



**CONTRACTOR**  
APPOINTMENTS

# Contractor Appointments **ONBOARDING GUIDE**

[www.contractorappointments.com](http://www.contractorappointments.com)

# HELLO,



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Welcome to Contractor Appointments – we’re so glad you’re here!

From the moment we stepped into the home improvement industry we have intentionally made the effort to set ourselves apart from other lead generators. In late 2020 we chose to make a pivotal choice: we could follow suit of other lead generators around us and focus on selling leads for more money to more companies, or we could rethink the entire model and build a platform that actually helps people just like you!

Our desire is to build a platform where pros feel treated fairly as partners – where you only pay for projects that you’re hired for instead of paying for lead fees. Our ultimate goal is to see you incentivized to serve homeowners, because when you do, you gain access to more and more opportunities. We want to see homeowners come back time after time for their next project for years to come!

The purpose of this guide is to give you an inside look into who we are, what we do, overall processes and expectations, and how you can utilize your dashboard to your advantage. Take a look around and get comfortable!

We’re excited to have you on board and to begin partnering with you as you step towards scaling your business, exceeding your goals, and gaining more customers!

Let’s grow together,

*Sean Connors*

CEO

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# WHAT WE DO

We make finding new customers easier and faster for home service brands. With **60,000+** unique homeowners requests per month, we strive to provide the needed lead volume you're looking for!

## TRADES WE OFFER

- Roofing
- Windows
- Siding
- Gutters
- Bathrooms
- Walk-in tubs





# HOW WE GENERATE LEADS

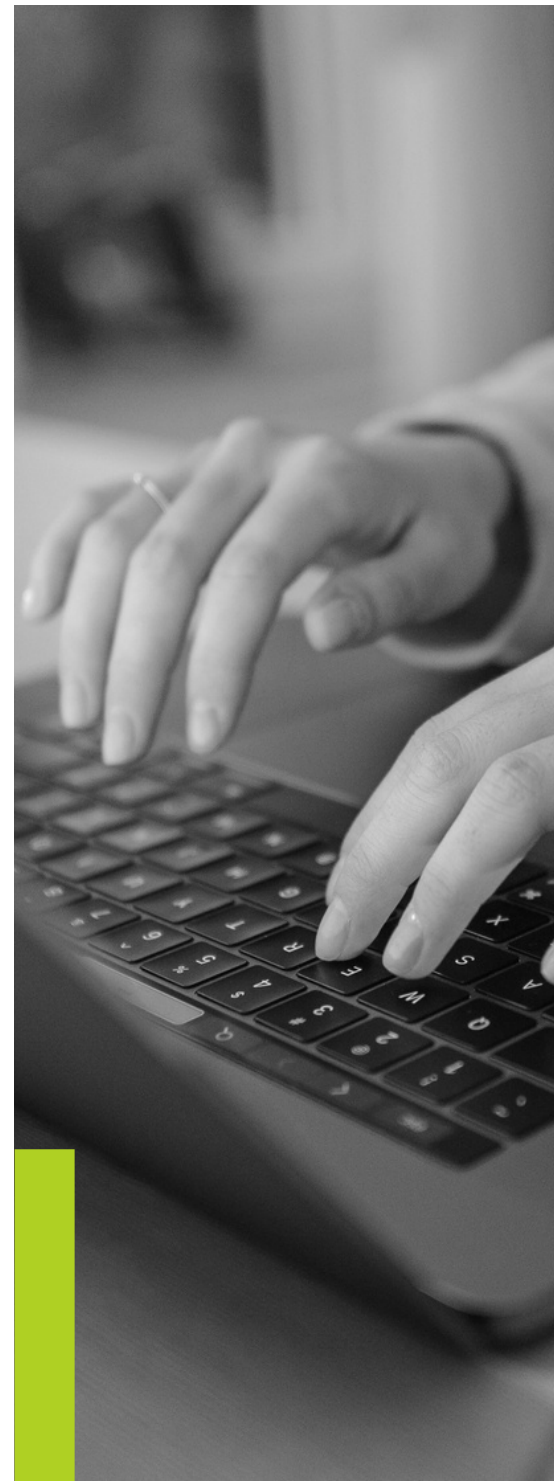
We find homeowners who are interested in a trade with the intent to purchase, gather their information, and match them to contractors who fit their needs – you! Contractor Appointments currently generates leads through two main avenues:

## 1 | INTERNAL MARKETING

- Social Media - Facebook, Instagram, YouTube, etc.
- Paid Search/Google SEO
- Owned and operated websites and direct media buyers

## 2 | THIRD PARTY SOURCES

- Indirect affiliate partnerships
- Informational websites
- Aggregators (shared and exclusive leads)







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# PRODUCTS WE OFFER

Contractor Appointments offers two different products – Pay Per Sale and Pay Per Appointment. Here's how they work:

## PAY PER APPOINTMENT | PPA

Pay for appointments on a pay-as-you go model! Customers book specifically with your company online, over text, or inbound call. All you need to do is call to confirm and run the appointment.

