

10 Questions to Ask When Choosing a Contractor Lead Generation Provider



As a contractor, you understand that the economic landscape is anything but consistent. Your business, though, needs consistency to be successful. So, how do you keep business steady regardless of downturns in the market?

By partnering with one or more lead providers to ensure a robust flow of new leads for your business, even in turbulent times. That's why lead providers like Angi, EverConnect, and Porch have become mainstays of home improvement marketing strategy.

Here are ten questions you should ask when evaluating lead-generation providers for contractors, so you find the right partners for your business.

1. How are contractor leads qualified for my business?

Chasing after customers who don't need your services wastes time and money. Lead providers should pre-qualify leads based on your work criteria. Qualified leads will live in your service area(s) and are in the market for your business's services.

2. What information will I receive for each lead?

Trying to land a lead with nothing more than an email address is a tall task. Lead providers should give you as much information as possible to be successful, including the scope of work details, the project's location, and homeowner contact information.

3. Are your contractor leads exclusive or shared?

Many providers offer both shared leads and exclusive leads. Exclusive contractor leads are sold to only one business. They are often more expensive but offer a better opportunity to close as you aren't competing with other companies. Shared leads are cheaper but sold to multiple businesses. So, you face tougher competition to win the job.

4. Do you integrate with home services CRM software?

Integrating lead providers and your home services CRM, like MarketSharp, means fresh leads are automatically added to your software's follow-up workflow. You can save time daily by eliminating manual data entry, working leads from a single software, and setting up automatic follow-ups so you reach prospects before the other guys.

5. What pricing models does your lead generation provider offer?

There are a variety of pricing models for purchasing leads. A lead generation platform might offer pay-per-lead, pay-per-warm-handoff, or pay-for-performance, where you only pay for the jobs you close. You can also purchase contractor leads in mass, but lead lists often include more irrelevant prospects than qualified leads.

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6. Can I turn contractor leads on and off as needed?

Given the seasonality of certain home services, it's essential to know if you can turn on and off lead generation as needed. If you're paying per lead, you may find yourself buying new leads even when your schedule is overwhelmed during the busy season.

7. Is there a yearly subscription for your lead generation website?

Many lead generation websites for home improvement pros are networks that require a yearly subscription to join. Once you're in their network, you're connected with homeowners in your area that are searching for the contractor services you offer.

8. Do you offer lead credits or refunds for unqualified leads?

A lead credit is a refund or credit provided to your business by the provider for an unqualified lead. An unqualified lead is a prospect that does not meet your agreed-upon criteria, such as location or scope of services, and therefore can't be pursued by the business. Lead credits help you reduce costs, land more qualified leads, and improve your lead generation efforts' return on investment (ROI).

9. What support do you offer to contractors in your network?

Does the lead generation provider give you dedicated support? Is the support ongoing or confined to a limited onboarding period? Are you assigned an account representative, or will you contact a general support team when you have questions?

10. Do you offer additional services like curated lead-generation campaigns?

Some lead-generation providers go beyond listing your business on home services networks. Instead, they create a custom lead-generation strategy for your business. These campaigns involve a variety of branded marketing tactics, like email campaigns, social media advertising, pay-per-click ads, and direct mail to generate more contractor leads.

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The success of a business during any economic shift, especially when that shift negatively impacts consumer demand, is dependent on having a healthy marketing mix that enables access to demand across channels and platforms.

Jim Mallers VP of Sales | Everconnect

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MarketSharp + Lead Providers

MarketSharp partners with today's top lead providers to automatically add buying-ready leads to your MarketSharp follow-up tool for faster outreach and more jobs won. Learn more about how MarketSharp integrates with lead providers to fuel your business.

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