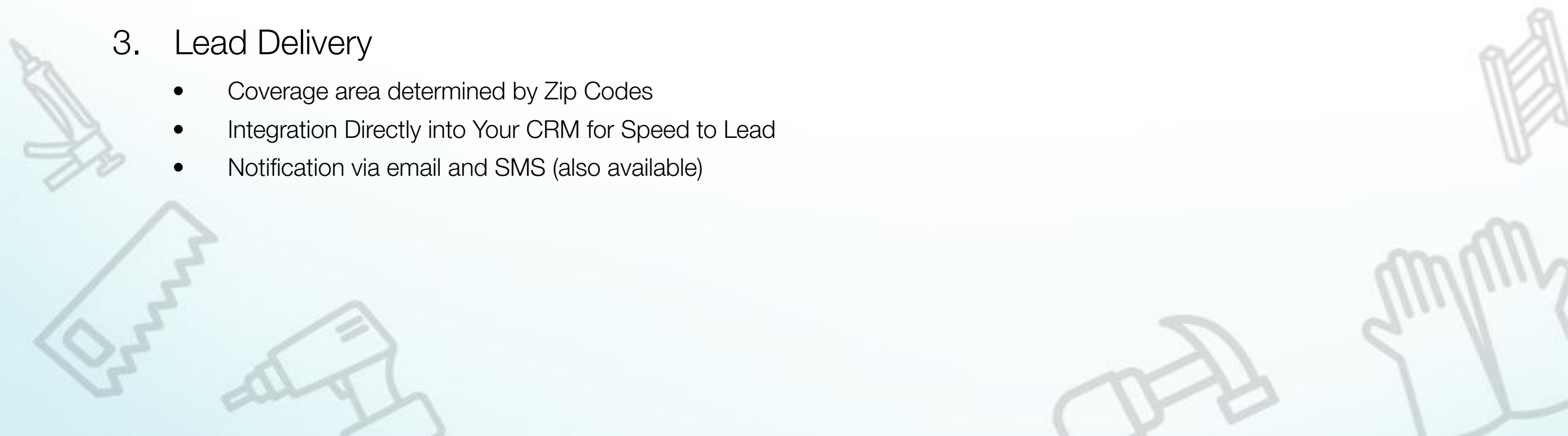
- Contractor Appointments Facebook Ad Library [- Link](#)
- Home Savings Program Facebook Ad Library [- Link](#)
- Select a Trade to Test Our Lead Capture Form [- Link](#)

## 2. Leads are purchased through direct post and ping-post from 144+ affiliates

- TCPA Compliant
- Jornaya Lead ID on Every Lead
- Trusted Certificate on Every Lead

## 3. Lead Delivery

- Coverage area determined by Zip Codes
- Integration Directly into Your CRM for Speed to Lead
- Notification via email and SMS (also available)





# How Appointments Works

1. **Booking Form** - [Link](#)
2. **Dashboard Video:** - [Link](#)





epic



# Case Study

Pinnacle Home Improvement



<https://pinnaclehomeimprovements.com/>

From January 8th, 2021 - End of 2021

Sales: 376

Revenue: \$4,330,472.06

# Case Study

Home Genius Exteriors



<https://homegeniusexteriors.com/>

From March 17th, 2021 - End of 2021

Sales: 115

Revenue: \$2,101,806.92



# Case Study

Paradise Home Improvement



<https://www.paradisehomeimprove.com/>

From June 7th - End of 2021

Sales: 69

Revenue: \$1,116,009.77



# Appointment Performance

***Appointments are pre-set through our booking application, and your team is responsible for confirming and issuing to your sales team.***

- **4-12% of Total Appointments Become Sales**
- **50% of Appointments Demo (Gave Estimate)**
- **25% of Demos Become Net Sales (New Customers)**