With returns model: **\$350 per appointment**

No returns model: **\$165 per appointment**

## PAY PER SALE | PPS

Looking to scale your business? Pay 12-15% of net sales and create predictable marketing costs for your company with this revenue share model. Revenue share allows the alignment of marketing and sales in order to optimize accounts!

*\*Accounts utilizing pay per sale will have scheduled check-ins with a dedicated account manager. We view pay per sale as a partnership, so we create space and time for you to intentionally connect with our team so that we can optimize your account together! Please note: All Contractor Appointments accounts start off on the Pay Per Appointment model; accounts interested in moving to the Pay Per Sale model can be evaluated for eligibility by their account manager after 200 appointments.*

# REVENUE PER APPOINTMENT



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At Contractor Appointments, we function off of something called Revenue Per Appointment (RPA). It's important that accounts onboarding with us understand what RPA is and how it impacts their ranking on our platform!

## WHAT IS REVENUE PER APPOINTMENT + WHY DOES IT MATTER?

Revenue Per Appointment boils down to a simple calculation: **total fees paid (your cost) ÷ total appointments delivered.**

RPA determines and impacts your ranking on our platform! After homeowners fill out their zip code and trade information, we match them with their top 3 local pros through our Contractor Matching Tool. With only the top 3 ranking pros visible in any zip code/trade, it is vital to understand how to rank within the top 3, and understand the importance of each position:

**Position #1:** To receive the most lead volume it is imperative to be ranked #1. Ranking first puts your company's calendar and offer prominently on the results page and shows you as the preferred pro. This is especially important because homeowners often choose to book only 1 or 2 estimates on their projects.

**Positions #2 & #3:** Offered to the homeowner after their first appointment is booked as a comparison OR are manually selected after bypassing the pro in position #1. Ranking below position #3 will result in little to no volume.

Continued

The great news is that you have full control over your RPA! You can control your RPA by:



### **1. Your Cost Per Appointment**

- You can choose your cost per appointment with or without returns.

### **2. Your Return Rate**

- The more appointments you return, the lower your Revenue Per Appointment. For example: If you receive 10 appointments at \$250 Per Appointment but return 50% of them, your RPA would be \$125.00 RPA. The Average return rate is 35%, so your ranking will be affected if you return more than average over a 90-day period.
- Only return appointments where there is no potential opportunity and fall within the eligibility guidelines: Cancellation, No Show, Out of Scope, Wrong Phone/Address.
  - If opportunities are saved/rescheduled in the future, let us know!

## **REVENUE PER APPOINTMENT REQUIREMENTS**

In order to sustain and scale volume effectively, we require accounts on our platform to maintain a minimum Revenue Per Appointment (RPA) of \$100+ (this may vary by market) to maintain an active status.

If your RPA falls below this requirement, our system will notify you, prompting you to connect with an account manager to optimize your account. If the RPA continues to stay below our requirement, your trade/market may be paused, or alternate options will be provided to resume volume.

*\*Please note: RPA is calculated per trade category. You may rank higher in one trade vs. another.*



# HOMEOWNER BOOKING JOURNEY



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There are 3 main ways that homeowners can book an appointment with us:

## 1 | SMS

After filling out a form indicating interest in a project, our robust SMS system will immediately follow-up with the homeowner to set an appointment. This system is partially automated and monitored by our expert team of Project Guides. Through SMS we will:

- Walk through our basic qualification process (see **What We Qualify** on the next page!)
- Help the homeowner select a date/time that works for them
- Set the expectation that the contractor will be reaching out to confirm details

*\*We will also follow up for up to 2 years via SMS if the homeowner is not ready to meet or doesn't respond.*

## 2 | ONLINE VIA OUR WEBSITE (100% SELF-SERVE)

Our online booking form provides a no hassle, 100% self-serve option to booking. When booking via our website, homeowners are taken through our basic qualification process through a series of questions (see **video** walk-through).

From there, homeowners can see who they match with according to their zip code and the project details they selected. Homeowners then have the option to choose their Local Pro(s) and select the date and time that works best for them to book their estimate(s).

