



Your 2026 Efficiency Playbook

Squeeze More Revenue from the Leads You Already Have

Brought to you by:



The Scale and Experience That Reveal What Really Works



15+ Years

Leading relationship marketing
for home improvement

130,000+ Gifts

Sent in 2025

500+ Contractors

Partnered with
Nationwide

1M+ Homeowners

Nurtured on behalf of our clients
(Email, direct mail, text)

4 Revenue Generating Strategies

1. **Customer Appreciation**
2. **Referral Marketing**
3. **Past Customer Campaigns**
4. **Rehash Unsold Leads**



Internal Survey - Industry Pain Points

We looked at a sample of 100 contractors who started working with us this year alone. During those first conversations, we always dig into how they currently generate referrals, reviews, and repeat business. And here's what the data told us:

73%

They were getting referrals and repeat business — but nowhere near the level they *should* be getting.

65%

Lack of consistency or capacity.

They *want* to follow up.

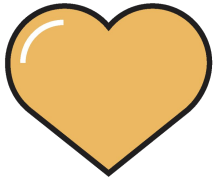
They *want* to run appreciation touches.

They *want* to ask for referrals and reviews.

But trying to do all of that in-house, consistently, puts significant strain on their internal teams.

1. Customer Appreciation

Customer Appreciation



Case Study: Appreciation & Reviews Results

Metric	(Before gFour)	Year 1	Year 3
5 Star Reviews	28	391	1,022
Percent of Customers that left a Review (%)	~3%	28%	63%
5 Star Rating Distribution (%)	~82%	92%	93%
% 5-Star Reviews	3%	26%	59%

Benchmark (n=300):
Average: 40%

Takeaway

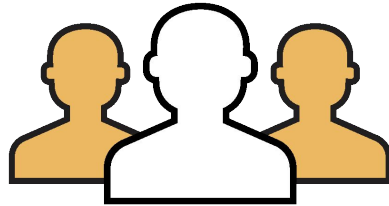
Put a **SYSTEM** in place to say **Thank You** to all your customers.

It will DRIVE:

- More referrals
- More repeat business
- More online reviews
- **Distinguish you from the competition and position you as the premium contractor in your market.**