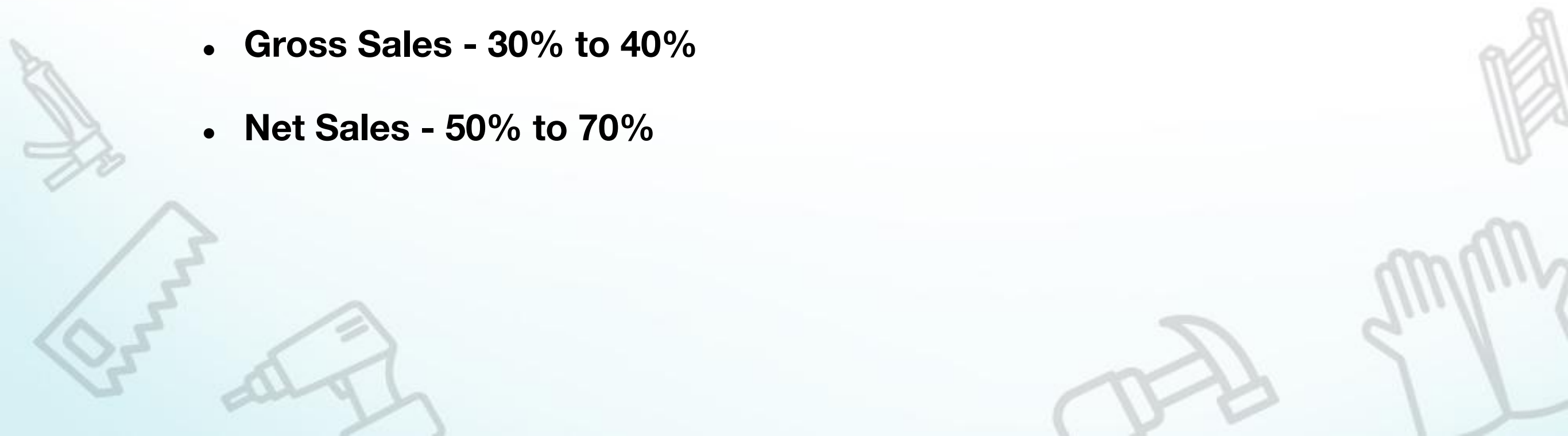


# Lead Performance

***1% to 2% of Raw Leads become Net Sales***

***Note: Set Rates vary by trade with roofing being highest and solar the lowest.***

- **Set Rate - 8 to 12%**
- **Issue Rate - 75% to 80%**
- **Demo Rate - 75% to 80%**
- **Gross Sales - 30% to 40%**
- **Net Sales - 50% to 70%**



# Option A: Leads

- **All Leads Are Non-Exclusive**
- **Leads Are Not Returnable**
- **\$15 Per Lead**
  - Roof Repairs, Window Repairs, 1-2 Window Replacements, Siding Repairs
- **\$40 Per Lead**
  - Roof Replacements, Siding Replacements, 3+ Window Replacements, Bathroom Remodels
- **\$50 Per Lead**
  - Solar Installations
- **Billed Weekly**



# Option B: Leads

- **All Leads Are Non-Exclusive**
- **Leads Are Returnable (see next slide for details)**
- **\$40 Per Lead**
  - Roof Repairs, Window Repairs, 1-2 Window Replacements, Siding Repairs
- **\$75 Per Lead**
  - Roof Replacements, Siding Replacements, 3+ Window Replacements, Bathroom Remodels
- **\$85 Per Lead**
  - Solar Installations
- **Billed Weekly**

# Lead Return Reasons

## **Reasons for an Eligible for Returns:**

- The phone number or address is invalid.
- The trade/project category does not match the contractor's profile.
- The address is not located in the service area zip codes.
- The customer is a duplicate lead provided by Contractor Appointments or other lead generator within the past 30 days.

## **Reasons for a Non-Eligible Return:**

- The customer is a renter, purchasing the home, realtor, family member, or property manager acting on behalf of the property owner.
- The customer is looking for a specific product or material the contractor does not install. For example: the customer is looking for wood windows, but the contractor only offers vinyl or aluminum.
- The customer does not have a definitive timeline for making a purchase.
- The customer fails a credit check or financing for any reason.

# Pre-Set Appointments

- **All Appointments are Non-Exclusive**
- **Appointments Are Returnable (see next slide for details)**
- **\$75 Per Appointment**
  - Roof Repairs, Window Repairs, 1-2 Window Replacements, Siding Repairs
- **\$250 Per Appointment**
  - Roof Replacements, Siding Replacements, 3+ Window Replacements, Bathroom Remodels
- **\$350 Per Appointment**
  - Solar Installations
- **Billed Weekly OR Pay-As-You Go**

# Appointment Return Reasons

## Reasons for an Eligible for Returns:

- The phone number or address is invalid.
- The trade/project category does not match the contractor's profile.
- The address is not located in the service area zip codes.
- The customer is a duplicate lead provided by Contractor Appointments or other lead generator within the past 30 days.
- No contact after a minimum of 6 attempts (3 texts, 3 calls), and the customer was not home (no-show) for an appointment.
- The customer refuses the free estimate (states they have no need, interest, or desire for a free estimate).
- The customer is a duplicate lead provided by Contractor Appointments or other lead generator within the past 30 days.
- The customer hires another contractor before the date and time of your appointment.

## Reasons for a Non-Eligible Return:

- The customer is a renter, purchasing the home, realtor, family member, or property manager acting on behalf of the property owner.
- The customer is looking for a specific product or material the contractor does not install. For example: the customer is looking for wood windows, but the contractor only offers vinyl or aluminum.
- The customer does not have a definitive timeline for making a purchase.
- The customer fails a credit check or financing for any reason.
- The customer reports the contractor failed to call and/or text confirming the appointment and reports the contractor did not show up for their originally scheduled appointment.
- The customer refuses to reschedule because the contractor has a change in schedule, did not update their dashboard calendar, or due to weather.
- Return requested more than 7 days from the customer's originally scheduled appointment date and time.



# Accountability

You provide a weekly report on lead performance and have periodic check-ins with a dedicated account manager.

## Preferred CRMS

- Salesforce
- Improv360
- Lead Perfection
- Hubspot
- Marketsharp



# Next Step

Schedule a call with this [Calendly Link](#)

...or complete the contract you received from sales.

