



# 4 TIPS FOR SUPERCHARGING YOUR REPUTATION

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## PRACTICAL STEPS FOR INCREASING REFERRALS AND REPEAT BUSINESS

For professional remodelers, having a great reputation is critical for generating referrals and long-term success. Here are four practical tips for building, maintaining, and amplifying your reputation for doing great work.



# 1. ACTIVELY MANAGE ONLINE REVIEWS

It's a simple fact that customers rely on online reviews to find and choose contractors. It's critical that your business's online presence both gets you noticed and shows you in an accurate and favorable light. The first steps are to take control of your presence by claiming your business on the major review sites and setting up pro pages. This ensures the contact information and other details about your business are accurate and up to date. Here are several popular sites for reviews:

- **Yelp**
- **Angie's List**
- **HomeAdvisor**
- **Google Reviews**
- **Facebook**
- **Thumbtack**
- **Houzz**
- **Nextdoor**



It may take a little time to set up the pro pages, but once you've written the description for your business for one site, you should be able to put that same description into the other pages. Be sure to set notifications on each of them to automatically email you when a new review for your business is posted.

When a review is posted, you or someone on your team needs to respond to it quickly. If the review is positive, thank them and tell them what a pleasure it was to work with them. If it's negative, or even lukewarm, respond to it on the site or call them to see how to make it right. If you ever receive an unfair or false review that you can't convince the homeowner to take down or modify, most sites have a process for reviewing and removing them.

## 2. BUILD YOUR PROFESSIONAL NETWORK

Customers also often ask the professionals they already work with if they can recommend a remodeler. Get yourself known and respected by other contractors and specialty tradespeople and you'll be who comes to mind when a homeowner asks them for a remodeling contractor recommendation.

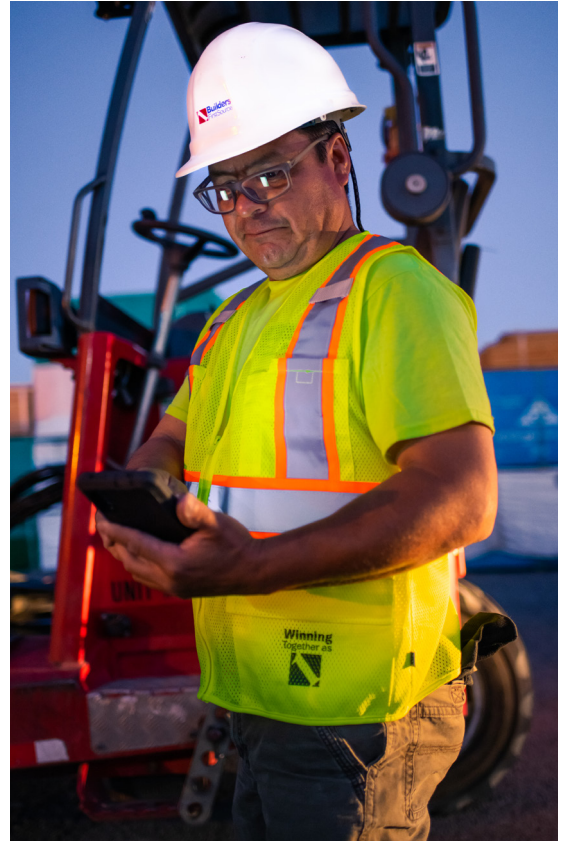


**While the quality of your work is essential, it's just one part of the referral equation.** Another large factor is how you interact with the people you interact with on the job—subcontractors, tradespeople, and even the kid you hired to clean up. Friendliness, helpfulness, and respect go a long way in the impression you make with other pros.

Similarly, get to know established builders and remodelers in your market. When they have a remodel project that they decide to pass on, they're going to want to refer the homeowner to another contractor they know who would be great for that project. An effective way to connect with other remodelers and builders is to join and be active in the local chapters of organizations such as the National Association of the Remodeling Industry (NARI) and the National Association of Home Builders (NAHB). In addition, there's likely a private Facebook group for pro remodelers in your area. If there isn't one, put yourself in the center of the action by starting it up. Plus, let your BFS rep know the types of jobs and customers you're looking for and the types of pros you want to get to know. They're a great resource for trends, developments, leads, and connections in your market.

### 3. KEEP IN TOUCH WITH PAST CLIENTS

Repeat business is one of the biggest contributors to long-term success. Make sure the family who loves the bathroom you just completed thinks of you in two years when it's time to put on an addition. That process starts the day the job is done with one of the simplest, lowest-cost, highest-impact things you can do for making a lasting positive impression: a thank-you card. Mail them a handwritten note that thanks them for their business, reminds them you really appreciate referrals (include a few business cards), and requests that they give you a review on the sites they frequent. Bonus pro tip: Don't enclose your final invoice. Send that separately.



**Staying connected doesn't stop there.**

Check in with them several times after the job is complete and fix any issues they may have noticed. After that, send some sort of communication every three to six months—a holiday card, a postcard with photos of your latest project—anything to stay top of mind for them when the idea to do another renovation arises.



## 4. EARN IT. EVERY DAY.

Simply put, five-star craftsmanship and service are what get five-star reviews and enthusiastic recommendations. And never forget that when someone refers a customer to you, they're putting their own reputation on the line. Your extra dedication and effort will pay off in the long run.



### **Count on BFS Pro Remodel Services**

for the products, expertise, and hustle to help you consistently deliver the quality work and customer care that earn great reviews.

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