

Remodeler Jobsite Marketing Guide



How to get more **leads, estimates, sales,** and **referrals,** from the jobs you already have

RenoProManagement.com

1. Jobsite Marketing Mastery Checklist + Scripts

This checklist operationalizes your jobsite marketing so that anyone you give this checklist to, can produce the same results that you would.

Pre Job

- 4x8 Banner Placed As Close To Street As Possible Before Starting Day 1
- Neighborhood Introduction Script Before Starting Day 1

Pre Job

- Branded Trailer At Job Site
- Branded Pop Up Tent Being Used
- Wearing Uniform Shirts
- Wearing Uniform Hats
- Wearing Uniform Hoodies
- Crew Is Using Car Magnets

Pre Job

- Cabinet Stickers Placed On 1/3 of Cabinet Doors
- 18"x24" Yard Sign Placed
- Asked Customer For UGC
- Asked Customer For Review
- Door Hangers Placed On Houses On Street

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Neighbor introduction:

You're using your presence to justify introducing yourself, citing potential inconveniences like parking or noise, to build rapport and raise awareness of your business. If not home, leave a handwritten letter in the mailbox with a business card.

Script:

knock

"Hi I'm from *Company Name* and we're building a *Project Type* for your neighbor *first name*"

"I just wanted to give you our contact info in case our trucks get in the way of our compressor, generator, or saw is too loud so you can let us know..."

hand them a business card

"Our number is on the back, you can call or text, if you have any issue, have a great day!" *smile*

Where to Use The Script:

Jobsite



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Next we'll cover the remaining parts of the checklist, giving a bit of insight, links to examples, and customizable templates

4'x8' Banner:



Most businesses opt for small yard signs, and while we do recommend you use a yard sign upon leaving, 4x8 vinyl banners are much more visible.

You can customize this template: [Become a Reno Pro To Get Access!](#)

You can get a banner here: [4x8 Vinyl Banner Printing](#)

Branded Job Trailer:



Remodelers use enclosed trailers for tools and materials, but overlook a key opportunity: a vinyl wrap can transform your trailer into a billboard, attracting attention at jobsites, on the highway, and when parked.

Branded Pop Up Tent:



Again, many crews already use these tents as covered workspaces, but miss out on the opportunity to brand them. For a bit extra you can have one branded to your company colors.

Here's a link to brandable tents: [Branded Tents Link](#)

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Wearing Uniform Shirts, Hats, and Hoodies:

Two crews standing side by side: one in uniform hats, shirts, and hoodies, the other in mismatched, paint-stained clothes. The instant impression is that the uniformed crew will be better.

Here's a link to get custom uniforms: [Custom Uniforms](#)

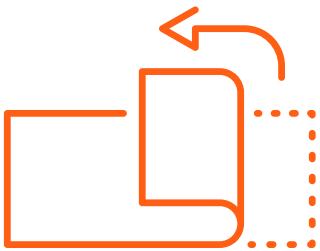
Crew Has Car Magnets On Vehicles:



Essentially another rolling billboard. For just a few dollars you can spread the word of your company to passers by. Plus for the crew's benefit, they are easily removable.

You can customize this template: [Become a Reno Pro To Get Access!](#)
You can get 24"x36" the magnets here: [Car Magnets](#)

Cabinet Stickers Placed:



These simple stickers include your business name and phone number. When placed on $\frac{1}{3}$ of the cabinet doors, customers are reminded of the great work you did for them for years to come, and will think of you the next time they consider remodeling.

