

Qualified Remodeler

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Lead-Gen Report

What's Working Now

Generating leads today requires a broad array of tactics. Some are tried-and-true like direct mail and home shows while others leverage the latest technology, including artificial intelligence.

by Patrick O'Toole

FOR more than a year, home improvement pros and remodelers have prepped for the new “one-to-one consent” rule to take effect. Barring a last-minute stay in federal court, the new rule took effect on Jan. 27 and prohibits marketers from calling or texting a prospect without explicit permission to do so by company name.

For many years it had been perfectly acceptable for a lead-aggregation service to generate a lead or inquiry and to sell it to several competing companies who would then each communicate with the prospect with a combination of text messages and phone calls. It was also commonplace for a prospect to fill out a web inquiry for new windows and to subsequently receive calls and texts not only from window-replacement contractors, but also firms offering everything from decks to one-day baths.

There's a whole group of companies today who previously were in the business of offering one lead to many companies. Over the past several years,

many home services firms had become increasingly reliant on these lead aggregators. Because of the new FCC rule, lead aggregators have been forced to change their models. They now commit to selling a certain volume of leads to a group of large home improvement companies who pay more for those leads.

But this is just one of the factors making lead-generation more challenging in 2025. Slower demand post-pandemic and the rising cost of purchasing home improvements are also lead-gen headwinds this year.

Qualified Remodeler asked its readers to submit their best ideas and strategies for generating leads in 2025. The following report is a compilation of those lead generation ideas, presented in two parts. One is for home improvement replacement contractors. The other is for full-service and design-build remodelers.

Home Improvement | Replacement Tips

More go-get marketing. This tip was the top tip from all the *Qualified Remodeler* readers who responded about the lead-gen tips that are working best now. Go-get marketing is an umbrella term for a wide range of lead-generation activities from in-store sales situations to radius marketing and canvassing to home shows and events. Because leads from these events are self-generated, your company owns that contact, whether they quickly convert to a sale, or they defer and stay connected to your company through ongoing outreach via your company CRM. When a company is operating with a well-trained go-get marketing team, they

tend to generate a steady and predictable supply of leads. Scripting, training and practice are critically important to making any go-get tactic work. Tony Hoty and Megan Beattie are well-known for the success of their go-get tactics, scripting and training. Go to the *Qualified Remodeler* YouTube channel to watch a portion of their go-get marketing presentation at TOP 500 LIVE in Las Vegas last November.

Let prospects set their own appointments. This tip is more about boosting lead conversion than it is about lead generation. Scott Berman, founder and president of Florida Window & Door in Lake Worth, Florida, commissioned a software developer to create a program for appointment setting. At most home improvement companies, appointments are set by trained call-center employees, typically between the hours of 7 a.m. and 7 p.m. Berman wanted a way for prospects to view real-time availabilities and pick a time that works best for them. The idea is that many busy people don't pick up when the appointment setter calls the next day. The resulting system generates links to prospects and disburses them via SMS (text) or email 24 hours a day, seven days a week. Berman's company has been using the software for more than a year and has seen its overall lead efficiency grow dramatically during that time. The company has even gone back to leads within its CRM that were never set for an appointment and have created solid returns on idle assets. Berman provides more detail in his guest column this month on page 28.

“WE FOCUS ON ORGANIC GROWTH BY CREATING CONTENT THAT HOMEOWNERS FIND VALUABLE AND INFORMATIVE.”

Leo Lantz,
Leo Lantz Construction



A successful home show for All Weather Seal of Michigan led by trainer Hannah DeLozier last month.

“THE COST GUIDE ON OUR WEBSITE HAS BEEN THE BEST TOOL FOR QUALIFYING LEADS AND GETTING BETTER LEADS.”

Justin McCullers,
Impact Enclosures

Focus on each product or service with separate campaigns. In her day job, QR marketing columnist Amy Zimmerman is chief marketing officer for the Great Day Improvements Family of Companies. She thinks far too many companies make the mistake of selling all their services in all their messaging. To generate better leads and more of them, a company who sells windows and one-day baths should focus on each service with separate campaigns. “Segmenting your campaigns to highlight individual products helps you stand out as the expert, builds trust, and will make you look like a marketing genius,” says Zimmerman in her column on page 26.

Maximizing first-party data with tech-driven solutions for lead handling and lead nurturing.

