



FOR HOME-SERVICES COMPANIES

More booked jobs. Less wasted advertising.

One accountable partner for your advertising, the pages that convert it, and a clear view of the jobs that follow.

Starfish Growth · from Starfish Engineering



WHERE WE START

You don't buy ads. You buy booked jobs.

Impressions, clicks and landing pages only matter if they keep your crews busy with profitable work. So every engagement starts with the economics of one completed job, and everything we do is measured against it.



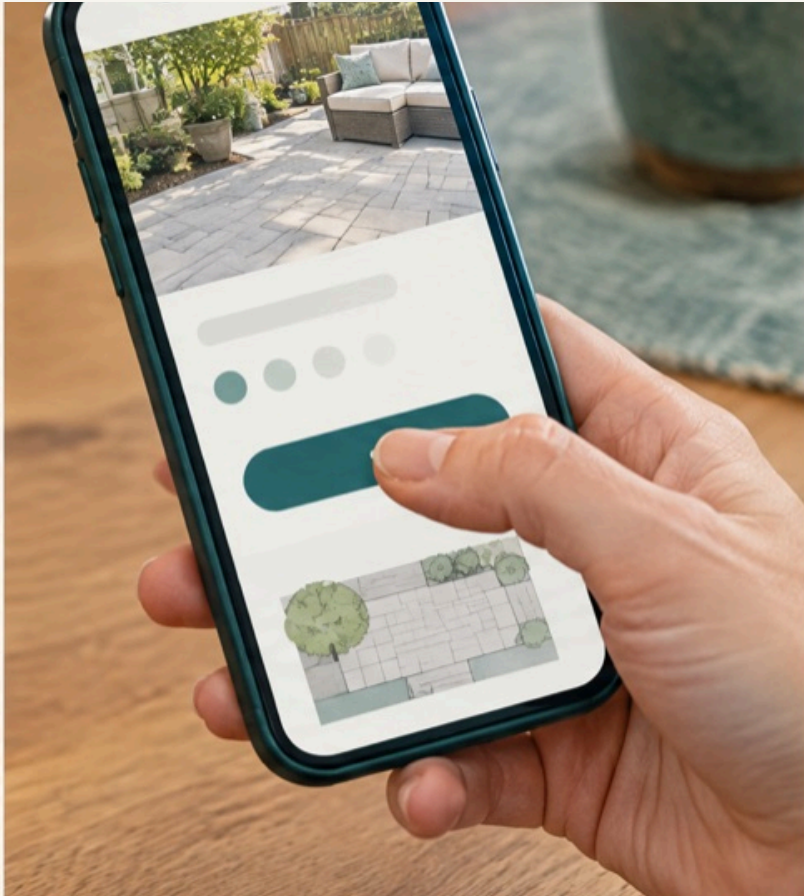
THE PROBLEM

Most of the opportunity is lost between the click and the signed job.



Click	Ads run in one account and get judged on clicks.
Lead	Calls and forms arrive through several channels. Some never get answered.
Estimate	Follow-up lives in a phone or a CRM, out of sight of the marketing.
Job	Nobody can say which spending turned into revenue.

One accountable partner, from click to job.



