

# How To Turn Mold Leads Into High Value Jobs

Generating new leads is a challenge for any business, but this is especially true for companies within the restoration industry. With all of the SEO companies out there that promise results but don't deliver, it can be even more difficult to find one that can provide you with quality leads for mold damage restoration and remediation work. Our client, Real Pros, have been in business for only six years. This means that they are still in the early stages of developing a client base as well as continually proving themselves through quality work. This is necessary not only for their survival but also if they are to have any hope of expansion in the future. Generating new mold leads is challenging, however, and most companies (new or otherwise) know that the struggle can get very real. The logical choice is to hire an SEO or PPC oriented company, or use a service like Thumbtack, to generate leads for them—but those services can be both costly and ineffective. It was after trying several other disappointing lead generation avenues that Real Pros decided to give 33 Mile Radius a try. Real Pros requested to receive both water damage and mold restoration leads from our selection of lead generation services. That was two years ago, and we think the results speak for themselves.

## The Process Problem

Utilizing our mold lead generation system, Real Pros received a job that turned into an interesting (and profitable) opportunity. The woman who called was concerned about mold in her home. When our client sent their technician to the site, they discovered that mold had infested not only the entire attic but also the interior of the house! It turns out that what happened was that a water claim in 2013 was handled by a non-water-damage company. Roof damage had occurred, and although the roof was repaired correctly, the water was not properly cleaned up which resulted in a serious mold problem. What's a client to do?



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

A house full of mold can cause serious health problems for anyone unfortunate enough to be living with it. On top of that, mold remediation can often be costly to homeowners—averaging around \$7,500 per job. That's good news for contractors, but often leaves property owners reluctant to pay out of pocket. Here's our where things get creative. Because the badly handled previous water damage was the underlying cause of the mold problem, the savvy technician at Real Pros was able to turn the mold problem into a water damage claim with the insurance company.

This is just one of several mold calls that this client has been able to turn from a mold disaster into a high value water loss. The real trick is to find out “the story” behind the mold. You must act like a detective to find out where the mold started from. Was it a leak? Storm damage? A poorly-handled water cleanup like this job? With the right questions, you can typically uncover the truth.

## The Result

Because of our lead generation and the quick thinking of the service technician on site, Real Pros was able to turn an expensive mold remediation into a \$200,000 job paid for by the insurance providers! Good news for both our clients and theirs! This is just another example of how any opportunity can be turned into an advantage—and 33 Mile Radius is excellent at providing your business with new opportunities.

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



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