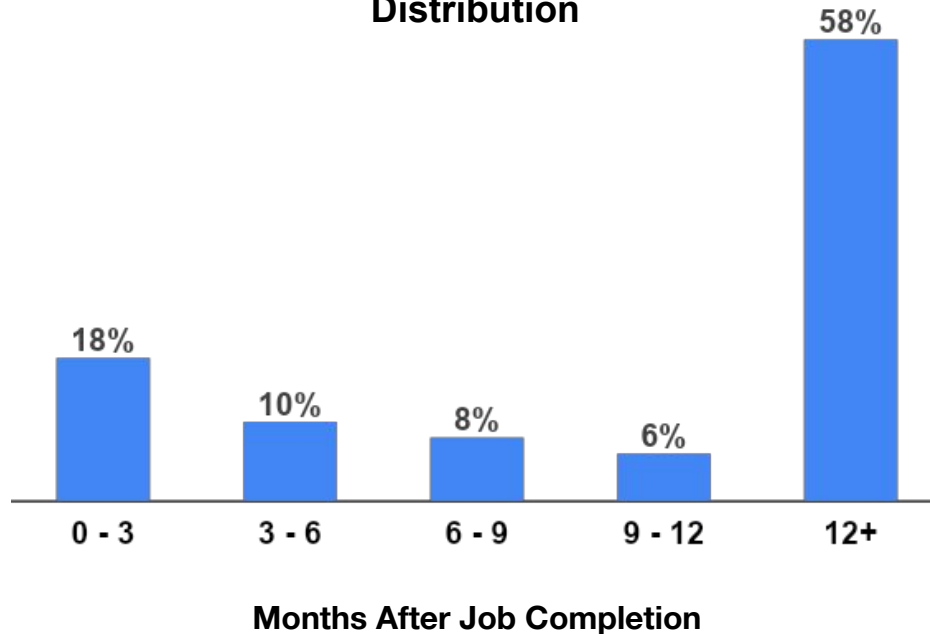
2. Referral Marketing

Referral Rewards Program



Referral Program Insights

Post Job Completion Referral Timeline Distribution



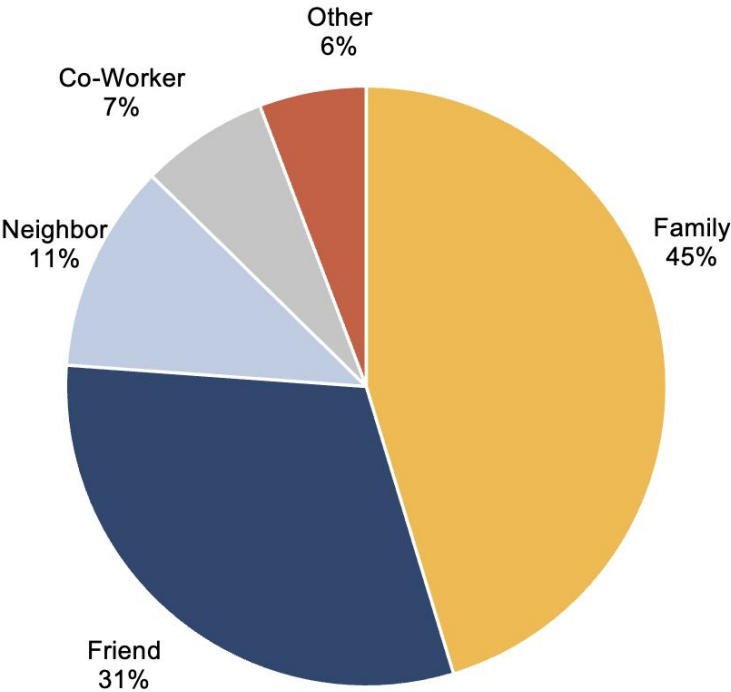
**82% of
customers**

Gave a referral
3+ months after their job
was complete.