*(Homeowners can book a maximum of 3 estimates.)*

## 3 | INBOUND CALLS

We receive some inbound calls to our Project Guide team who walks homeowners through our basic qualifiers and booking process over the phone.



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# WHAT WE QUALIFY

Our team takes leads further down the funnel by filtering them more than other lead aggregators! Here's what our Project Guide team will qualify when setting an appointment with a homeowner:

- Homeowner's name and address
- Preferred appointment date and time
- Trade
  - Repair or replacement
  - Material type (Roofing and Siding only)
  - Quantity (Windows)

We consider appointments to be "soft-set," as your team will be confirming more granular details and in-depth qualifiers once you receive an appointment from us!



# WHAT TO EXPECT



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## APPOINTMENT DELIVERY

Once an appointment is set, it will automatically populate in your dashboard, and your team will also receive email and SMS notifications. Your team is then responsible for reaching out to the homeowner to confirm any other filters and details related to the appointment itself!

*\*We require one email in our system for email notifications.*

## APPOINTMENT NOTIFICATIONS

When a homeowner cancels, reschedules, or provides feedback to us, we'll update the appointment details in the dashboard and notify your team via email and SMS (if opted in)!

It's important that you receive all appointment updates for your team to optimize conversions and preserve the homeowner experience, so please make sure you provide your account manager with the correct email address(es) and phone number(s) to receive these notifications!"

## CRM INTEGRATION

Looking to integrate your CRM? No problem! Let your account manager know, and our team will handle the integration!

## DEMO RATE

Because these appointments are soft set, we expect some will fall off along the way – you can expect around 40% of appointments to result in a demo, with an average cancellation rate of around 30%.



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# **BEST PRACTICE**

**Reach out immediately once the appointment comes through, utilizing phone calls, SMS, and email. The quicker you can get to the homeowner, the higher chance you'll have of keeping them engaged and locking in that demo!**

**Want to learn more about contact rates? Click [here](#) to view our webinar on increasing contact rates!**

# SMS AUTOMATION FEATURES



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Contractor Appointments provides robust SMS texting features to engage with homeowners:

## INITIAL APPOINTMENT DETAILS

Once a homeowner has selected their preferred date and time, they'll receive a text confirming their soft-set appointment details, and a notification that your team will be reaching out soon to confirm directly!

## PRE-APPOINTMENT CONFIRMATION

Leading up to their appointment, homeowners will receive a pre-appointment confirmation text, reminding them to reach out and touch base with your team if they haven't. These texts are currently set up to be sent out 3 days prior to the scheduled appointment (depending on how far it is booked out).

## 24-HOUR REMINDER (OPTIONAL)

A day-before reminder text is sent to the homeowner reminding them of their upcoming appointment!

Homeowners will also receive texts when they cancel or miss an opportunity with you in order to encourage re-engagement with your team, and hopefully save the appointment! Our team will also gather feedback via follow-up texts in order to gain insight on future opportunities and growth!

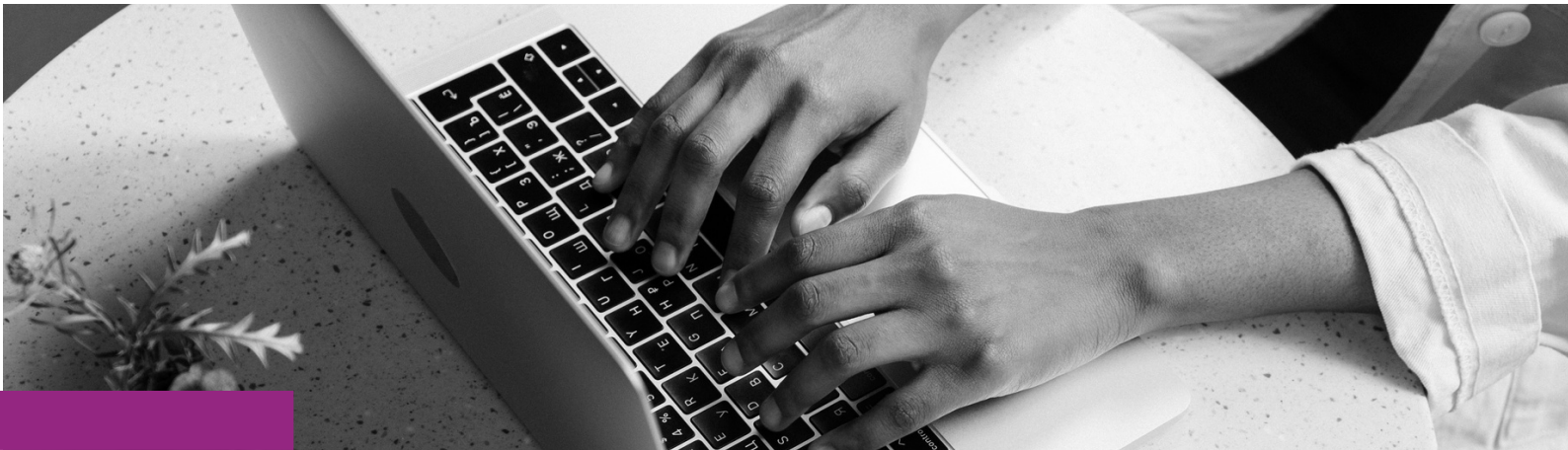
*All texts are sent and monitored by our Project Guide team! The PG team is available from Monday through Sunday, from 7:00 AM to 8:00 PM CST. Any notes, messages, or cancellation requests we receive during that time will be sent over to your team via email.*



