



5 RED FLAGS TO WATCH OUT FOR WHEN CHOOSING A HOME IMPROVEMENT OR HOME SERVICES LEAD COMPANY

When it comes to choosing a home improvement or home services lead company, not all lead generation companies are created equal.

Being in the industry for the past 10 years, we've seen why customers tend to have bad experiences. **The needs of the customer often don't line up with what the lead generation company can offer.** In this guide, we shed light on five red flags to watch out for when choosing a lead company so you can avoid wasting money on bad leads and gain better opportunities.

1 How Many People Are Sharing Your Leads?

Lead companies either provide exclusive or shared leads to their customers.

There's a big difference between the two.

Shared leads are generally passed out to endless numbers of contractors, increasing the competition for those specific jobs. The reason why lead companies do this is simple, they want to make more money. What do shared leads tell you about the company selling to you? Do you think they care more about your success or their profits? You be the judge.

Exclusive leads are opportunities that are only provided to one client, no one else. This massively improves contact rates for contractors, helping them gain more jobs. We only provide exclusive leads because we value our customer's success.

Know what you're paying by asking how your lead company sources their leads.

2 Who Does the Lead Credit Policy Really Benefit?

Most companies agree that wrong or incorrect contact information, disconnected phone numbers, and duplicate leads are creditworthy. However, there is a great disparity in what lead generation companies may deem as "*creditable*."

Bad credit policies are just bad business.

Here are things to consider when reviewing a credit policy:

- **The process:** Is the credit request process simple or does it require you to jump through hoops to submit a credit request?
- **The time frame:** How long or short will you have to wait for a response on your credit request?
- **The issuing of credits:** Will you receive a "*store credit*" which often has an expiration date or actual money returned to you?

3 Who's Controlling Your Leads?

In this business, immediacy is key to turning opportunities into sales. When you don't have control over when you receive leads, contacting fresh leads in an optimal time frame becomes challenging. If you're constantly activating and deactivating your account so you don't pay for leads at unwanted times, you or your team will inevitably make a mistake and end up with leads you don't want. Or even worse, you end up losing a genuine opportunity to your competitors.

4 Have You Read the Fine Print?

Some lead gen services aren't upfront about their fine print or terms and conditions. **You must find out the companies policies surrounding:**

- Contracts
- Setup and annual fees
- Cancellation processes
- Minimums on how much you are required to spend
- Limits on pausing your account

At the end of the day, lead companies are businesses. Just like your company, these policies are created to make sure that the lead company is profitable.

Know who you will be working with and spending your money with before signing with any new lead service.

5 How Many People Are Sharing Your Leads?

It is important to find lead companies that understand the necessity of optimizing their leads not only on a global level but also on an individual client level. That's why at conXpros, each customer is partnered with a dedicated account manager who understands their business and needs to help you find the best opportunities.

Most lead generation companies don't do this because it requires a lot of resources and time. When the primary objective for that lead company is focused on revenue and profitability, it is easy to understand why they make these choices. However, when the primary driver for the lead company is the client's success and results, the choice to optimize and improve results is a no-brainer.

Make the right choice. Choose a lead company that optimizes their sources and understands your business.


Experiencing Some Red Flags?

Talk to our team today about how we can help you gain exclusive opportunities for your home improvement business and stop wasting money on bad leads.

SCHEDULE A CALL

About conXpros

We are a boutique lead generation company for home improvement and home services contractors. We help our clients find genuine opportunities and acquire customers without wasting money on bad leads.

 (888) 205-9397

 info@conxpros.com