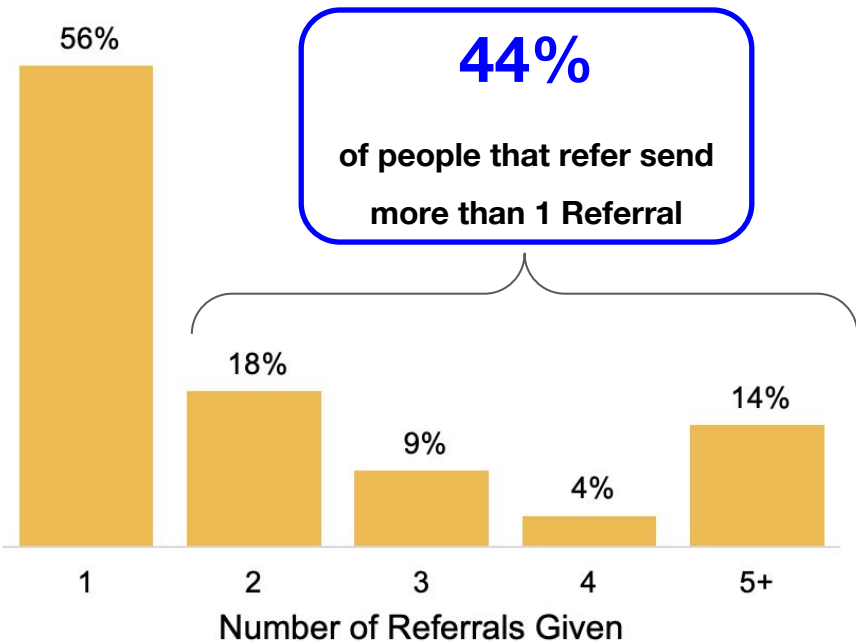


Referral Program Insights

Referrals Submitted by Relationship Source



Number of Referrals Submitted by Customer




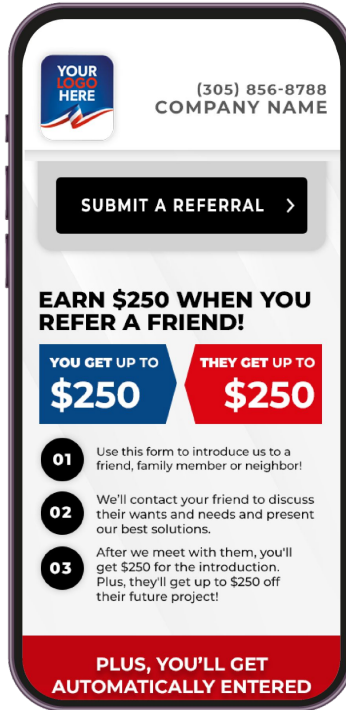
Note: Proprietary gFour analysis

Beta: Automated Referral Text Campaigns

Hey [Contact first name]!
It's Maddy from Bo
Lacey.

We just wanted to
remind you that you can
Refer a Friend and Earn
Rewards. You get \$50 for
the intro and they get up
to \$500 off their next
project!

Tap here to refer 
tinyurl.com/ReferBo



98%
Open rate

48%
Click-through
rate

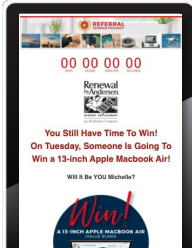
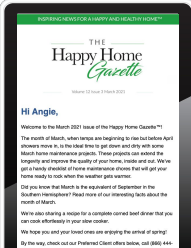
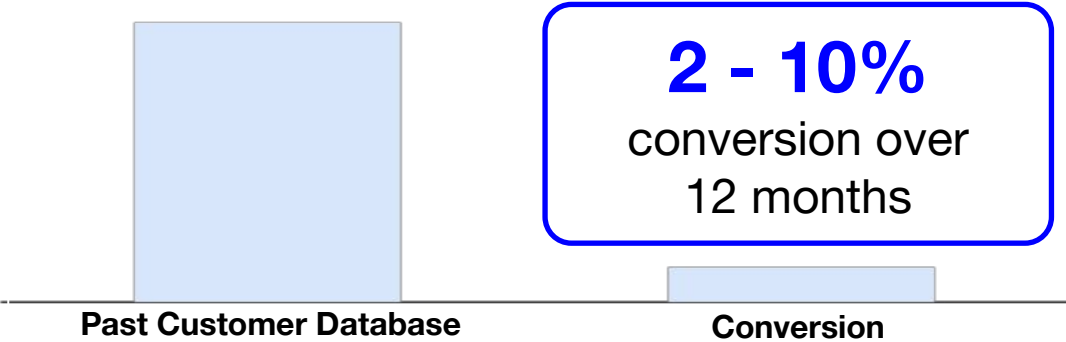
Key Takeaways - Building a Referral Program

1. Keep it Simple
2. Put a system in place to remind your customers about the program
 - a. 82% of customers gave a referral 3+ months after their job was complete
3. Have a system to track and pay referrals.
 - a. 44% of people that refer send more than 1 referral

3. Past Customer: Database Reactivation Campaign

Case Study

Business Type	Roofing
Revenue	\$6M
Past Customer List	2,721
Conversion into Repeat Jobs	94
Timeframe	< 3 Months
Conversion Rate	3.5%
Email Open Rate	42%



Past Customer: Unlock More Revenue with Multi-Channel Approach

Direct mail paired with digital campaigns produce **28% higher conversion rates** and boosts response rates by **450%**

Your Company Name
2100 Ponce de Leon Blvd
Suite 1090,
Coral Gables, FL 33134

Right Now is the BEST Time to Improve Your Home

- 1. Beat the Rush!**
Spring spots are filling fast! Book now to schedule your project when it works best for YOU.
- 2. Get Projects Done in Time for Summer**
ENJOY your summer, knowing you've taken this project OFF your to-do list!
- 3. You Get to SAVE \$\$\$**
Act right now, and you'll save 10% Discount* with this Spring Fling special!

CALL (555) 555-5555 TO GET A FREE, NO-OBLIGATION CONSULTATION SET UP RIGHT AWAY.