# YOUR ACCOUNT DASHBOARD



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All contractors have access to an account dashboard, giving you and your team full access and control of your calendar, trades, market, and more!

## TABS OVERVIEW

### MY APPOINTMENTS

Appointments booked will automatically show up in your **My Appointments** tab under **Upcoming Appointments**. Each line will show important information such as the homeowner's name, appointment date and time, trade, and contact information!

Need to reschedule an appointment? Once you've confirmed the new date and time with the homeowner, click the **Reschedule** link under the homeowner's name to reset! Rescheduling will notify the homeowner of their new date and time via automated text.

*You can also view appointments by clicking on My Calendar.*

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## REQUESTING CREDIT

Have an appointment that you'd like to request credit for? The below are our eligible reasons for return:

- Customer Canceled
- Incorrect Project Type
- Unable to Verify Address
- Invalid Contact Number
- No Show

To request credit for an appointment, select the Status dropdown at the end of the appointment row. Select your reason for credit, and hit **Request Credit**. Once your request has been processed and approved, you will see the amount credited to your account via the **Billing** page.

## MY CALENDAR

Accounts are able to control and adjust their calendars directly within their dashboard:

- Click on **Availability Settings** at the bottom of the **My Calendar** page to adjust first and last appointment times available for all days of the week. Teams can also block off time slots for events such as staff trainings, meetings, etc., by clicking on any time slot and blocking it off.
- Click on **Calendar Rules** to set length of appointments, minimum time between appointments, and maximum number of simultaneous appointments! *If you are a smaller team, we'd suggest starting off with 1 appointment at a time - you can always increase the amount of simultaneous appointments as you grow and scale!*

Utilizing custom time slots? Reach out to Customer Support and our team will handle setting up your availability!

## MY PROFILE

Filling out the pages under the My Profile tab will give homeowners a greater line of sight into who you are, what you're about, and what you offer! Be sure to provide as much information as you can, as the information you provide will be what customers see on the website. Please be sure to enter in a Company Phone number so homeowners can reach you if needed!

*Preview what homeowners see by clicking on Profile Preview at the top of the My Profile page!*

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## MY SERVICE AREA

Our team will handle the initial bulk upload of your service area – simply send over your zip list and we will take care of it! You can easily make adjustments to your market as you go by clicking on the **My Service Area** tab:

- To add or remove zip codes, simply select **I need to update my service area**, click to add or remove zip codes, and hit **Save**!
- To set up a service area via radius, enter in the zip code, select a distance, hit **Apply**, and then **Save**!

## MY TRADES

Need to add a trade? Click **My Trades** and use the toggle feature to the right of each project type, and then select the preferred material types(s). To turn off a trade, simply hit the toggle button to disable.

## USERS

To add or edit users tied to your dashboard, click **Edit** under names or **Add User** in the upper right-hand corner of the Users page. Make sure to select **Email Notifications** and/or **Text Notifications** for each user to ensure they receive notifications regarding booked appointments!

## BILLING

Accounts can easily view transactions and edit their billing method by clicking on the **Billing** tab! You and your team will be able to view all appointment transactions and their respective dates and times in the Credit History table.

*If you need to add a new card, follow the steps to set up the new one, and then delete the old card – the system requires one on file at all times!*



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## RESOURCES + TOOLS

Visit the [Help Center](#) tab in your dashboard to access articles answering FAQ and best practices!

## CUSTOMER SERVICE SUPPORT

Have a question we can help you with?

Reach out to us at

[support@contractorappointments.com](mailto:support@contractorappointments.com),

or start a chat with us via the blue chat bubble in the bottom right-hand corner of your dashboard, and our team will be happy to assist you!

[www.contractorappointments.com](http://www.contractorappointments.com)