With the demise of third-party data collection by attaching cookies to visitors and building behavior profiles, several other first-party data services have filled the void. These include fullthrottle.ai, meera.ai, Hatch and many others who offer some or all of these services. The value of first party-data rests on the relationship your company forms with each contact over time.

AI-generated video content. Welcome to the brave new world of generative AI and video. Chris Sever, president of Thompson Creek Window Company, of Lanham, Maryland, reports that his company is finding cost savings and more effective video testing via AI tools. “We’ve reduced video production costs from approximately \$6,000 per spot to \$300 by leveraging AI tools. This allows us to test and iterate on messaging more frequently, finding what resonates with customers and rolling it out across multiple channels at a fraction of the price,” Sever says.

Develop a private, high-ticket ad network.

This was a second tip offered by Chris Sever of Thompson Creek. “We’ve built a private ad inventory of over 600 websites, enabling us to reach our audience at significantly reduced costs. This network supports creative testing at scale, helping us optimize messaging and drive high-quality leads.”

Add an up-to-date cost calculator on your website across multiple product lines.

Ryan Shutt, CEO of Southwest Exteriors in San Antonio, Texas, is succeeding with a radically new approach that is certainly not a good fit for every company. Southwest maintains a cost calculator on its website for its three principal product lines: windows, roofing and siding. To make the new system work effectively, Shutt needed to restructure the company’s sales process. The calculators drive a large amount of traffic to their website. Those who stay and fill out a form are much more likely to convert, Shutt says. Sticker shock is not a factor. Justin McCullers of Impact Enclosures of Jacksonville, Florida, also maintains a cost calculator on the company’s website. “The cost guide on our website has been the best tool for qualifying leads and getting better leads,” McCullers says. “The clients have a ballpark figure, and we know they aren’t kicking tires.”

Tips for Full-Service and Design-Build Companies

Create content that highlights your expertise and is relevant to your target market. Leo Lantz of Leo Lantz Construction in Glen Allen, Virginia, is a former NAHB Remodeler of the Year for a reason. In addition to delivering high-quality projects, he’s a very savvy marketer. Case in point: His showroom occupies a restored gas station at a busy intersection. For his company, generating leads is about creating quality content and pushing it out on many platforms. In addition to well-written articles, his company posts a steady feed of videos that take the form of a video podcast.

“We focus on organic growth by creating content that homeowners find valuable and informative,” Lantz explains. “This helps us show up naturally when people search for remodeling services, building trust and ensuring we’re a go-to resource. Paid ads are a secondary tool for us—used strategically to enhance our organic efforts and connect with specific audiences when needed. On top of that, we believe people buy from people, not just companies. To build that connection, we run a video podcast channel where we share insights, success stories, and industry knowledge, and we syndicate it across different platforms, including social media, YouTube, and our website. It’s not just about showcasing expertise; it’s about creating authority and forming genuine connections with our audience.”

Real-time cost estimators on company websites are a new way to improve the quality of leads.

The screenshot shows the Southwest Exteriors website with a navigation bar including 'Services', 'Pricing', 'Why SW?', 'Learning Center', and 'Schedule A Free Consultation'. The main content area is titled 'WHAT'S THE COST?' and 'How much will my home remodeling project cost?'. It includes a subtext: 'Let's make some of the most asked pricing questions regarding windows, siding, doors, and painting projects.' Below this is a section titled 'What's the cost of my desired project?' with three columns: 'Windows', 'Siding', and 'Doors'. Each column provides detailed information about pricing factors and ranges. For example, the 'Windows' section states: 'The size of the window, number of windows to be replaced, material and type of window, degree of difficulty of the window, and customizations. Depending on the brand selected, the price per window will range from \$1,100-\$3,500 for a 2nd window.' Each column also has a 'Get Your Estimate Now' button.

Tips for Any Type of Company

Use the latest AI-driven advertising products from Google. Joaquin Erazo, director of marketing for the DreamMaker Bath & Kitchen franchise network, says he's going big with Google's new multiplatform advertising product called **Google Performance Max**.

"Gone are the days of building, split testing, and adjusting PPC (pay per click) ads to generate leads," Erazo explains. "As we move into 2025, I'm encouraging our franchisees to launch Google Performance Max ads. Performance Max uses Google AI across bidding, budget optimization, audiences, creatives, and attribution. Your ads are displayed across Google properties such as Search, Display, Discover, Maps, Gmail, and YouTube. Best of all, the spend is allocated to each property based in your ad performance."