Not sure if you can afford this project right now?
No worries! We offer financing for almost any budget.
When we meet, we'll share options that'll have you saying,
"Why didn't we do this sooner?!"

**Ready for a Home Improvement or Not,
You Can Still Be A Winner!**

It's SUPER easy... Just introduce a friend to XYZ Home Solutions and get entered to WIN a Sony 78" Smart Google TV!

www.ReferralRewardsProgram.com/CompanyHere

Mention your unique code to get this special offer! 000000

*This Special Offer is Waiting On You,
But not for long!*

Save Up To
10% OFF*
Your next project
*See front for details.

HURRY!
This Savings Go Away
APRIL 30!

CLAIM YOUR SAVINGS: (555) 555-5555

Your Company Name
2100 Ponce de Leon Blvd
Suite 1090,
Coral Gables, FL 33134

Holiday Mailer Case Study

Avg. Campaign Revenue: \$38,882

Avg. Campaign Spend: \$2,644

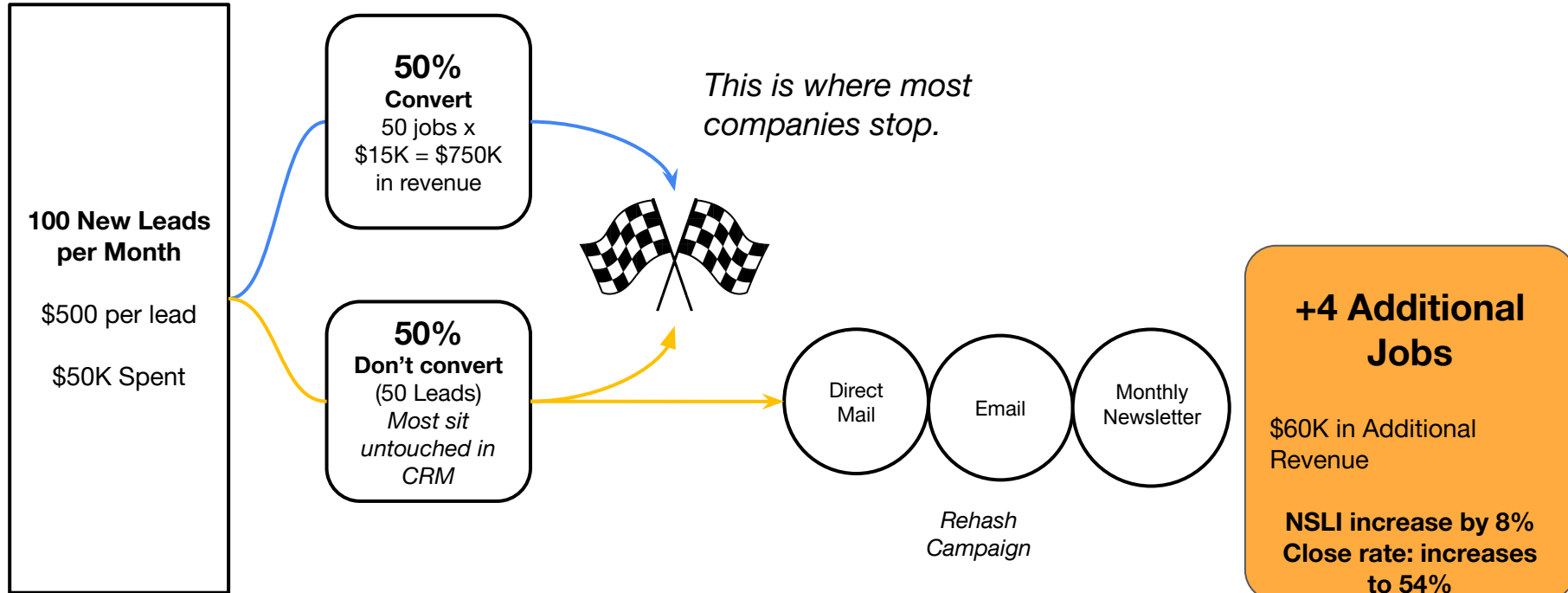
n= 69

Avg. Cost of Marketing : 6.8%

Highest Cost of Marketing : 33%

Lowest Cost of Marketing : 0.4%

4. The ROI Power of Lead Rehash



Our data shows that rehash campaigns convert at 7%

A Simple 90-Day Rehash Playbook You Can Start Tomorrow

Step 1.

