

CONTRACTOR CASE STUDY · RESTORATION

How we generated **\$434,642** in revenue for a Hawaii restoration contractor.

We're the lead-generation team for contractors: the ones who want visibility on every marketing dollar, clarity on what's working, and systems built to scale.

Here's two years of that work, told in one contractor's numbers.

TRADE

Water, fire & mold
restoration

SCALE

Multi-truck operation

PARTNERSHIP

Client since 2024

Two years. \$2.4M to \$3.6M.

Two years as their marketing team. Here's the arc.



\$2.4M → **\$3.6M**

WHEN WE STARTED ON PACE THIS YEAR

We've run the marketing for this Hawaii restoration contractor for over two years. A multi-truck operation with a strong reputation across their island.

When we started, they were doing \$2.4M a year. This year they're on pace for \$3.6M, a 50% climb with us in the marketing seat the entire way.

The growth is real. This document shows where it came from, and proves it in dollars, not dashboards.

What we bring to a contractor

Every contractor we work with gets the same three things, in this order:



Visibility in every dollar spent

You will know what each marketing dollar produced. For this client, that meant proving their Google Ads, which their own dashboard claimed drove 12 leads all year, were actually generating roughly 150 tracked calls. Every dollar accounted for.



Clarity in strategy

When we started, 73% of their revenue had no source attached: no way to know what was driving the work. We closed that gap. Now every lead ties to the channel that produced it, and the strategy follows the money.



Scalability in systems and processes

Growth breaks a business that can't hold it. We closed a 40% leak in their call intake, wired their tools into one view, and built the roadmap for what scales next: SEO, AI search, local dominance, paid, and social.

The system we run

The moving parts behind the numbers.

1

A website built to convert

Fast, mobile-first, emergency-ready. Ranked for damage searches across the towns in their service area.

2

Google Business Profile, run weekly

Categories, service areas, posts, review responses. Their single biggest source of tracked revenue.

3

Call tracking on every number

Every line on the site swaps by source. An ad call reads as an ad call. A map call reads as the map.

4

Call tracking wired into Jobber

Every call matched to a customer automatically. Revenue by source, updated daily.

5

An intake process that doesn't leak

The 40% of calls that used to slip away now flag the moment they come in.