WE BUILD AND OPTIMIZE

Reach

Ads and targeting

Engage

Landing experience

Inquire

Calls and forms

YOU CLOSE AND DELIVER

Progress

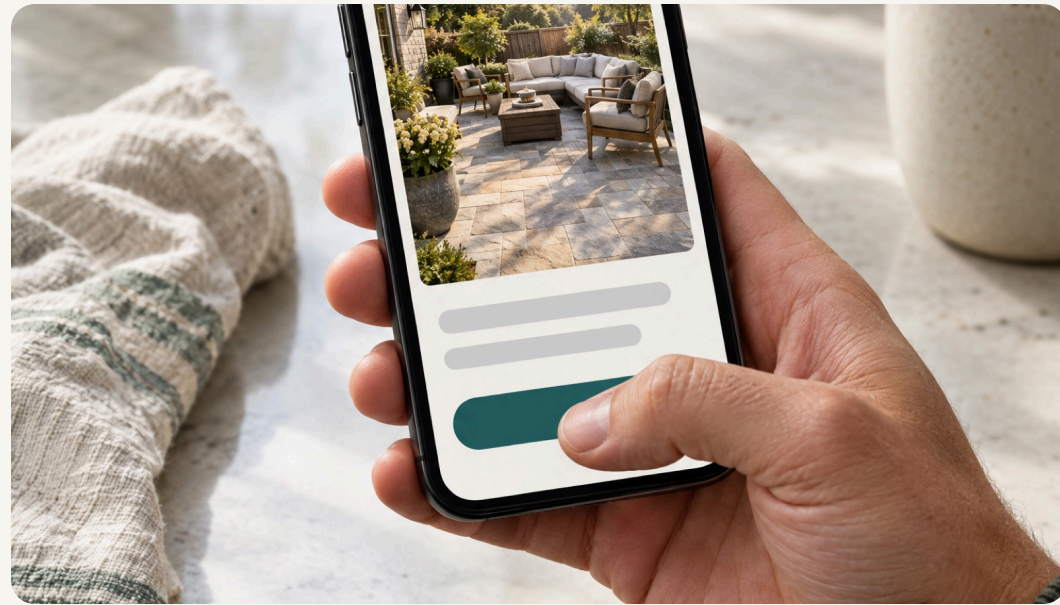
Follow-up and estimates

Win

Booked work

WHAT YOU GET

Three jobs, run as one system.



Acquire demand

Campaign strategy and management, channel selection, creative testing and budget discipline.



Convert demand

Fast, mobile-first landing pages, clear offers, call and form capture, and simple ways to book.



Improve outcomes

Attribution to qualified leads and estimates, plain-language reporting, conversion tests and a monthly review.

HOW YOU'LL SEE RESULTS

Reported in booked jobs, not clicks.

