

BEST  **of**
SUCCESS

PAINFUL MISTAKES THAT LED TO HUGE SUCCESS

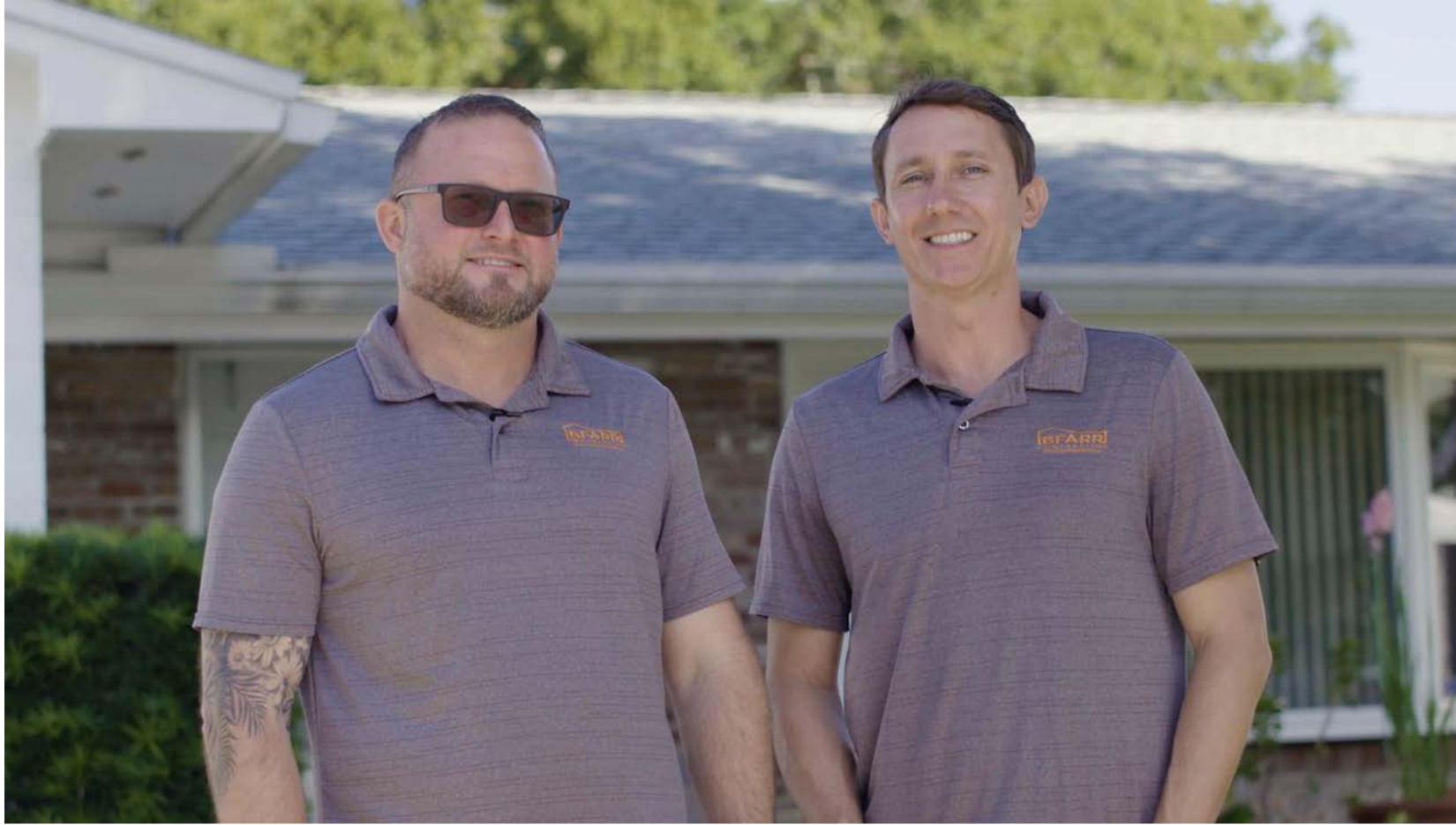
Brian Farr, *President*, BFARR Contracting

Brian Walton, *Managing Partner*, BFARR Contracting

**BEST of
SUCCESS**



Who is BFARR Contracting?



Licensed contractor
in Central Florida
since 2016 serving
residential,
commercial and
multi family.



