



American Home Services, Inc.

WELCOME PACKET

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# ABOUT US

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Our company is American Home Services, Inc. We are a professional lead generation company. We have been in the remodeling business for years so we know how important leads are to your company's success. We have developed canvassing teams to make face-to-face contacts with homeowners and help them identify specific areas in their home where they could use your services. We let them know someone from your company will be calling them to schedule an appointment to discuss their needs.

The homeowners like this because we commit to get them three (and only three) qualified companies who will give them free estimates. This helps them ensure they are getting the best price and quality for their budget.

We commit to you that we will only give each homeowner's information to three companies who provide your specific service. That way they are not bombarded with calls and you are not competing with more than two other companies for their business.

We can also provide you with an exclusive lead generation program, where you will be the only company receiving these leads. We will also set the appointment days and times for you. We will not provide these leads to any other company, so this would ensure your company has the very best chance to close the business. (There is an additional charge for these exclusive services).

Here is an example of one company's success with our lead program:

This company has run 314 of our leads since January 1, 2011. They have closed almost 12% of all the leads they received. Each lead cost them \$35.93. Their total revenue from these leads was \$213,868.00. Total lead cost as a percentage of total revenue was 5%.

There are no long term contracts when you use our service. You can accept as many leads as you want, there is no minimum or maximum. If you don't achieve the results you want then you can stop accepting leads at anytime. If you choose to stop receiving leads it is your responsibility to contact us via email or telephone to inform us. Otherwise, we will continue to provide leads and you will be billed for them.

We will provide you with the prospect's name, phone number, address, email, the best time to contact them, and the services they are looking for. Remember these prospects have all agreed to have three contractors contact them, and they are expecting you to contact them.

# UNDERSTANDING YOUR LEADS

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When you signed up to receive leads, you specified which types of leads you would like to have sent to you. If at anytime you would like to change how many or which types you receive, we would be more than happy to adjust your account settings for you. Just email us your request for changes to [ahsleads@americanhomeservicesinc.com](mailto:ahsleads@americanhomeservicesinc.com) and we will update your account.

## *LEAD COSTS*

### **\$12.00 LEADS**

CARPET CLEANING  
WINDOW REPAIR  
TREE SERVICE  
ROOF CLEANING  
APPLIANCE REPAIR  
RAIN GUTTERS  
SNOW REMOVAL  
YARD MAINTENANCE  
HOUSE CLEANING  
PLUMBING REPAIR  
COMPUTER SERVICE  
PEST CONTROL  
SCRAP REMOVAL  
WINDOW CLEANING  
YARD CLEANUP  
POWER WASHING  
GARAGE DOORS  
GARAGE DOOR SERVICE  
SECURITY SYSTEMS  
GUTTERS  
LEAF GUARD  
HANDYMAN SERVICE  
INSULATION

### **\$25 LEADS**

LANDSCAPING  
DRYWALL SERVICE  
PAINTING  
CONCRETE WORK  
COUNTERTOPS  
FLOORING  
ARCHITECTURAL  
ELECTRICAL  
HVAC  
GARAGE CABINETS  
CLOSET ORGANIZERS  
PLUMBING  
BLINDS  
DRAPERIES  
ROOF REPAIR  
SINGLE WINDOW  
CARPETING  
FIREPLACES  
PATIO DOORS  
ENTRY DOORS  
INTERIOR DOORS

### **\$58.00 LEADS**

WINDOWS & DOORS  
SUNROOMS  
PATIO ENCLOSURES  
PATIO COVERS  
BATHROOM REMODELING  
ROOFING  
EXCAVATION  
GREEN HOUSES  
VINYL SIDING  
FIBER CEMENT SIDING  
STUCCO  
ROCK/BRICK/STONE  
SOFFIT & FASCIA  
ADDITIONS  
KITCHEN REMODELING  
SHEDS & BARNES  
GARAGES  
CARPORTS  
BASEMENTS  
INSURANCE RESTORATION  
DECKS  
GENERAL REMODELING  
PLANTATION SHUTTERS  
HOUSES  
FENCING  
FRENCH DOORS

# UNDERSTANDING YOUR LEADS

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## **RECEIVING YOUR LEADS**

You will be sent leads on a daily basis starting approximately three business days after you sign up with the company. Leads are sent via text and email. Leads may be sent to you anytime during the day. When we enter the lead information into our system it will automatically be sent to the next available contractor. It is your responsibility to notify us if you want to stop receiving leads. If you don't notify us then you will continue to receive leads. You will be billed for all leads you have received, prior to the time you notified us.

## **YOUR LEADS**

We meet with homeowners to find you the best leads possible. Each homeowner has agreed to speak with you regarding their project. However, it is important to understand that these *are not* guaranteed appointments and sales. You can expect to sell 1-2 out of every ten leads you receive. **Salesmanship** of yourself and your company is required in order to set appointments with homeowners. The more personable you are, the more successful you will be. Your main goal should be to set the appointment. Worry about timing and money when you meet with the prospect. Don't try to sell them on the phone.

