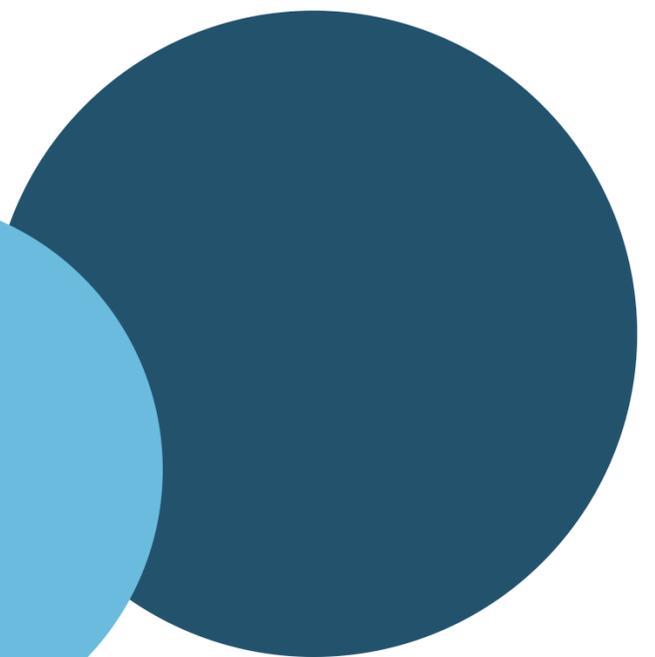




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4

**PROVEN SALES  
TIPS TO HELP  
CONTRACTORS  
CLOSE 90% OF  
ONSITE  
ESTIMATES IN  
2020**



# Why Should You Be Thinking About Modernizing Your Customer Experience For 2020?

**Less than 20% of homeowners** want to make appointments on the phone; the **majority of people now prefer to book online** or have the option to do so

Almost **90% of homeowners** looking for a service provider would use a smartphone app if it were available

**51% of homeowners** say **difficulty of coordinating schedules** can be a deterrent to booking services

**60% of homeowners** name **speed** of contractor response as a crucial part of their decision-making

Nearly **100% of the people surveyed** would prefer a service that provides **real-time arrival and timing updates** via text or the web

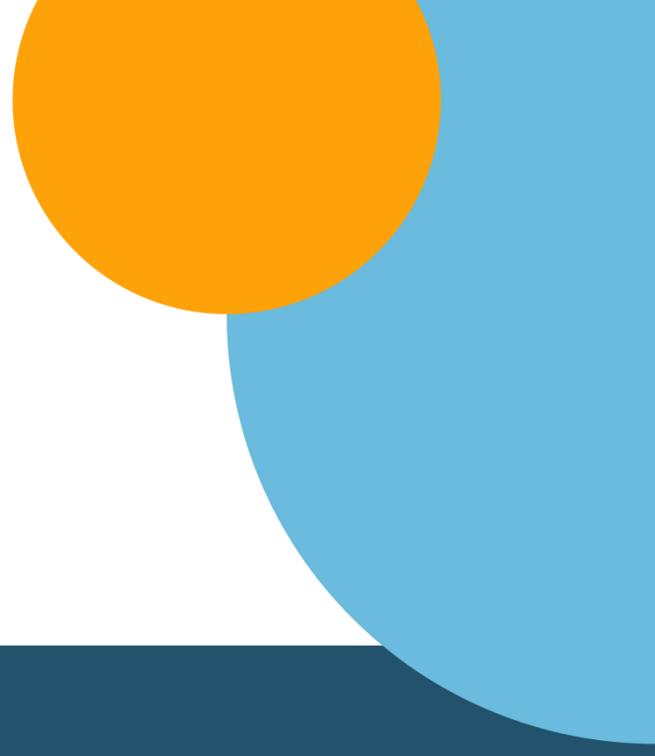
More than **70% of homeowners** name being **uncertain of the cost** as one of their biggest concerns when hiring a service provider

Almost **75% of homeowners** would prefer to be able to **pay the bill immediately** upon completion or at least have the option to do so

# SET YOURSELF UP TO CLOSE ONSITE ESTIMATES SUCCESSFULLY WITH THESE 4 TIPS

In a recent study, nearly 100 Connecticut-based home improvement contractors (electricians, HVAC specialists, plumbers, roofers, etc.) participated in a survey about their experiences in today's market. The numbers from this survey are clear: simply put, homeowners want a more integrated experience from start to finish. Besides just finding and booking contractors online, homeowners want to see an estimate of what similar services cost, when the service provider is en route, and 89% of respondents even rated having access to a detailed post-project report to be a crucial part of the contractor's job.