**BEST of
SUCCESS**

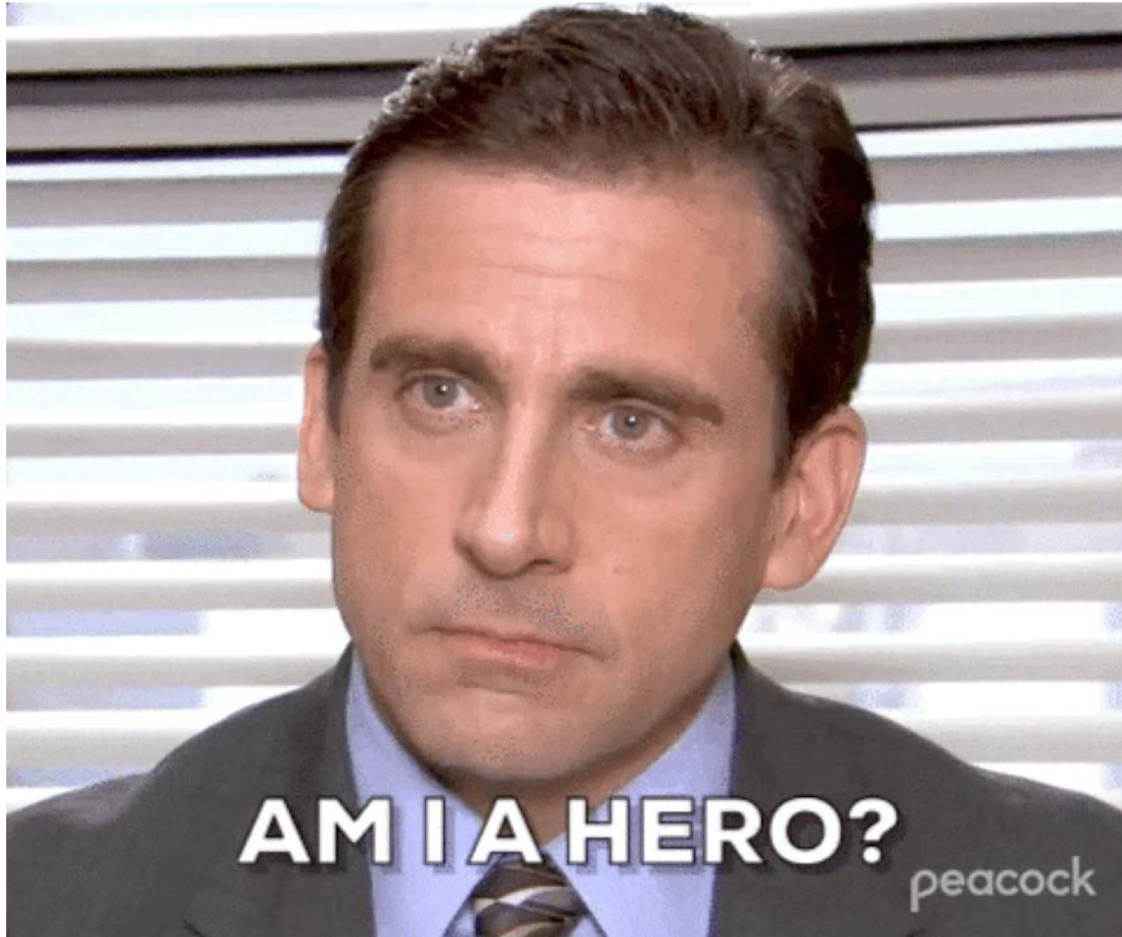
The logo features a large, stylized yellow star outline. Inside the star, there is a smaller star containing a city skyline with several skyscrapers. The text "BEST of SUCCESS" is written in a bold, red, sans-serif font, with the "of" in a smaller size and a different color (yellow/gold) to match the star.

Who are we?