Our goal is to provide you with the highest quality leads possible. However, you can expect to have a few prospects tell you they are not interested, because they have changed their mind, or the other spouse said no. You can also expect prospects to tell you they aren't going to do the project right away. From time to time you may not be able to make contact with the prospect. These kinds of challenges are normal no matter how you generate your leads. With our leads you should be able to set appointments with 70%-80% of all the leads we send you. You should expect to sell at least 10% of the leads you get.

## **LEAD RETURN POLICY**

You may return leads for credit for the following reasons:

1. Disconnected Phone Number
2. Blatantly erroneous information (ex: Mickey Mouse, Santa Claus.)
3. Duplicate Leads
4. Not The Homeowner

\*All other reasons for lead credit requests will be examined on a case-by-case basis. You will be informed by email of our decision. We reserve the right to audit your request as part of our lead investigation. If after our investigation we agree to provide you with a credit for a lead we will issue you a new lead at no additional charge.

## **DENIED LEADS**

If you receive a lead in which you are refused an appointment. Email us and we will audit the lead and if through our investigation, we can verify the prospect will not set an appointment and is not interested in being contacted, then we will provide you with a replacement lead at no additional charge. Remember, there are 3 contractors bidding each project and others may have success where you do not.

# SETTING APPOINTMENTS

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As you receive each lead, contact them promptly to set up an appointment time to meet with them. If you have trouble contacting your lead over the phone, try different times of day, i.e. morning, afternoon, and evening. Leave a message letting them know who you are and why you are contacting them, then follow up. If you can't reach them by phone try emailing them. It may take you a few days to reach them over the phone. If necessary, they can be contacted in person at their home.

You will be more successful with setting appointments if you **do not** try and sell or qualify the job over the phone. You just want to set your appointment and worry about the rest when you meet with them. When we talk to homeowners, we tell them you will be contacting them and they will be meeting with you in person. It's critical to your success that you meet with them in a timely manner. Be positive, polite and punctual. The more they like you, the more likely they are to accept your bid.

If the prospect says they are not going to do their project right now, then let them know there is no obligation and you can at least get them started in the planning and budgeting stage. Once again, this could be good future business.

Once you are in their home you can sell them on your company, service, quality, and workmanship. If you do a good job a lot of these prospects will decide to buy now.

Most prospects have objections, it's your job to get them excited enough to take action. Everyone says they are not buying right now. You can't worry about that until the end of your appointment.

## **TELEPHONE SCRIPT SUGGESTION:**

*Hi, my name is (your name) with (XYZ Company). American Home Services contacted me and said they talked to you at your home and that you were interested in getting a free estimate for (Service Type). I would like to set up a time to come out and tell you a little about our company and help you come up with some ideas for your project and get you a free quote. There is no obligation to buy anything and we will not pressure you. We are offering some great specials right now.*

*When is a good time when you and your spouse will both be home?*

## APPOINTMENT TIPS

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It's a good idea to have some presentation materials. Show them you are licensed and insured. Talk to them about how long you've been in business. You should have some testimonials and before and after pictures of some of your work to show them. If possible, bring samples of your products so they can get a better idea of what the materials will look like.

We recommend that you have a special coupon to give them when you arrive at their home. People love discounts and coupons. Put an expiration date of about 30 days from your appointment date on it. This will help you create some urgency for them to act sooner than later.

Remember, you can't sell every lead. You can expect to sell 1-2 out of every ten leads you run. You can improve your percentages by creating a sense of urgency and getting them excited about having the work done.

Remember price isn't the number one reason people buy or don't buy. Most prospects buy from people they like and trust. Earn their trust and get them to like you and you will make more sales.

Make sure you actually show up to your appointments and be on time. We have found several instances where contractors have set appointments with the prospects and then didn't show up. One thing we know for sure. You can't make sells if you don't show up to appointments or you don't give them a price.

### ***ESTIMATING***

It's very important for you to give them a price right away. We highly recommend giving them their estimate while you are in their home on the first visit. If this is not possible then set up a follow up appointment within 2-3 days and go back a present the estimate in person. You will have a higher level of success presenting prices in person. When you email prices to the prospect it becomes an un-emotional selling situation. The prospect has the highest motivation to make a purchase after they look at samples, drawings, testimonial letters and photos. Get them a price right away and try to close the sale now. Prospects buy on emotion so get them excited to have the work done.

As we have followed up with prospects to find out what their experience has been like with our contractors, we have been told many times they haven't received prices back yet. Sometimes they don't get prices for more than a week or two.

Advertising is expensive, so you should have a ton of urgency to get the business closed as soon as possible. Almost all of the prospects we send you will purchase something in the next 1-12 months. Competition is high out there, so you have to win the business by being better than your competition.

### ***COUPON SAMPLE***



## CONTACT INFORMATION

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If you have any questions about the lead program, need to make changes to your account, or need help setting appointments, please feel free to contact your American Home Services, Inc. representative.

**Please email us requests and feedback. This will help us better serve your needs.**

### ***ADDRESS***

American Home Services, Inc.  
10351 N. 6580 W.  
Highland, UT 84003

### ***EMAIL ADDRESS***

ahsleads@americanhomeservicesinc.com

### ***PHONE NUMBER***

(801) 513-4559

### ***WEBSITE***

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