Media spend

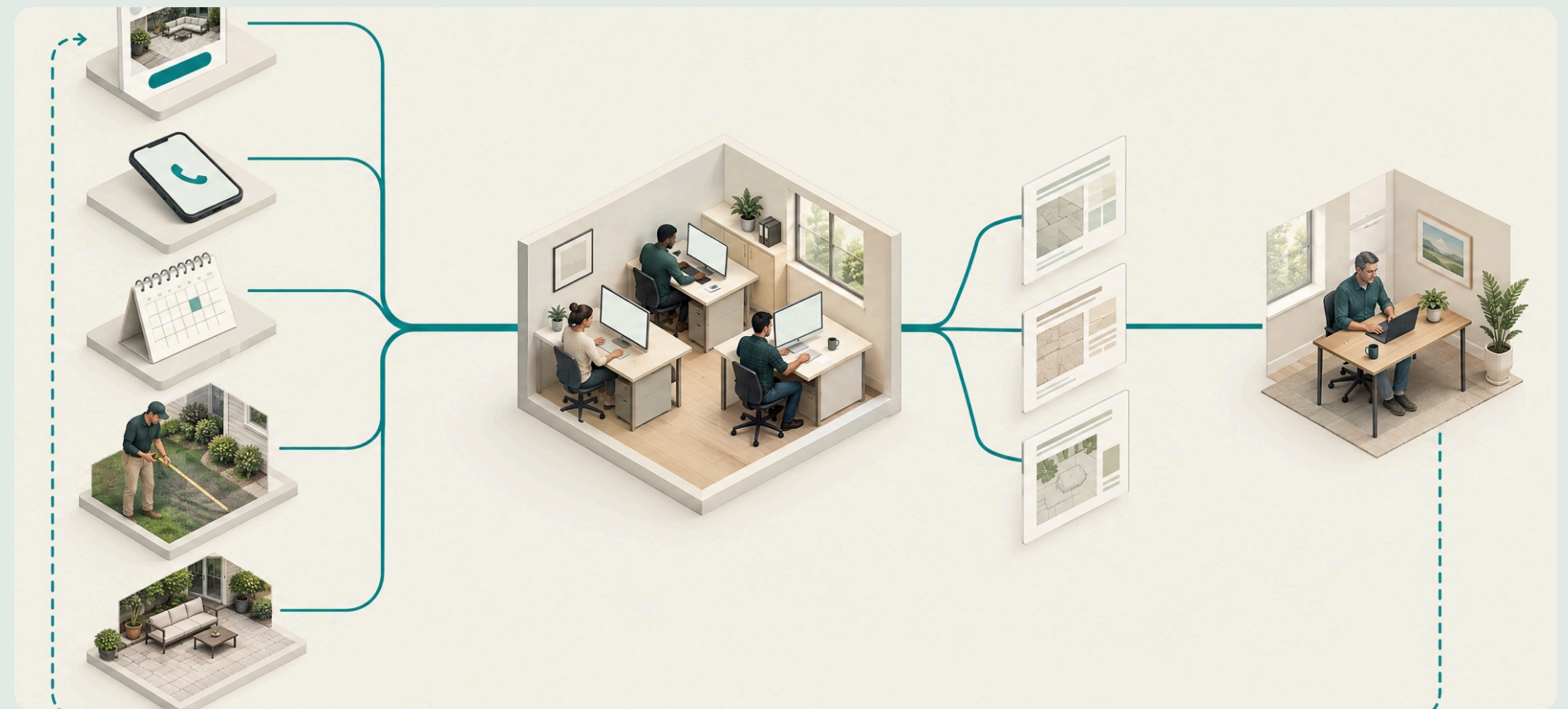
Cost per qualified lead

Contact rate

Estimates and appointments

Booked jobs

Gross profit after acquisition



Behind the scenes, every inquiry keeps a record of the ad that started it, through to the estimate and the job. Where an outcome can't be verified, the report says so.

CLEAR ACCOUNTABILITY

Everyone knows who owns what.

We run

- Campaign execution
- Landing pages and UX
- Tracking and measurement
- Testing and optimization

You run

- Response speed
- Quoting and estimates
- Sales
- Fulfillment



Shared reporting connects the stages, without promising results outside either side's control.



Built for estimate-led home services.

THE WORK

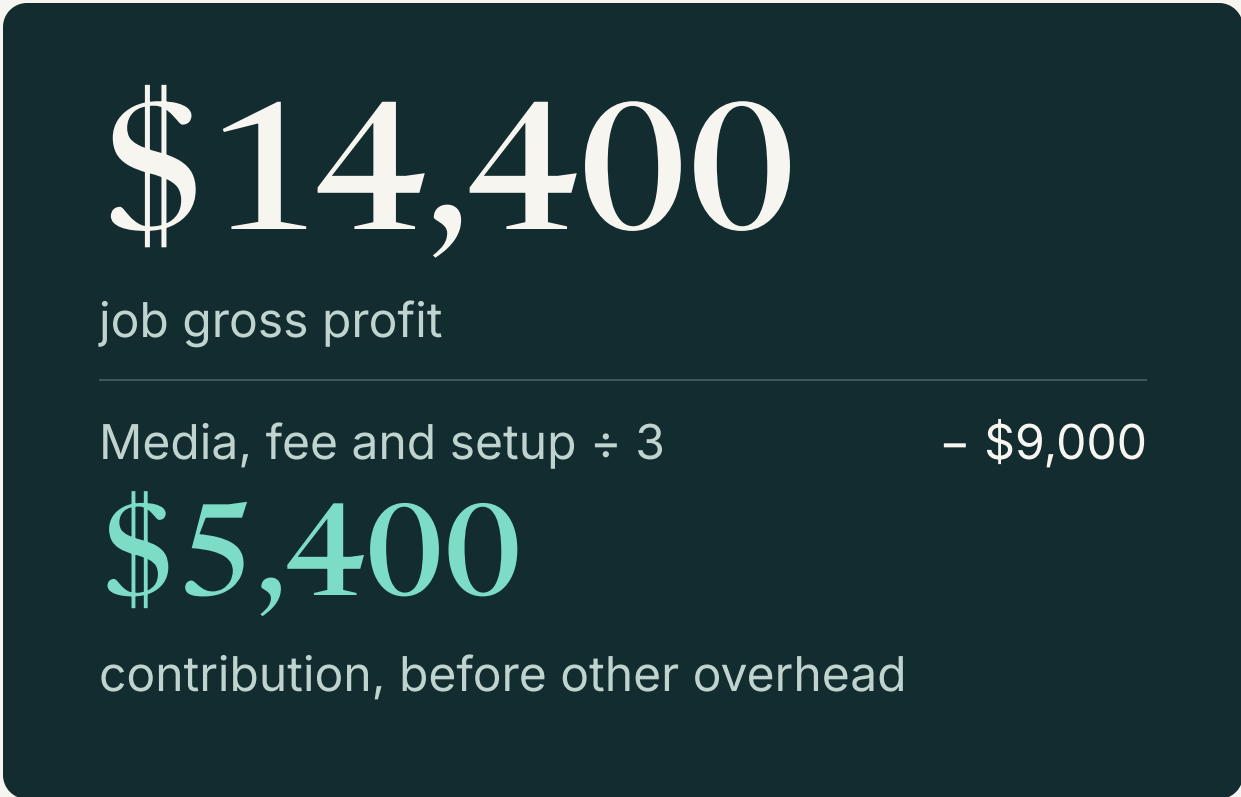
- Patios and hardscaping
- Fences and decks
- Exterior painting
- Select installations

