

Tree Care, Roofing, Siding, & Window Marketing Expert Reveals Simple Strategy to Increase Closure Rates & Sales by 30%

TLT provides high-quality leads for over 700 companies. The company's founder, Don Dowd, is sharing a simple strategy that can vastly increase closure rates.

EXTON, PA, USA, May 28, 2024 /EINPresswire.com/ -- Tree Leads Today (TLT), a division of Pay4Leads Inc., founder Don Dowd is revealing a simple system that he says can increase sales by 30% overnight. The system involves sending a follow-up letter to homeowners who have received an estimate for the tree care company's services. Dowd refers to this system as "the 60-cent salesperson".

Don Dowd, a seasoned entrepreneur and expert in the home improvement industry, explains that this straightforward system involves sending a personalized follow-up letter to homeowners who have received an estimate for roofing, siding, or window services.

"The company is already paying for the lead, and the homeowner has already expressed enough interest in receiving an estimate," says Dowd. "The 60 cents or so that you spend on paper and stamps is the best money you could ever spend to turn that lead into a sale."

Pay4Leads Inc. has seen remarkable success by expanding its services beyond the tree care

The logo for Pay4Leads INC, featuring the word "Pay4Leads" in a bold, blue, sans-serif font, with "INC" in a smaller, green, sans-serif font to the right.

industry, now providing marketing support to various home improvement sectors. Dowd believes that this follow-up system can be particularly effective for any service company, especially those in the roofing, siding, and window industries.

Here are the steps that Dowd lays out to successfully make this system work:



1. Use a white plain #10 envelope with a first-class stamp. Purchase a large supply of these ahead of time along with enough paper to print out a sufficient number of copies of the letter.
2. Customize this letter with company information. (Copy it directly from this article or contact Pay4Leads Inc. to get a free copy emailed)
3. Print out a bunch of follow-up letters ahead of time based on the number of estimates that is typically done each week/month. Have an estimator sign each letter personally, then stuff the letter into one of the envelopes.
4. Do NOT put a return address on the outside of the envelope. There is no requirement to put a return address on the envelope if a first-class stamp is used. Not doing so will help ensure that the envelope gets opened.
5. At the end of each day, hand-write the name and address of every homeowner who received an estimate that day, place a first-class stamp on the envelopes, and mail them. By sending the letters the same day as the estimate, the customer will have it in hand usually within 24-48 hours, which is the perfect follow-up timeframe to remind them of the visit."

"Many companies don't even return calls or show up for an estimate," Dowd continues.

"Implementing this simple follow-up system sets your business up to outshine the competition. At this point, price becomes a lot less of a factor, because the homeowner knows they are dealing with a quality company, one that won't do shoddy work or leave stuff behind after the job is completed."

The follow-up letter system is hardly used in the industry, even though it is easy to implement and requires minimal resources. The system can be done by anyone in the company and requires no special skills or training.

"If it is a larger service company, the letters can be prepared in advance and kept in the office,

ready to be addressed and sent out each day," Dowd continues. "For smaller companies where the owner is the one going out and doing the estimates, for example, you can just keep the envelopes stuffed and on hand in your truck, then hand-write the address on them and mail them out at the end of the day."

Dowd's method has been tried and tested in his own business, and many of the companies he works with that are doing well into the 7 figures have also implemented it.

"When I implemented this system in my own company over two decades ago, I saw a 30% increase in sales virtually overnight, and those results are pretty typical. So, for example, if you send 1,000 of these letters, you could potentially land an additional 300 jobs. At \$15,000 per average roofing, siding, and window job, that could add \$4,500,000 in gross revenue to the company from 1,000 estimates and mailings."

Dowd believes his follow-up mailing system works so well not only because so few companies do it, but also because direct mail is generally a better way to follow up with customers than emails or phone calls.

"I've found that the personalized letter works more effectively than emailing or calling for doing follow-ups after an estimate. Emails can get buried, deleted, or end up in the spam box; and phone calls can seem invasive, especially if you catch somebody at the wrong time. A letter like this will almost always be opened, and it can be opened and read at the recipient's leisure."

To find out more about Tree Leads Today, go to <https://www.treeleadstoday.com>.

To find out more about Pay4Leads Inc., go to <https://www.pay4leadsinc.com>.

About Pay4Leads Inc.

Pay4LeadsInc. is a top provider of high-quality leads and marketing support for service companies throughout the US. Pay4Leads Inc. was founded by Don Dowd, a successful entrepreneur with over 30 years of experience in the industry. Don has built his success on innovative marketing strategies that help set him apart from the competition. He has built upon these strategies in developing a cutting-edge proprietary marketing program for various service industries. Pay4Leads Inc.'s proprietary solution has helped hundreds of companies to grow their business and maximize ROI.

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