



# A conXpros Case Study

Gutter Shutter, Southeast Wisconsin

**Gutter  
Shutter**

*"ConXPros understands that we are human and cannot pay for poor quality leads or we would simply go out of business."*

*- Taylor Walters, Gutter Shutter, Southeast Wisconsin*

## SUMMARY

Gutter Shutter came to conXpros after having tough experiences with impersonal lead generation companies providing non-exclusive leads. After working with conXpros, Gutter Shutter was able to significantly grow its pipeline and close more deals.

### Key Metrics

After partnering with conXpros, they were able to close between **65-75%** of their leads, thanks in part to their winning sales team but also conXpros's exclusivity.

**65 - 75%**

Closing Rate

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## CHALLENGES



Gutter Shutter struggled with generating quality gutter leads. Taylor Walters of Gutter Shutter in Southeast Wisconsin knew he could win clients with their high-quality work, but needed to improve brand awareness. Like other fields of home improvement, gutter work is hard to come by – in Taylor's words, "It's not every day someone wakes up and says 'I am going to buy new gutters today'; It is usually brought on by an event." Walters worked with mediocre lead generation companies that provided a poor customer experience and had no interest in crediting back faulty leads. Walters knew Gutter Shutter had to find a lead generation company that cared about its clients and only charged them for genuine opportunities.

## SOLUTIONS



Gutter Shutter decided it was time to give a lead generation company another go. Having heard about conXpros high-quality leads, they were pleased to discover conXpros was the real deal. Upon working with conXpros, Walters was immediately assigned her account manager, Rachel, that reached out right away. In Taylor's words, "She is so easy to work with, personable, and always takes care of any issues that have come up." Thanks to the conXpros account management system, her business felt consistently supported. In Walters's words, "ConXPros understands that we are human and cannot pay for poor quality leads or we would simply go out of business."



**Exclusive  
Leads**



**Lead Credit  
Policy**



**Account  
Management**

## THE RESULT



The influx of high-quality leads caused Gutter Shutter's lead-to-appointment ratio to greatly increase. Before working with conXpros, other lead generation companies were sending Gutter Shutter leads that were already on their 13th appointment. After partnering with conXpros, they were able to close between 65-75% of their leads, thanks in part to their winning sales team but also conXpros's exclusivity. Taylor still works with conXpros today because of our winning lead-credit policy, excellent customer service, and exclusivity. "Other lead generation services are just not as personable and understanding."