THE STRONGEST FIT

- Healthy job margins and meaningful job value
- Crews with capacity for new work
- Fast, reliable response to calls and inquiries
- \$4,000–\$8,000 a month to invest in advertising
- An owner or GM committed to measuring results

ILLUSTRATIVE ECONOMICS

What one month can look like.



Modeled scenario, not a forecast. Benchmark: LocaliQ, home-services search ads, median cost per lead \$90.92 across 3,211 U.S. campaigns, with wide variation by trade.

YOUR NUMBERS

Then we run it with yours, before you spend.

Input	Example	Yours
Average job value	\$4,000	\$[____]
Gross margin per job	40%	[____]%
Cost per lead	\$100	\$[____]
Leads reaching an estimate	30%	[____]%
Estimates won	50%	[____]%
Monthly media and fees	\$9,000	\$[____]
Jobs to break even	≈ 5.6	[____]

Break-even jobs = monthly media and fees ÷ gross profit per job. Example: \$9,000 ÷ \$1,600.



Simple fees. Clear economics.

LAUNCH

\$1,750

per month, management

One service, one service area and one primary channel.

Setup: \$2,500

Ad budget / month: \$3,000–\$5,000

GROWTH

\$2,500

per month, management

More testing, more budget to steward and closer work on lead handling.

Setup: \$3,500

Ad budget / month: \$5,000–\$15,000

SCALE

From \$3,500

per month, management

Several services or markets, additional channels and deeper CRM integration.

Setup: From \$5,000

Ad budget / month: \$15,000+

Ad budget is additional, paid directly to the advertising platforms through accounts you own. Final scope and fees are confirmed in your pilot proposal.

No percentage of ad spend. No pay-per-lead.
You own the accounts, the data and the
budget.

A flat fee keeps our attention on your booked work, not on spending more or counting duplicate leads.



HOW WE START

A 90-day pilot, built to earn the renewal.

01

Set up

Kickoff and baseline, account review, tracking, one landing experience and lead routing.

03

Run and improve

Weekly operating checks, budget pacing and conversion tests, with short, clear updates.

02

Launch

A test inquiry runs end to end into your report before we go live.

Day 90

Decide with data

A business review in booked jobs and economics, then a clear decision on what's next.



What we guarantee, and what we won't.

FROM DAY ONE

- Tracking that works, tested end to end
- Clear, regular communication
- Disciplined experiments, with your approval
- Timely escalation when something breaks

NOT BEFORE THE EVIDENCE

A fixed cost per lead, or a sales volume, before your market's data exists. Results depend on both sides of the handoff, and the reporting shows you where each one stands.

WHO'S BEHIND IT

Design and engineering, applied to your growth.

Starfish Growth comes from Starfish Engineering. Websites, UX, automation, integrations and security are what we build every day.

CUSTOMER-FACING EXPERIENCE

RezPro

Home-services website and UX work: polished digital buying experiences, designed and engineered.

OPERATIONAL AUTOMATION

2URN Marketing

Replaced spreadsheet-based management with an internal web application that monitors operations across roofing advertising clients.

NEXT STEP

Start with a growth assessment.

A short review of your marketing, lead handling and job economics. You'll see where inquiries are being lost and how many extra jobs it takes to break even. It ends in a scoped pilot proposal.

FIVE QUESTIONS WE'LL ASK

1. What's an average job worth, and what do you keep?
2. Which services and area do you want to grow?
3. How much capacity do your crews have?
4. How are calls and forms handled today, and how fast?
5. What do you spend on marketing now, and where?

[Request your growth assessment ↗](#)

starfish-growth.vercel.app/apply