Build your rehash list

Create a simple process for adding unsold leads to a rehash list and sequence

Step 2.

Set Your Offer & Spokesperson

We recommend sending from the owner or sales leader.

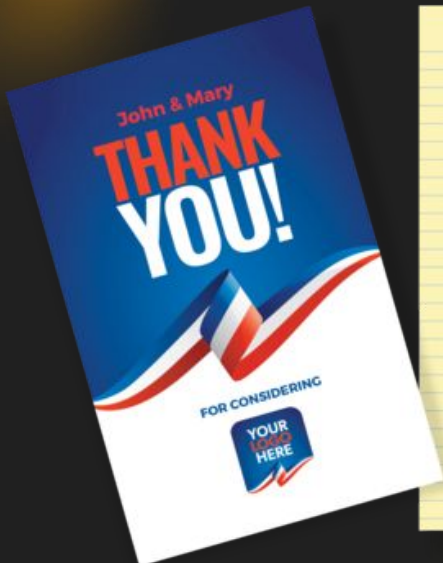
Step 3.

Build your sequence (timing + touchpoints)

Timing	Touchpoint	Channel
Day 1	Thank-You + Next Steps	Email
Day 7	Thank-You Card + “Handwritten Letter”	Direct Mail
Day 14	Light Check-In	Email
Week 6	Postcard Nudge	Direct Mail
Day 90	Final Touch	Email
Ongoing (1x/month)	Monthly Newsletter	Email



This simple sequence consistently converts ~7% of unsold leads into new jobs— without buying more leads.



MARY & JOHN- CALL ME...
December 8, 2020

Dear Mary & John,

Thank you for inviting us to your home and for giving us a chance to be involved with your home improvement project.

{ I really appreciate... }

Your proposal wasn't submitted to the scheduling office, but instead landed on my desk. As the **YourTitle(Owner, Co-Owner, etc)** of **CompanyName**, I look over every proposal that isn't sent to scheduling.

Over the years, I have found that most projects are delayed because of the cost. I completely understand. Hearing and seeing the cost of a home improvement project can be overwhelming, eye opening, and sometimes over the budget you had in mind.

I've looked over your project quote and saw a couple of modifications that will make this project perfect for you and your home.

If you can give me just 15-20 minutes of your time, I can help you understand the cost of a home improvement project and show you how we can help make your project affordable.

OVER PLEASE



Hi **First Name**, it's **YourName** from **CompanyName**...

Again, thank you for inviting us to your home and for giving us a chance to be involved with your home improvement project. I hope your Specialist was helpful and answered all of your questions... if NOT, I want to hear about it.

IMPORTANT: Your proposal wasn't submitted to the scheduling office, but instead landed on my desk. As the **YourTitle(Owner, Co-Owner, etc)** of **CompanyName**, I look over every proposal that isn't sent to scheduling.

Over the years, I have found that most projects are delayed because of the cost. I completely understand. Hearing and seeing the cost of a home improvement project can be overwhelming, eye opening, and sometimes over the budget you had in mind.

We'd really appreciate the opportunity to earn your business. I've looked over your project quote and saw a couple of modifications that will make this project perfect for you and your home.

Call me today at **(000) 000-000**, or just hit REPLY on this email, so we can schedule a brief 20 minutes (I promise) to share the details.

You're busy, so this will not take more than a few minutes of your time. Since the majority of the work getting your initial quote together is done, it will only take a few minutes to show you the changes we're suggesting.

Call today so you and your family don't miss out on this fantastic, limited-time opportunity. Give me a call at **(000) 000-000**.

