

Romexterra Construction Fire and Water Restoration Case Study

One of the biggest problems any business in the restoration industry must face is generating new leads. There are so many SEO companies out there that promise results, only to leave you disappointed.

Romexterra Construction Fire and Water Restoration is a small company with a strong reputation for providing quality water damage restoration work. They have been in business for thirteen years and currently have 28 employees, but are constantly trying to expand.

The main challenge lies in continuously generating productive new water damage leads. Trying typical PPC and SEO companies can be costly, with no guarantees that you'll see results—and the same goes for lead generation sites like Thumbtack, Homeadvisor, etc. While some of these were able to generate leads, the leads were unproductive and rarely led to new jobs.

With so many negative experiences (not to mention lost money) the decision to try 33 Mile Radius's services did not come easily.

The Process Problem

There are so many companies out there promising quality lead generation that it can be difficult and costly to find one that works for you. When you combine that with the expense and unreliability of regular marketing strategies, it can be hard to know what to do. Should you spend money on more advertising, or trust some other company who promises to deliver new leads? Any misstep can end up costing your business money, and results are never guaranteed.

Our client had already tried several methods for lead generation when they contacted us, but in the end, he was glad he took a chance.



To be honest, I was hesitant about joining with 33 Mile Radius... With so many lead gen companies that offer you everything and end up not fulfilling, 33 Mile Radius sounded too good to be true. However, my opinion completely changed once I started out with them.



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The Strategic Solution

Even though he was paying more per lead, by combining our lead generation services with our advice on [closing more calls](#) he was able to start closing leads at a much higher rate than before. One thing we are certain of is that better calling practices will allow you to close more leads. To that end, we provide professional advice that will allow you to develop a calling strategy that works for you.

At 33 Mile Radius, we hear thousands of calls each month. This enables us to really understand what turns a call into a solid lead. By choosing 33 Mile Radius, Romexterra Construction Fire and Water Restoration was able to receive a higher volume of quality leads—and close them! Our associates worked alongside our client to explain the process and make sure that everyone was on the same page. In no time at all, things were beginning to pick up.

The Result

Not many lead generation companies can offer such a high return on your investment, but 33 Mile Radius delivers. Last year our client spent \$30,000 with us and earned over \$400,000 in revenue—that's a 92% margin! When you consider that the average job from us is well over \$5,000 with an 85% closing rate you can clearly see that the profit outweighs the risk. That's progress!

If you are looking to get more leads for your local business like Romexterra Construction did give us a call at 1-888-594-8381 today



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