

STARTER TIER

EXCLUSIVE PARTNERSHIP PROPOSAL

10–15 EXCLUSIVE ROOFING LEADS. PLANNING RANGE EACH MONTH.

Facebook / Meta ads placed and managed for you, plus Slack follow-up on performance—not a full CRM build. Homeowners in your territory, requesting inspections. No shared leads in our network. Performance guarantee on qualified leads.

\$1,500

per month

Core delivery as listed. Cancel per agreement terms.

WHAT YOU GET

- **Typically 10–15 exclusive leads/month** (market-dependent)—homeowners in your agreed ZIPs or radius; never shared with competitors in our network.
- **Meta ad placement & campaign management** — we build, run, and optimize your Meta ads weekly.
- **Meta Lead Form setup** — fast launch; leads flow to your notifications / sheet as agreed.
- **Slack follow-up** — performance notes, lead-quality checkpoints, quick questions between weekly summaries.
- **Weekly lead delivery summary** — volume, source, and notes in one place.
- **Monthly performance report** — spend, CPL trend, and next-month tests.
- **Exclusive territory lock** — one contractor per city at this tier when available.

YOUR ROI CALCULATOR

Metric	Value
Leads per month (mid-range model)	12
Your close rate	25%
Jobs closed	3
Avg job value	\$11,000
Monthly revenue from leads	\$33,000
Your investment	\$1,500/mo

Net ROI multiple (revenue ÷ fee)	~22x return
----------------------------------	--------------------

* Illustrative only. Volume varies by market and season. Many contractors see higher close rates.

HOW IT WORKS

<p>01 We build</p> <p>Lead forms + ad creative + targeting plan live in ~7 days.</p>	<p>02 We launch</p> <p>Targeted Meta ads to homeowners in your territory.</p>	<p>03 You receive</p> <p>Exclusive leads in real time —call within minutes.</p>	<p>04 You close</p> <p>Your speed-to-lead drives contact rate and closes.</p>
---	--	--	--

PERFORMANCE GUARANTEE

If we don't deliver **10+ QUALIFIED LEADS** in your first 30 days — month 2 is **50% OFF**. No questions asked.
Qualified lead = homeowner, in your service area, requested a free roof inspection (definition signed on day 1).

BEST FIT IF

- You can handle a steady flow of new inspections as you scale
- You want exclusive leads—not shared with several competitors
- You're testing Meta before a larger retainer (Growth)
- You call new leads within 5–10 minutes

NOT THE RIGHT FIT IF

- You can only take 1–2 jobs/month right now
- You can't respond to leads same day
- You need custom landing + full CRM (see Growth tier)

[Your Name] · [your@email.com] · [Phone Number]
 [YourAgencyName.com] · Book a 15-min call today

Results vary. ROI is illustrative. One contractor per territory—availability limited. Custom landing and GHl setup available on Growth tier.

GROWTH TIER — RECOMMENDED

EXCLUSIVE PARTNERSHIP PROPOSAL

20–25 EXCLUSIVE ROOFING LEADS. PLANNING RANGE EACH MONTH.

Full Meta campaign management, custom landing, and CRM notifications—built for roofers who want predictable volume without overpromising on day one.

\$2,500

per month

Everything in this tier included. Cancel per agreement terms.

WHAT YOU GET

- **Typically 20–25 exclusive leads/month** (market-dependent)—homeowners in your ZIP codes; never shared with competitors.
- **Full ad campaign management** — 2 ad sets / angles A/B tested; we optimize weekly.
- **Custom landing page** — high-converting page with your branding, offer, and form.
- **GoHighLevel CRM setup** — every lead flows into your pipeline with instant SMS notification.
- **Bi-weekly strategy calls** — 30-min calls to review performance, leads, and next steps.
- **Monthly ad creative refresh** — 3 new ad variants every month based on what's converting.
- **Exclusive territory lock** — your area is yours while engaged.

YOUR ROI CALCULATOR

Metric	Value
Leads per month (mid-range model)	22
Your close rate	25%
Jobs closed	5
Avg job value	\$11,000
Monthly revenue from leads	\$55,000
Your investment	\$2,500/mo
Net ROI multiple (revenue ÷ fee)	~22x return

* Conservative job count (5 vs 5.5 at 25% close). Actual leads and closes vary.