**Mistakes
were made...**





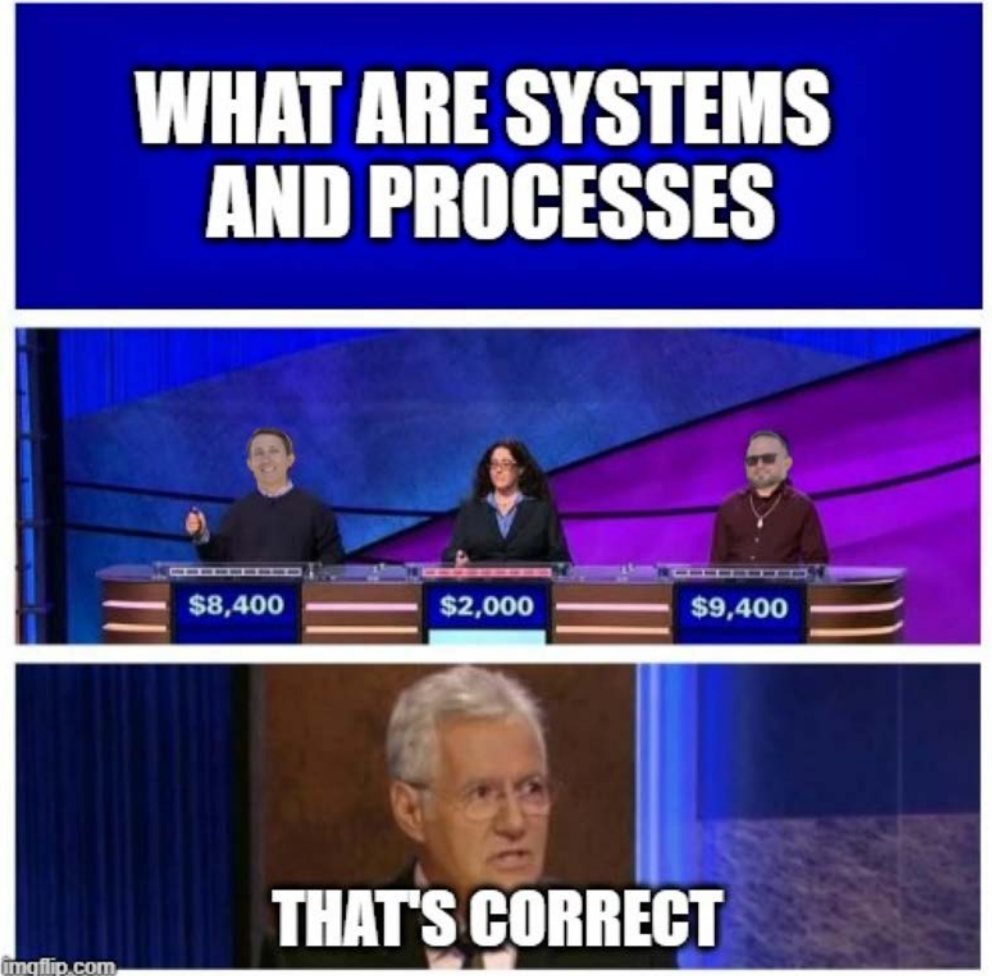
Here's what they
are and how
we overcame them.



This Increases Revenue and Creates a Better Working Environment

It was very easy to manage when it was the Brian and Brian show, until we added sales.

We went from trying not to repeat mistakes, to not having systems and processes to prevent them in the future.



Calling in a Business Coach



We recognized the need for an outside, objective perspective, so we called in a team that specializes in creating and implementing systems and processes.



- We started with attending a conference virtually in Q4 2020
- Put pen to paper our identity, mission, goals, and new systems and processes
- Gained an accountability partner
- Retained them as a coach for areas that we needed additional support in such as HR, CRM & Finance
- Created a repeatable process with new employees

No More Slipping Through the Cracks

- Repeatable processes
- Happier customers
- Happier employees
- More 5 star reviews
- More family & personal time
- Less stress
- More net profit



The way I
always
did it

Systems
&
Processes



Marketing was a 4 Letter Word

- Single source for leads
- Severely declining lead volume
- Heavily saturated market post Irma
- Lack of brand recognition / trust
- Blogs, "SEO", social media posts
- 3rd party reports with great "numbers" but not leads.



Marketing Companies V. BFARR Contracting

Wait & See, It Takes Time



Waiting on Leads while TIME is 



Time to Get Educated



- Subpar opportunities and overspending led to a high sense of distrust
- Could not count on the marketing companies to educate or make wise recommendations because they lacked the education and care themselves
- Roofers had to become savvy marketers
- Invested in Google Analytics knowledge was a game changer



Find the Right Partner

- Continually educating us
- Provides total transparency
- Genuinely wanted to know our business
- Takes calculated risk, not experiments
- Would build trust and partnership
- Reachable and reliable
- Move us beyond what's comfortable to what works



Actual video of our marketer at work with her “cat”.