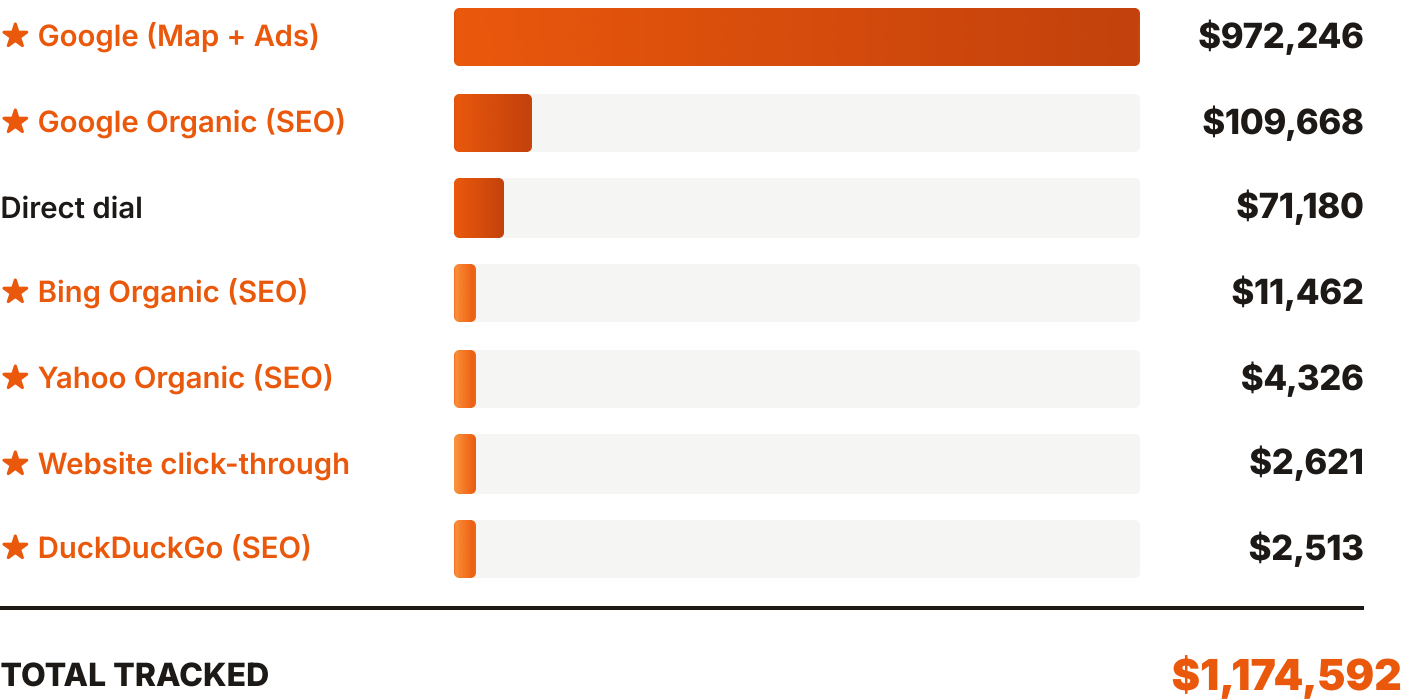
6

Built to be found by AI

Structured so their company shows up when someone asks an AI assistant for a restoration contractor in their area.

Where their tracked \$1.17M came from

12 months. Every dollar phone-matched to a real customer.



★ = channels our work directly owns or drives. That's 92% of the tracked revenue.

The return

What the marketing produced, in dollars from their own books.

Revenue traced to marketing channels, past 12 months **\$1,174,592**

Directly attributable to our work **\$434,642**

Return on their marketing investment with us

17x

Live pipeline right now, awaiting customer decisions **\$774,646**

That \$434,642 is deliberately conservative. It credits only 30% of the revenue from their Google Business Profile, a channel we manage end to end. Count it in full, and the figure attributable to our work passes \$1,000,000.

What that looks like in real jobs

Not conversion rates. Real quotes and invoices from their book. The amounts are real; the identities stay private.

\$42,000 quote, out for response right now.

Came in through a form on their website in July. Landed in Jobber the same day with the source already attached. Assessment scheduled inside 24 hours.

\$14,000 quote, out since June.

Same website intake path. Sitting in the pipeline, waiting on a signature.

\$9,800 approved, first invoice paid.

A repeat customer who started as a website form fill and grew into a multi-quote job.

Five more just like these.

All started as a tracked call or a website form. All matched by phone number to real invoices in their book.

The name ChatGPT gives.

The newest place a customer decides who to call isn't Google. It's an AI chat. Most contractors are invisible there. This one isn't.

Invisible in AI

WHERE THEY STARTED



The name ChatGPT gives

WHERE THEY ARE NOW

Ask ChatGPT for a restoration company in their market, and this contractor comes up ahead of Servpro and its 2,400 locations.

That's an edge almost no contractor has yet. When the AI names you, the lead shows up already trusting you, half-sold before they call. It's the same play we'd run for you: structured so the assistants your customers now ask first find you, cite you, and hand you the lead.

What you're probably thinking

Three objections we hear from every contractor. Answered straight.

"My work comes from referrals. Marketing doesn't move the needle for me."

This contractor believed the same thing. Then we tracked it. Google alone drove \$972,000 of their revenue in twelve months. Referrals are real, but they were the floor, not the ceiling. The growth came from the channels they couldn't see.

You can't grow what you don't measure.

"I've paid an agency before. They couldn't prove a thing."

Most agencies report clicks, impressions, and 'engagement.' We report dollars, matched by phone number to real invoices in your job system. Every figure in this document came straight from the client's Jobber. If we can't tie it to revenue, it doesn't go on the page.

Clicks don't pay your crew. Booked jobs do.

"I'm already busy. I don't need more leads."

Busy isn't scaled. This contractor ran a multi-truck crew and still had idle days: 40% of their inbound calls were leaking out before anyone worked them. We didn't just add leads. We plugged the holes, then built the roadmap to grow on purpose.

More revenue you can see and control, not more noise.

The playbook is the same for every contractor.

What we built here isn't restoration-specific: visibility on every dollar, clarity on what's working, and systems built to scale. That's how we run lead generation for contractors.

The roadmap from here is the same one we'd build for you, layered in the order that compounds:

SEO

AI Search (AIO)

Local (GEO)

Paid Media (PPC)

Social

Book a 15-minute call. We'll open your numbers together and show you what's leaking, and where your next dollar of growth comes from.

blake@advocate1917.com

ADVOCATE 1917 · BLASHTON LLC