HOW IT WORKS

01 We build

Landing page + ad creative + CRM ready in 7 days.

02 We launch

Targeted Facebook ads live to homeowners in your territory.

03 You receive

Exclusive leads delivered directly into your pipeline, in real time.

04 You close

Call leads within 5 min. Target high contact rate with fast follow-up.

PERFORMANCE GUARANTEE

If we don't deliver **20+ QUALIFIED LEADS** in your first 30 days — month 2 is **50% OFF**. No questions asked. *Qualified lead* = homeowner, in your service area, requested inspection.

BEST FIT IF

- You have capacity for several new jobs per month and want to scale
- You want exclusive leads—not shared with multiple competitors
- You're buying shared leads from marketplaces today
- You have solid reviews and follow up fast

NOT THE RIGHT FIT IF

- You can only handle 1–2 jobs per month right now
- You're not able to call new leads within 5–10 minutes
- You need appointment-setting + reputation mgmt (see Domination)

[Your Name] · [your@email.com] · [Phone Number]
[YourAgencyName.com] · Book a 15-min call today

Results vary. ROI is illustrative. One contractor per territory—availability limited.

DOMINATION TIER

EXCLUSIVE PARTNERSHIP PROPOSAL

30+ EXCLUSIVE ROOFING LEADS. WHEN YOUR MARKET SUPPORTS IT.

Full-funnel Meta acquisition plus CRM automation, follow-up sequences, and appointment support. Built for roofers who are ready to scale—not dabble—without promising unrealistic overnight volume.

\$4,500

per month

Full-stack partnership. Terms in master service agreement.

WHAT YOU GET

- **Typically 30+ exclusive leads/month** where capacity and market allow (scaled to you).
- **Full funnel** — ads + custom landing page + GoHighLevel CRM + pipelines.
- **SMS + email follow-up sequences** — nurture and recall until your team connects.
- **Appointment-setting support** — outbound to new leads per agreed SLA (scope in contract).
- **Weekly strategy calls + reporting dashboard** — visibility on CPL, volume, and pipeline.
- **Reputation management layer** — review requests / monitoring as specified in onboarding.
- **Monthly creative refresh** — multiple new variants; aggressive testing cadence.
- **Exclusive territory lock** — your metro is yours while engaged.

YOUR ROI CALCULATOR

Metric	Value
Leads per month (planning model)	32
Your close rate	25%
Jobs closed	8
Avg job value	\$11,000
Monthly revenue from leads	\$88,000
Your investment	\$4,500/mo

Net ROI multiple (revenue ÷ fee)	~20x return
----------------------------------	--------------------

* Model uses 32 leads/mo at 25% close. Actual leads vary by market, creative, and ops. Requires capacity to absorb volume.

HOW IT WORKS

<p>01 We build</p> <p>Funnel, automations, ads, and booking workflows in ~10–14 days.</p>	<p>02 We launch</p> <p>Multi-ad-set campaigns + retargeting where appropriate.</p>	<p>03 You receive</p> <p>Leads + appointments flow to your team in real time.</p>	<p>04 You close</p> <p>Sales team runs estimates; we optimize messaging and volume weekly.</p>
--	---	--	---

PERFORMANCE GUARANTEE

If we don't deliver **25+ QUALIFIED LEADS** in your first 30 days — month 2 is **50% OFF**. No questions asked. *Qualified lead* = homeowner, in your service area, requested inspection (same definition as other tiers; signed on day 1). Volume targets may adjust after 60 days based on capacity.

BEST FIT IF

- You run multiple crews and can absorb steady new estimates
- You want maximum pipeline, not "just ads"
- You're ready for weekly calls and faster creative cycles
- You've outgrown Starter/Growth and want upsell leverage

NOT THE RIGHT FIT IF

- You can't staff phones / calendars for higher lead volume
- You won't commit to same-day lead contact SLAs
- You're not yet comfortable at Growth-tier volume

[Your Name] · [your@email.com] · [Phone Number]
 [YourAgencyName.com] · Book a 15-min call today

Results vary. ROI is illustrative. Appointment-setting scope defined in writing. One contractor per territory—availability limited.