Traditional television with a mix of OTT (over the top) streaming services still works well in many markets. Most remodelers and home improvement pros operating in major metros can skip over this tip from Dave Wageman, co-owner of Hometown Restyling in Hiawatha, Iowa, near Cedar Rapids. For pros located in Atlanta, Dallas, L.A., Chicago or most of the top 25 largest metros, broadcast television is expensive and often delivers leads beyond the service area of a local remodeler. But in metros like Cedar Rapids, local TV delivers an affordable combination of branding and lead generation. Wageman says the company promotes \$5,000 cash sweepstakes three times each year. Hometown is a blended company offering replacements as well as larger kitchen and bath remodels. In recent years the company has supplemented broadcast TV with OTT and on the YouTube TV platform. "Although we spend a fair amount on TV, we get the best ROI from it," Wageman says. "We fill up our schedule with this approach."

Experiment with one of the many visitor-tracking software services. The importance of a company's website for driving leads cannot be overstated. Perhaps the best type of website conversion is when a consumer fills out a form to request more information. Those individuals are highly intentional, and they very likely have done a lot of research before revealing themselves. If they fill out a form, they're ready to buy. But what happens to most of your website visitors who do not fill out a form or do not subscribe to your newsletter? That's where visitor-tracking software comes in. For a structured per-visitor price, these services convert the IP addresses (a series of numbers) into names and emails. Vlatko Demrovski, owner and general manager of Element Kitchen & Bath in Hudson, Ohio, says he's finding some early success with services

Top Trends in Marketing and Lead Gen in 2025

- **AI personalization:** Utilizing artificial intelligence to analyze data enables businesses to predict customer behavior, score leads accurately, and offer personalized experiences, thereby increasing conversion rates.
- **Cultivating customer relationships:** Focusing on building strong relationships through consistent communication and engagement helps in retaining customers and generating referrals, which are vital for sustained growth.
- **Generative AI content:** Employing AI tools to create content streamlines marketing efforts, allowing for scalable and efficient content production tailored to audience interests.
- **Omnichannel:** Implementing strategies across multiple platforms—such as social media, email, and search engines—ensures a broader reach and meets customers where they are most active.
- **Conversational content:** Creating engaging and interactive content, such as chatbots and interactive videos, improves user experience and encourages potential customers to take action.
- **Optimized website:** Ensuring websites are user-friendly, mobile-optimized, and contain clear calls to action enhances user experience and increases the likelihood of converting visitors into leads.
- **Google Business optimization:** Maintaining an up-to-date Google Business Profile improves local search visibility, making it easier for potential customers to find and contact home-services providers.
- **Reputation management:** Actively managing and responding to online reviews builds credibility and trust, influencing potential customers' decisions. **QR**

Source: Qualified Remodeler, 2025

"GONE ARE THE DAYS OF BUILDING, SPLIT TESTING, AND ADJUSTING PPC (PAY PER CLICK) ADS TO GENERATE LEADS."

Joaquin Erazo,
DreamMaker Bath & Kitchen

from artonicweb.com and pearldiver.io. The latter offers street targeted customer analytics to increase the effectiveness of everything from direct mail to door-to-door marketing. There are literally dozens of IP conversion software services to evaluate. Some services such as fullthrottle.ai perform multiple services beyond visitor identification. **QR**



Whole Ordeal

Award-winning remodelers reimagine existing floor plans to create open space and refine old homes for contemporary living.

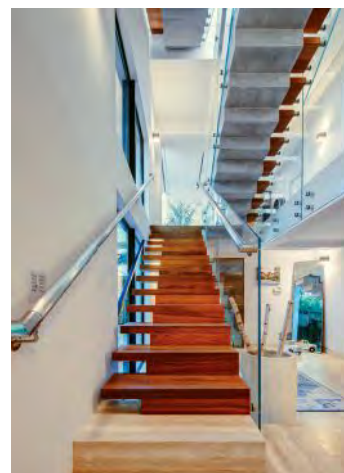
by Kyle Clapham

ANY time homeowners opt for a whole-house remodel, they must be prepared to weather the ebbs and flows of a multifaceted project. What begins as a straightforward renovation to update living spaces and improve functionality can turn into a protracted effort to overcome local regulations and unforeseen challenges. Sometimes the remodeler even has to complete the project in phases.