You can customize this template: [Become a Reno Pro To Get Access!](#)
You can get 1"x2" the stickers here: [Cabinet Stickers](#)

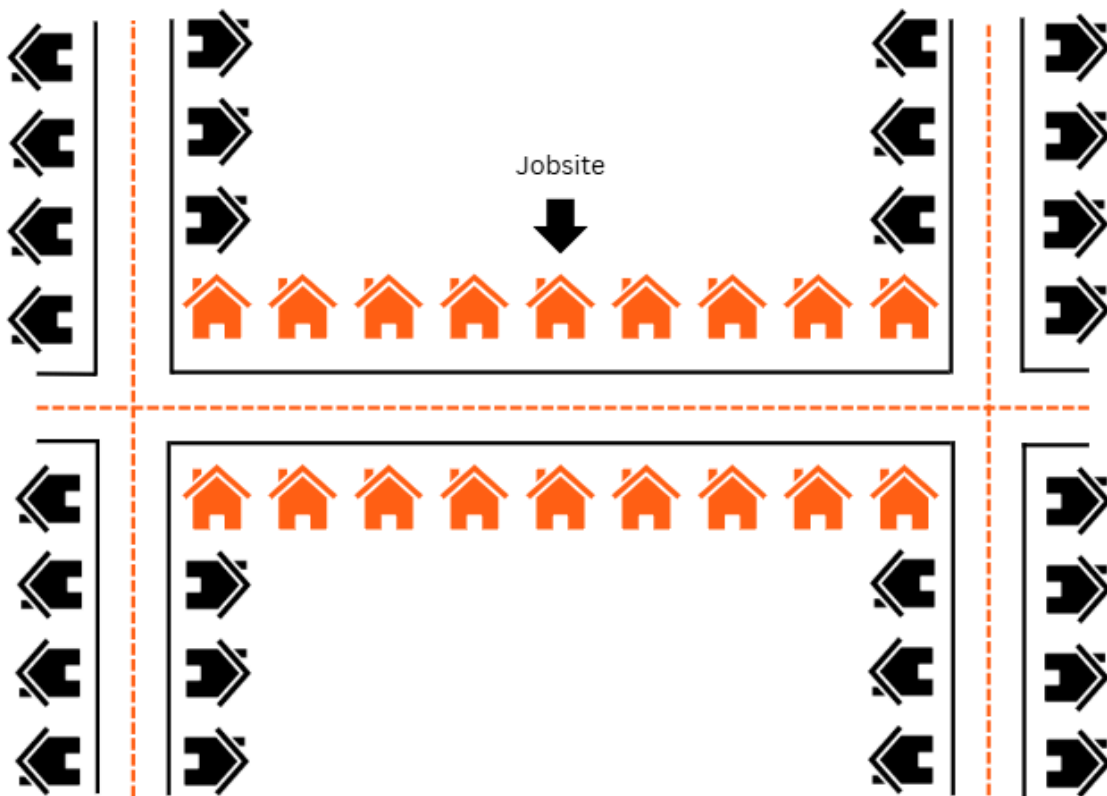
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Door Hangers:

Almost everyone has seen a door hanger before. We recommend placing these on the front door of every house on the street you have worked on. Reference the diagram below.

You can customize this template: [Become a Reno Pro To Get Access!](#)

You can get the door hangers here: [Door Hangers](#)



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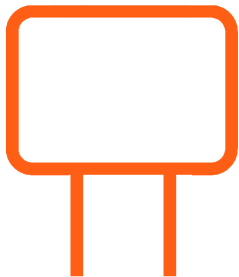
Customer UGC:

UGC stands for User Generated Content. For remodelers, the main focus should be video testimonials about 1 minute long and photos.

When facing pushback, offer a \$50-\$100 incentive. Though it seems costly, the perpetually usable UGC for ads, websites, and social posts can yield a high return—even one new customer from a \$50 video could fund 100 more.

You can customize this template: [Become a Reno Pro To Get Access!](#)

You can get a poster here: [UGC Poster](#)



Yard Sign:

Again, almost everyone has seen one. This acts as an advertisement for your business once you have left the customer's house, and can be removed at their discretion.

You can customize this template: [Become a Reno Pro To Get Access!](#)

You can get the signs here: [Yard Sign](#)

Remodelers, It's Time To Take The Next Step...

Become A Reno Reno Pro and Grow Your Business

- No more low balling jobs in order to fill up your calendar
- No more slow season during the winter
- No more inconsistent cash flow or bank account anxiety
- Get proven strategies that worked for dozens of remodelers
- Book jobs months in advance while also increasing your prices

Click To Start Now