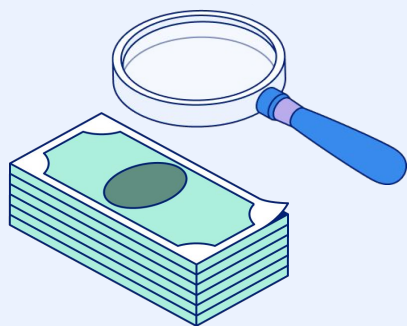


5 steps to growing your home service business in a challenging economy

As a home service business owner, running your business in today's economy can be tough. The costs of goods keep rising, while skilled labor shortages mean increased costs to attract help and no certainty that it will be quality.

On the upside, most home services businesses are still getting leads, but they aren't always high-quality. In this economy, you need to ensure you're driving growth for your home service business in the most cost-efficient and productive ways possible – and that includes optimizing your marketing to attract high-quality leads and identify the highest-value opportunities.

Use this checklist to ensure you are doing everything within your control to impact your bottom line and increase your margins.



1. Reduce non-essential expenses

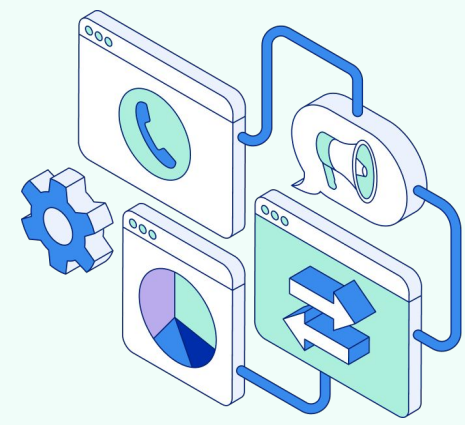
Take a look at all your spending, then identify anything that does not directly impact customer acquisition or service delivery. The goal is to deliver the level of service that will delight your customers. Many home service businesses could cut back on areas like rent, equipment, unnecessary personnel, or software subscriptions that aren't being used.



Start by looking at your recurring expenses and make a list of those not directly tied to revenue. Then, identify and prioritize areas you think you could cut costs.

2. Limit essential spending

Some costs—like licensing, wages, insurance, and marketing—are critical to running your business and staying in business. However, there are efficiencies that can be found in those areas too. For example, you can develop leaner marketing processes with tools like [Call Tracking](#) and [Conversation Intelligence](#). These tools can reduce your cost per lead (CPL) by 20%.



In mandatory areas, like insurance, take the time to get additional quotes to ensure your policy is competitive with other options on the marketplace. When margins are thin, every dollar of savings counts.



3. Improve conversion rates

Boosting conversion rates means you can increase sales without the trouble of generating more traffic. Are your current marketing efforts generating leads but you struggle to prioritize high-quality leads and successfully turn them into jobs? If so, get a better return from your marketing by improving conversion rates with AI-powered [Premium Conversation Intelligence](#). This product helps ensure leads don't slip through the cracks, allowing frontline teams to spend 50% less time qualifying them and to overcome common objections.



By recognizing and focusing on high-quality leads, you can increase conversions and sales.

4. Maximize the value of each job

Make the most of your existing leads and customers by learning more about your customers. For example, you may learn that customers would like to sign up for an ongoing sprinkler maintenance plan that puts turning sprinklers on, checking for issues, and winterizing sprinklers on autopilot.



Use what you learn to create upsell and cross-sell offers.



5. Drive referrals and repeat business

No cost-efficient growth strategy is complete without publicizing and improving on the great service you're already providing. At the end of every job, ask customers for feedback as well as to leave reviews. Review sites are a free marketing vector that can bring in new jobs as well as repeat business.



Read customer feedback and reviews, call transcriptions, and sentiment analysis for insights that can help improve your offerings and customer relationships.



Grow your business with smarter marketing and more efficient processes

There are a lot of growth factors that are out of your control—especially in today's inflationary economy. CallRail can help ease pressure on your business by optimizing your existing marketing efforts. Plus, better customer insights from conversations can improve customer experiences, generating referrals and increasing long-term growth.

[Try CallRail free today](#)