

Stop Chasing. Get Chosen.

The full map of a contractor business homeowners pick first.

We're contractors, roughly 75 combined years in the trades. This is the map we wish somebody had handed us twenty years ago.

RULE #1

OWN THE ASSET

- The one true thing your best customers already say about you
- Reviews that keep working for you years after the job closes
- A name that shows up when your town goes looking

RULE #2

GET PICKED, NOT RACED

- Homeowners who ask for you by name
- Why the first real answer usually wins the job
- The price shopper you are better off leaving to the other guys

RULE #3

STOP THE LEAKS

- The missed calls that were jobs
- Quotes that get an answer instead of going quiet
- Past customers: the job that is already half sold

RULE #4

WIN THE JOB YOU USED TO LOSE

- What “let me talk to my spouse” usually means
- Three ways to say yes instead of one
- Why bigger jobs go to the contractor with options

RULE #5

TURN ONE JOB INTO THREE

- The check-in that catches a problem while it is still private
- The right moment to ask for the review, and the referral
- One finished job feeding the next two

THE CONTRACTOR WHO GETS CHOSEN