

Tip sheet

# 5 Home services marketing statistics for 2024 (and why they matter)





1

# \$485 billion

**The current value of home services market—which continues to grow.** *(Source: Joint Centers for Housing Studies)*

There is plenty of money to be made by home services companies that understand their prospective customers. Strategic home services marketers can take advantage of the demand for these services by identifying who their ideal customers are, reaching these prospects with marketing that addresses their challenges, and tracking the ROI of their campaigns.

2

# 98%

**Of consumers use the internet to find information about local businesses.** *(Source: BrightLocal)*

Since so many people search online for local businesses before setting an appointment, home services marketers need to make sure prospective customers can find their company online. That means keeping the website updated with information about services, hours, and contact details. Also, the Google Business Profile and social media channels should be active, and the business should respond to comments and reviews.

3

# 4.80%

**The average click-through-rate (CTR) for home services search ads.** *(Source: Local IQ)*

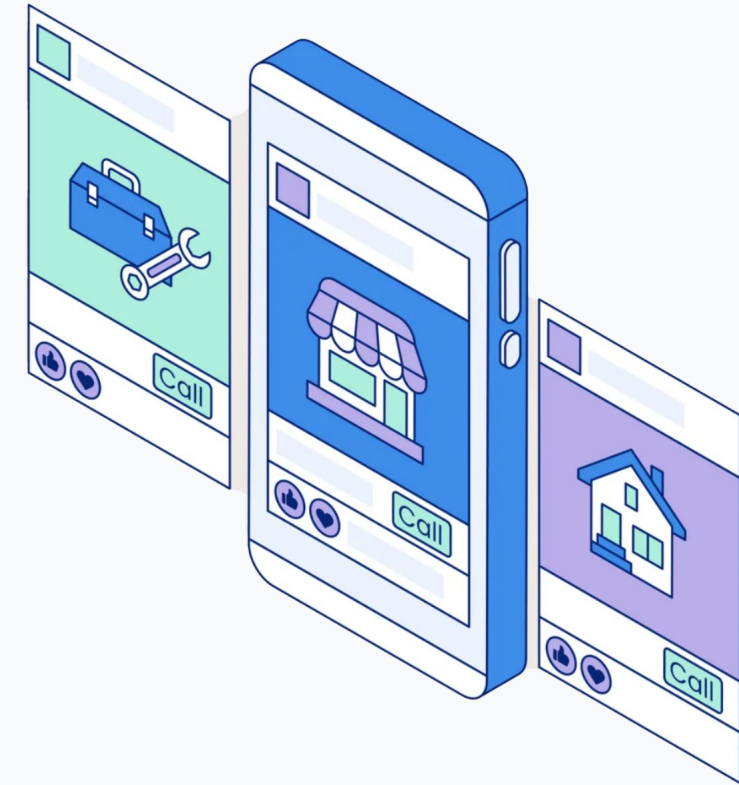
Some home services specialties see a slightly higher than average CTR like construction & general contractors (6.25%) and pest & rodent control (5.54%) and some see a slightly lower CTR like plumbing (3.34%) and air conditioning installation/repair (3.40%). In the competitive home services market, the top businesses use a marketing and communications platform like CallRail to show them which ads work best so they can easily turn more leads into booked jobs – before they head to the competition.

4

# #1 choice

**for consumer communications are phone calls.**

Calls are viewed as the safest way to communicate, especially with personal information like home address and payment details. The same survey found 42% of businesses lost customers and potential deals because they were missing phone calls. Home services companies need to make sure they answer every call — and provide top-notch service, accurate quotes, and follow-up in a timely manner. CallRail helps home service pros drive more calls to their business and treat every caller like they're the only one.



5

# 10%

**The cost per lead savings for home services businesses that use a Call Tracking solution.** *(Source: CallRail)*

By knowing for sure how effective your different marketing channels and campaigns are in getting your leads to call your home services business, you can better allocate resources, optimize your marketing spend, and ultimately improve your ROI.



## CallRail

Make sure you are getting  
the most out of your  
marketing with CallRail

[Try Call Tracking free today](#)

*(no credit card needed)*