Regards,

YourName

YourName
YourTitle
CompanyName
(000) 000-000
www.YourWebsite.Com

If you no longer wish to receive our emails, click the link below:
[Unsubscribe](#)

Case Study: Rehash Campaign

# of Rehash Leads Added	898
Investment per Rehash Lead (\$)	\$6.25
Total Investment	\$5,642
Customer Conversion	99 (11% rate)
Average Ticket	\$10k
Revenue (\$)	~\$1.0mm
Cost of Marketing (%)	0.6%

“We began Rehash a year ago, and have added 898 into Rehash and seen 99 conversions (11% conversion rate).”

The average nurture time in Rehash was 3.5 months.

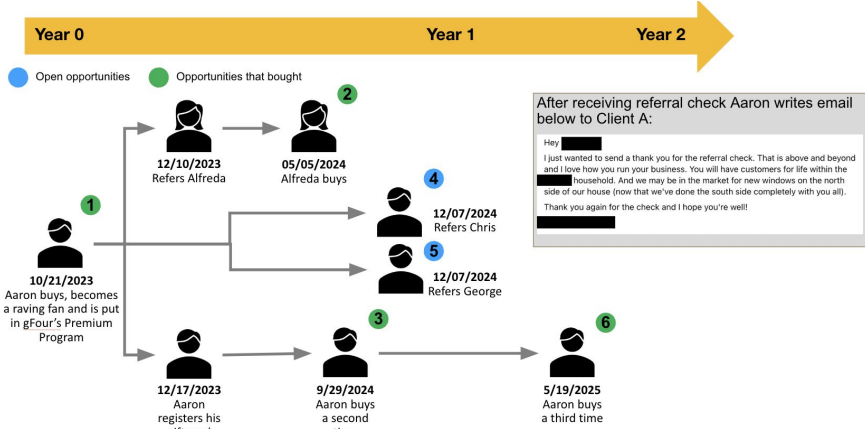
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Who can pay more for a Lead?

Contractor A



Contractor B





A Proven Customer Relationship Marketing System for Home Improvement Contractors

Cutting edge approach. Old-school relationships.



Influenced ROI - All Time

This analysis is intended to provide a directional of the **ROI Influenced** by the gFour program

Date Range: 06/16/2019 - 09/07/2025

	Customers	Avg Ticket	Influenced Revenue
Repeats Influenced	394	\$11,000	\$4,334,003
REHASH Influenced	N/A		
Referrals & Giftcards	61	\$11,000	\$673,203
5-Star Reviews**	450	\$500	\$225,000
Brand Equity / Intangibles			\$[???
Total Influenced Revenue (\$)	455		\$4,933,009
Investment			
Investment for the Period (\$)			\$181,186
Estimated ROI			27.2x

(*) Assumes 20% conversion on referrals submitted
 (**) Assumes a \$500 value per 5-star review received;
 Harvard Business School found that a one-star increase in a business's average rating can lead to a 5-9% increase in revenue.



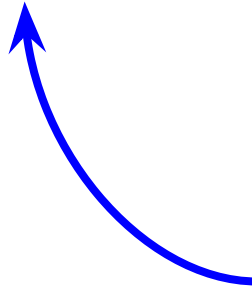
Brand Equity/ Intangibles = Value beyond trackable metrics:

- Local Brand Reputation/ Perception
- Homeowner sentiment
- Organic referrals (e.g., dinner conversations, social posts)

ROI Accelerates the Longer You Run the Program

ROI Benchmarking based on existing customer base and tenure

Median 14x
ROI after
12+ months



	ROI (Revenue / Program Investment)	
Time Bracket	Median ROI	Top 75%
0-3 mo	3.0x	90.5
4-6 mo	5.1x	23.1
7-9 mo	6.9x	35.6
10-12 mo	12.1x	23.0
12+ mo	14.0x	115.1



Sample sizes vary by cohort due to customer tenure (n=13, 9, 5, 7, 241)

Clearwater Beach, FL

February 10-11, 2026



TIME IS RUNNING OUT!

EARLY BIRD
DISCOUNT ENDS
DEC 18TH



Save \$100 off with code:
GFOUR26



+ SAVE UP TO \$4,000
(50% OFF!) with new
"Pit Crew" Packages