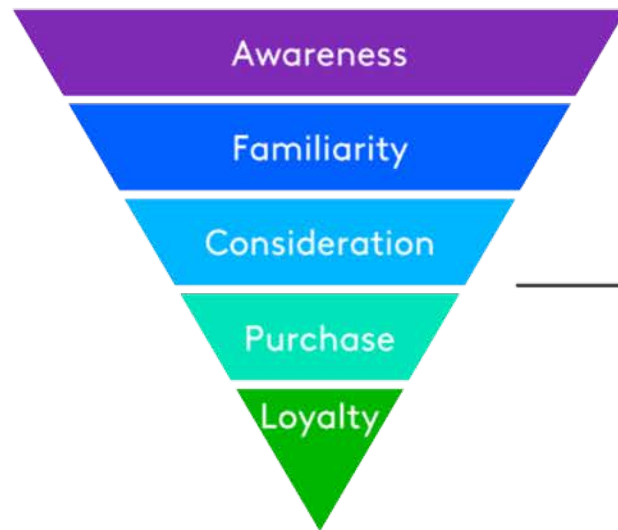


It's Not a Straight Line

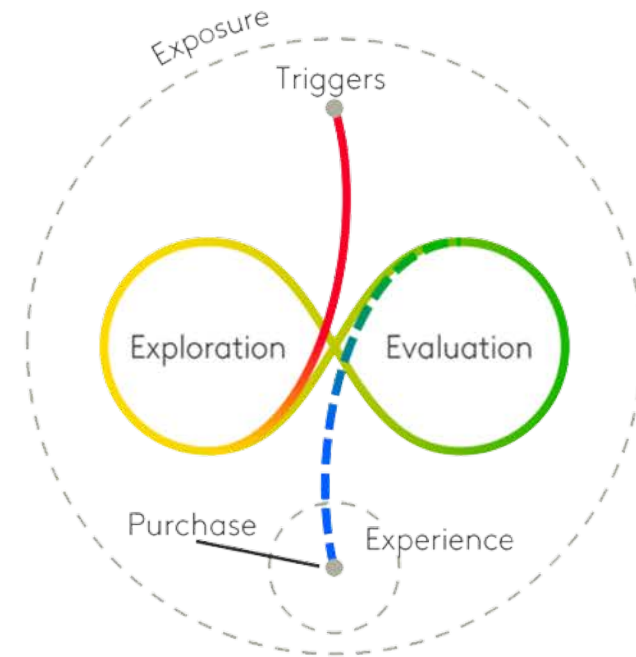


As roofers, we are constantly being sold **sales tactics for marketing companies**, not told **facts about our customers**.

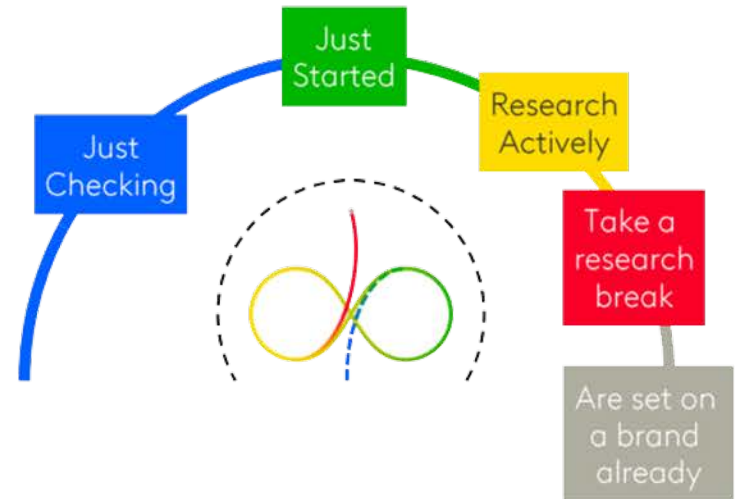
Traditional Customer Journey



Advanced Consumer Journey*



Disrupted Consumer Journey



Understand the importance of your marketing working together towards a common goal.



1686292557.1696891043

First seen on Oct 9, 2023
from Orlando, United States
using https://www.bfarrcontracting.com/ - GA4.