Online listings have made choosing a contractor for homeowner services more competitive than ever. Furthermore, the ubiquity of service reviews means that optimizing every part of your client's experience has never been a more crucial part of success. For 2020, this means leveraging technology to provide convenience, transparency, and solid communication for every homeowner that contracts your services.



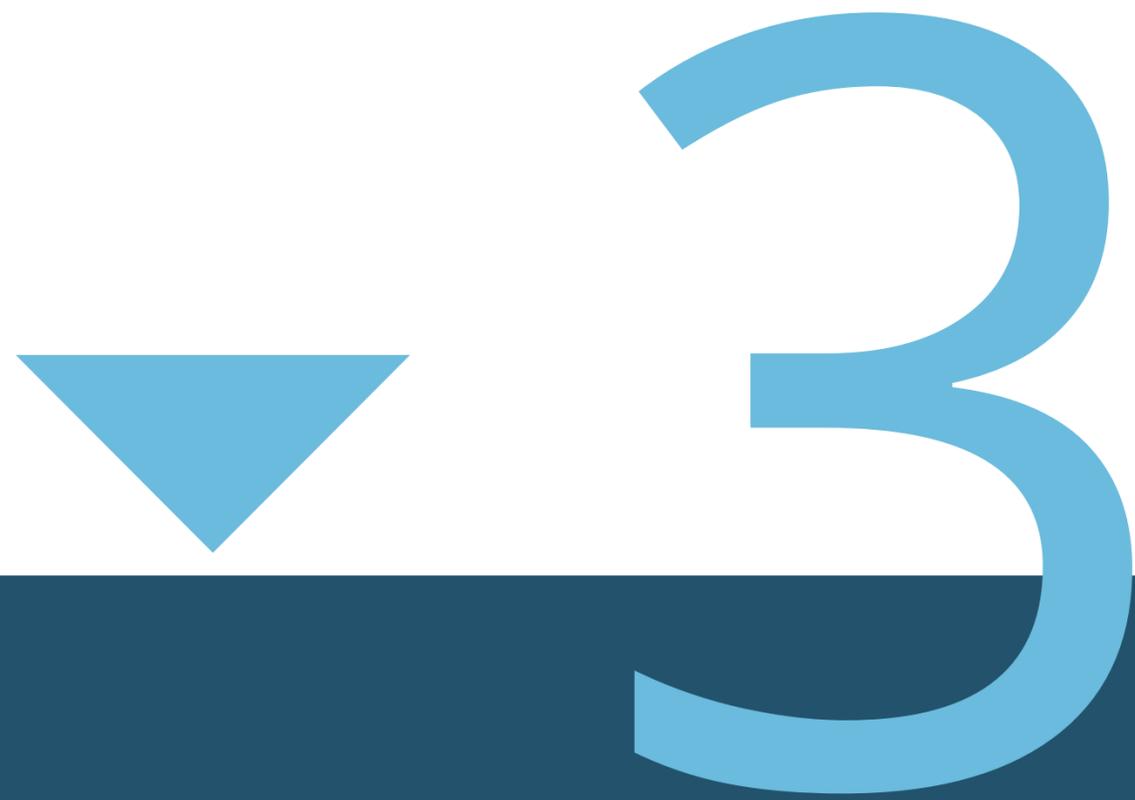
# BUILD SAME-DAY ONSITE ESTIMATES INTO YOUR BUSINESS PRACTICE.

Today, homeowners seek an average of 3 contractor quotes before making a decision. Set yourself apart from the pack by providing the convenience and flexibility of same-day, in-person quotes.



# PROVIDE AN ACCURATE QUOTE, QUICKLY!

Homeowners need to know 2 things before hiring someone: does the contractor do high-quality work, and how much will the project cost? With all the options out there, homeowners may get frustrated and take their business elsewhere if they have to wait for a quote. Invest in the equipment and time you'll need to produce and share a professional estimate on-site, as quickly as possible.



# **SOCIAL CURRENCY IS REAL, SO PROVIDE PLENTY OF PROJECT EXAMPLES.**

On your website and across business and social media platforms, make sure that you are displaying good-quality portfolios (ideally, photos and testimonials) of your professional skillset from real, local customers. The more recent, the better.



# 4

## MAKE COMMUNICATION THE EASY PART.

Homeowners are unequivocal on this point: they want a streamlined way to communicate with contractors from the initial consultation onwards. While all contractors get busy, failing to return calls or messages quickly is an easy way to lose a customer. Increase satisfaction and stay competitive by being easy to reach by both phone, email, and even text.



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Contracting  
Business in  
2020 with  
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