# Home services industry faces new challenges as marketing landscape evolves



The home services industry, particularly in the United States, has witnessed remarkable growth in recent years, igniting discussions around the challenges that now surface as market dynamics shift. Scott Berman, the founder and owner of Florida Window and Door, expressed concerns regarding the sustainability of the current marketing landscape in a detailed commentary for Qualified Remodeler. He indicated that businesses must prepare for increasing marketing costs and rising competition for lead generation, changes that will be felt acutely in the forthcoming years.

Berman noted, "All home service companies, regardless of size, must come to the realisation that in the coming years marketing costs will be higher as raw inquiries become more expensive and conversion rates drop." This sentiment reflects a wider acknowledgment that many companies, particularly those established after the pandemic began, may not fully grasp the complexities of lead generation in the pre-COVID environment, where marketing was more restrictive and costly. While it may have been easier to generate leads during the pandemic due to prevailing circumstances, that ease is unlikely to persist.

In light of these changing conditions, Berman highlighted the evolving expectations of consumers. Today's customers prefer immediacy and convenience, wanting to set appointments without the need for extended conversations with call centre representatives. Drawing a parallel with successful consumer experiences offered by companies like Amazon, he lamented, "Your customer no longer wants to wait... The customer of today expects your company to be available at their convenience regardless of the time of day or if it’s a weekend or holiday."

Berman pointed out that many home service companies are still constrained by traditional operating hours, an approach that leads to missed opportunities. He challenged businesses to reconsider their operational strategies, stating, "What happens to the inquiries that you cannot get in touch with or ones that come in outside of regular business hours?" The potential for lost revenue is significant; businesses may be spending substantial amounts on advertising campaigns, only to let opportunities slip through their fingers during offline hours.

To address these challenges, Berman introduced HeavySet, a technology designed to enhance efficiency in lead conversion. This innovative software allows customers to schedule their own appointments in real-time, drawing availability directly from a company's customer relationship management (CRM) system. "Imagine your company becoming the Amazon of home improvement," he suggested, envisioning a model where businesses can run ads during off-peak hours and maintain high conversion rates on customer inquiries.

Additionally, HeavySet employs AI-driven messaging capabilities to re-engage leads that may have become dormant. By targeting past inquiries with direct offerings to schedule appointments, the software aims to reduce the potential loss associated with uncontacted leads. Berman noted, "Appointments set through HeavySet saw a 33% reduction in cancellation rates compared to those scheduled traditionally," highlighting the software's effectiveness.

Moreover, HeavySet's analytics dashboard allows businesses to monitor and evaluate their outreach campaigns' performance effectively. Companies can track responses, appointments set, and overall engagement, thereby enabling a more granular understanding of customer interactions and marketing efficacy.

In conclusion, Scott Berman's insights emphasise an urgent need for the home services industry to adapt to the rapidly evolving market landscape influenced by consumer behaviour and technological advancements. As businesses navigate these challenges, leveraging innovative solutions like HeavySet could provide a transformative edge that aligns with customer expectations whilst optimizing operational costs.

Source: [Noah Wire Services](https://www.noahwire.com)

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