



**PART 1: USING TECHNOLOGY AND PROCESSES TO GET BETTER AND MORE CONSISTENT ROI**

What are some characteristics of good processes?

How do homeowners prefer to be communicated with?

**PART 2: KNOWING YOUR NUMBERS: HOW TO MEASURE MARKETING PERFORMANC**

What marketing metrics are most important for contractors to look out for?

What information should be on your dashboard?

**PART 3: HOW TO TURN VENDORS INTO PARTNERS**

Why are partnerships crucial to success?

What are some ways you can strengthen your partnerships?