Reconfiguring the footprint of a home often entails opening up living spaces and maximizing the amount of natural light. A whole-house remodel also presents opportunities to increase energy-efficiency by integrating new systems and technologies without compromising aesthetics or the historical value. Minimal disruption of the structure during construction, therefore, becomes key.



Photos: Cortana Creative



"There were some intense design details," says Michael K. Walker of Michael K. Walker & Associates, Inc.

Each of the winners in our annual Master Design Awards for a whole-house remodel more than \$1 million took on a complex job. They reimagined floor plans and created natural connections between public spaces to equip outdated homes for contemporary living. Their design solutions can serve as inspirations for other remodelers tasked with modernizing an antiquated residence.

Comprehensive Approach

Designed to function as a vacation home for a European family, the project started as a multi-effort renovation and addition to an existing, late mid-century beach bungalow. The house sat farther out toward the beach than most of the adjacent structures on the barrier

island, so this owner opted to remodel and add to the existing structure rather than construct a new residence.

"It was a very old [home], and it was in very rough shape. It was full of termites and rats," says Michael K. Walker, president of Michael K. Walker & Associates in Sarasota, Florida. "When I looked at the concept for the project, I questioned the validity of a project of this magnitude on this barrier island, on this piece of property. But they were determined that they wanted to be able to rehab the existing building and then do the substantial addition on the landward side."

This approach enabled unobstructed north and south sweeping views of the Gulf of Mexico that would not have been possible otherwise. If a new residence was constructed, it would have had to

MASTER DESIGN AWARDS 2024 WHOLE HOUSE MORE THAN \$1 MILLION GOLD

COMPANY INFORMATION

Michael K. Walker & Associates, Inc.
Sarasota, Fla.
michaelkwalker.com

PROJECT INFORMATION

Location: Longboat Key, Fla.
Designer: Sweet Sparkman Architects
Square footage before: 2,092
Square footage after: 5,981
Project cost: \$8.2 million

Bath



Shower bases feature crescent-shaped drain

ACQUABELLA offers a stylish solution for any bath with its new Lado Shower Bases. Featuring a unique crescent-shaped drain and crafted from high-quality materials, the bases not only provide a functional foundation for the shower but also add a touch of elegance to the space. Thanks to their one-piece solid construction, Lado Shower Bases are like one large slab of tile, so there's no need to worry about regularly replacing or re-sealing grout, making them very easy to care for. acquabellabaths.com



Streamlined tub adds to luxury collection

HASTINGS BATH COLLECTION announces Catino, an addition to its collection of contemporary, Italian-made solid-surface bathtubs. Catino is a sleek and streamlined, oblong-shaped luxury bathtub crafted in Italy using a combination of modern technology and handcrafting techniques. Its solid-surface gel-coated material has a soft-touch feel that is antibacterial and resistant to UVA rays, impact and stains. Catino can be customized using any of 44 matte or glossy colors. hastingsbathcollection.com

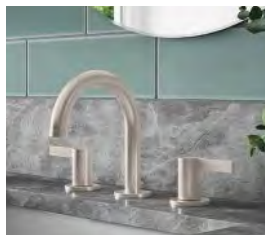
Freestanding tub creates tranquil experience

MTI BATHS launches the Addison bath as part of its MTI Collection to create a tranquil aesthetic that is elegant and yet luxurious. Beautiful in form and function and with the smooth touch of molded stone, the Addison reflects the clean lines that have made the MTI Collection so popular. The tub is available in two models, 66 x 35 inches and a smaller size, 58 x 30 inches, and comes as a soaker or air bath in white or biscuit with a soft matte or hand-polished deep gloss finish. mtibaths.com



Widespread faucet provides sleek expansion

CALIFORNIA FAUCETS unveils a new faucet design for its popular Bel Canto series. Joining the manufacturer's original single-hole faucet, which features a thin rectangular spout that delivers water in a vertical sheet, the widespread version sports a similar profile with thin, vertical lever handles. The addition of two captivating spout options—a curved Arc and the "soft geometric" Quad—provides even more options for creating a strikingly customized modern bath retreat. calfaucets.com



Shower systems incorporate custom options

SONOMA FORGE makes more options available for its exposed shower systems in the WaterBridge Collection. They include a gracefully arched gooseneck shower arm, as well as an enhanced handshower attachment and a series of cold-water-only models for installations where hot water is not needed or available. Users can select dual showerheads with additional riser and shut offs, switch handshower orientation from right to left, and modify vertical dimensions to fit the space. sonomaforge.com