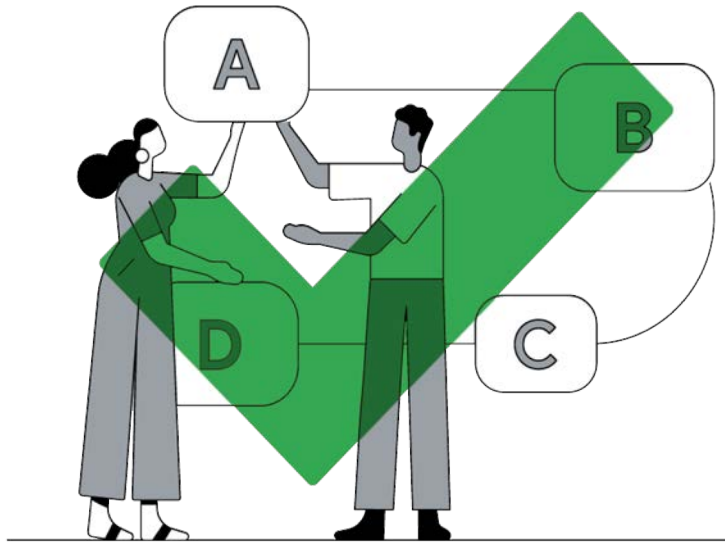
[VIEW USER PROPERTIES](#)

Event count	User Properties	Transactions	User engagement	Contact_Us	Click_to_Call_Us
23	First user campaign (direct)	0	1m 10s	2	1
▼ Oct 14, 2023 4 Events					
<input type="checkbox"/>	Click_to_Call_Us				12:00
<input type="checkbox"/>	Contact_Us				12:00
<input type="checkbox"/>	session_start				12:00
<input type="checkbox"/>	page_view				12:00
▶ Oct 13, 2023 2 Events					
▶ Oct 12, 2023 5 Events					
▼ Oct 10, 2023 3 Events					
<input type="checkbox"/>	Contact_Us				3:00
<input type="checkbox"/>	page_view				3:00
<input type="checkbox"/>	session_start				3:00
▼ Oct 9, 2023 3 Events					
<input type="checkbox"/>	session_start				3:00

Top Events

- page_view
- user_engagement
- session_start
- Contact_Us
- Click_to_Call_on_Website

Creative Changes to Meet Google's Standard and Best Practices



A
Attract

B
Brand

C
Connect

D
Direct



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Game Changers

- Angel Tree with Salvation Army
- News coverage for roofing & giving back
- Creative shift to relationship building experiences
- TV & CTV to drive qualified organic & direct traffic
- Reducing / cutting what isn't working or inefficient
- Text campaigns for storms instead of money dump
- Careful, monitored and measured use of AI



**Be Treated
Like The
VIP You Are**



Results

- Higher closing volume than Google LSA
- Loyal lead source and real fans
- Higher closing percentages
- Higher overall lead quality
- Customers come looking for us, not BFARR chasing customers down
- **Customers are choosing who we are**, not the cheapest price or biggest coupon/giveaway



Staff & The Impact to Company Culture



Everyone puts on the “Adopt me” face during the interview and early days after being hired.

Be contentious about how reflective they sound to fit in your culture during the hiring process.

Using our core values to hire and fire



BEST of SUCCESS

The Smaller the Team, The Greater the Impact

With a small team, and everyone required to do their part, you'll feel the impact faster in a short period of time.

As you grow and have more support, it may take weeks or even months before you start feeling the impact.

Positivity is as contagious as negativity, and both can spread to your customers.



Dealing with Broken Trust



No matter how perfect things look and sound on paper, employees need time to earn trust.

Be receptive to feedback, and make sure employees, vendors and subs feel that they can approach you when they feel there is a problem.

Where this is smoke, there is fire. It doesn't appear out of thin air.

If counseling and training isn't working, "Bye Felicia". **Delayed firing can be costly in both revenue and cause other employees to leave or reduced performance.**

Hire Slowly, Not Reactively

- Forecast positions before an immediate need
- You may lose talent opportunities for those looking to make an immediate change.
- Point diversity and unique talents towards the company goals and values
- Planting seeds with superstars ahead of time
- Think outside the roofing truck. Hiring for the skill sets you want, but no roofing experience means you train them exactly how you want them (and it's the only way they know!)



Avoiding Obstacles in the Future

Things are going to happen that are out of your control, but education, training, systems and processes, and measurement will help you safely keep going!



- 1st party reporting
- Measure website traffic, referrals, SOPs and outcomes
- Access, accountability & ownership
- Knowing when to pull a trigger and when to ask for assistance
- Onboarding Experience

Got Questions?

Don't hesitate,
We're ready to answer them!



#Laff



Thanks, Let's Keep in Touch!

Scan our QR codes to connect to us



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