

GB HOME BUILDERS LLC

Custom Home Building & High-End Renovation (Residential General Contractor)

SAMPLE

"Stop handing six-figure jobs to the builder who quoted first."



— THE SNAPSHOT

GB Home Builders builds high-end custom homes and large renovations, and almost all of it walks in by referral. That's a strong foundation and a fragile one. A tiny ad budget, quotes that take weeks, and leads that go cold because nobody follows up fast enough — every one of those is a job leaking out the back door. And with no clear read on which jobs actually make money, margin bleeds quietly all year long. This plan seals the leaks you can seal yourself this week, then layers in AI systems that respond, quote, and track profit for you — so the pipeline stops depending on perfect timing and good luck.

\$168,000 / year

Estimated annual opportunity. Assumes roughly \$3.5-4M in annual build volume. It comes from recovering about 1.5 points of gross margin through job-profit visibility (~\$60K), signing one extra renovation per year from faster lead response (~\$45K), and modest new demand from local search, a reviews engine, and \$50-100/day of ads (~\$63K combined). It deliberately excludes any single new custom-home win — one of those alone, at six-figure gross profit, would dwarf this entire number.

Five moves you can start now for fast, free ROI. Do these, feel the lift — then I automate and compound them for you.

GOOGLE & LOCAL SEO

Own your Google Business Profile

When a homeowner searches "custom home builder near me" or "[town] home renovation," the Google map pack is the first place ready buyers look — and often the only place they look. A half-finished or unclaimed profile quietly hands those buyers to the competitor who filled theirs out.

Do this → Claim and verify the profile, set the primary category to "Custom Home Builder" with "General Contractor" secondary, add 15-20 photos of finished homes with the real town in each caption, list every service-area town, add your license number, and post one recent project update.

Quick ROI: A complete profile typically lifts map-pack visibility within a few weeks. One extra qualified consult a month from local search pays for the two hours this takes many times over — every month, on autopilot.

AI SEARCH (SAIO)

Get named when buyers ask ChatGPT

Affluent buyers now ask ChatGPT and Google's AI "who are the best custom home builders in [area]" — and act on the shortlist they get back. Those answers are assembled from consistent, structured mentions of your name across the web. If your details don't line up, you're not on the list, and you'll never know the buyer existed.

Do this → Make your business name, service area, specialties, and license identical on your site, Google profile, Houzz, and every directory. Add a plain-language FAQ page answering real buyer questions ("What does a custom home cost in [region]? How long does a build take?") and add LocalBusiness + FAQ schema to the site.

Quick ROI: Being the name the AI recommends in your region is a moat your competitors don't even know is open yet. It costs almost nothing to claim now — and gets far harder to win once someone else plants their flag.

LOCAL LISTINGS & LEAD SITES

Claim Houzz, Angi and the directories that matter

For high-end residential, Houzz is the one that counts — buyers study full portfolios there for weeks before they ever pick up the phone. Angi and the local directories carry the renovation leads, and consistent listings feed both Google and AI search at the same time.

Do this → Build a full Houzz Pro profile with a real project portfolio, claim your Angi and BBB listings, and make sure name/address/phone is identical everywhere. On any pay-per-lead marketplace, filter hard — only renovation leads above your minimum job size — so you're never paying to talk to tire-kickers.

Quick ROI: Houzz browsers pre-select themselves for high-end budgets. Two or three quality inquiries a year from a strong portfolio can mean a six-figure job — for a profile you build once and leave running.

REVIEWS ENGINE

Turn every finished job into three reviews

Someone about to spend \$500K+ reads reviews obsessively, and most builders coast on a handful of stale ones. A steady flow of recent, specific Google reviews lifts your close rate and your local ranking at the same time — while a thin, dated profile plants doubt at the exact moment a buyer is deciding.

Do this → Text a one-tap Google review link to every client at project close, and to your last 10 happy clients this week. Ask for specifics (town, project type, what stood out), reply to every review, and aim for two to three new ones every month.

Quick ROI: Going from 8 stale reviews to 30+ recent, detailed ones measurably raises the close rate on high-dollar decisions and pushes you up the local map — the cheapest edge on this entire list.

META ADS

\$50-100/day of local demand to a real website

First fix the site: portfolio-forward, mobile-fast, with one unmistakable "Request a consultation" action. Then run geo-targeted Facebook and Instagram ads putting your best finished projects in front of homeowners in your target towns — reaching buyers who'd never think to search for you.

Do this → Pick three or four stunning project photos or a short walkthrough video, target homeowners age 35+ in your top ZIP codes with home-value and income filters, and send every click to a single consultation page (not the homepage). Start at \$50/day and watch cost-per-consultation-request.

Quick ROI: At \$50-100/day, one signed renovation returns a full year of ad spend several times over — and within weeks you'll know your exact cost per booked consult, so you're scaling a number, not a gamble.

— THE SYSTEMS I'D BUILD FOR YOU

AI Lead Concierge — answer and book in under a minute

Every inbound call, web form, and DM gets answered instantly, qualified on budget range, timeline, town, and scope, then booked onto your calendar — with a clean summary texted to you so you only ever spend time on real buyers.

→ Leads stop slipping to whoever replied first. You reclaim the consults you're losing today to a two-day response gap — without hiring an office manager to sit by the phone.

AI Estimate Accelerator — quote in days, not weeks

Pulls scope from the intake and your past job costs, drafts a structured preliminary estimate and a clean proposal in hours, and flags scope gaps before they turn into change orders.

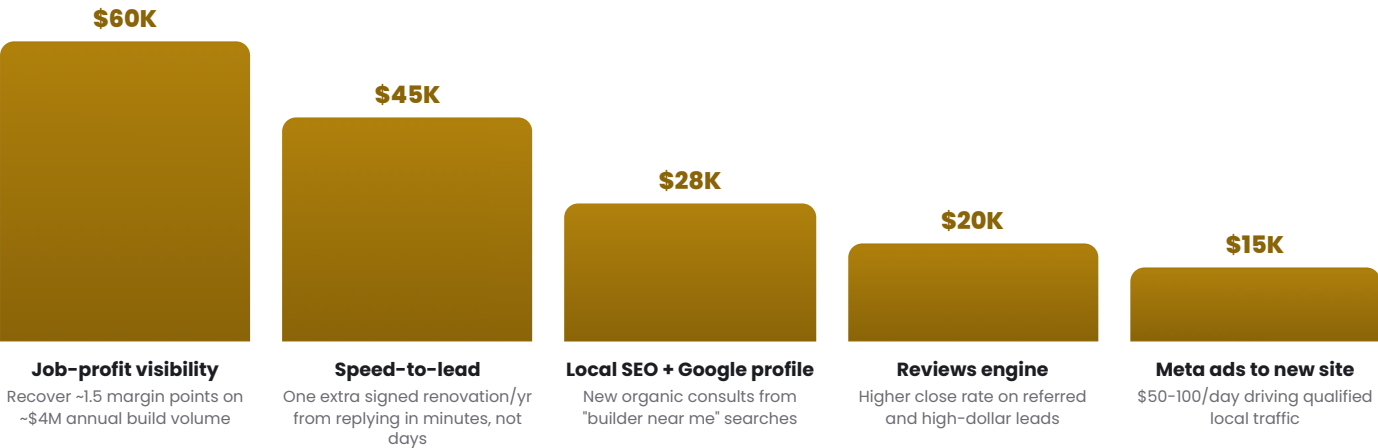
→ You win the speed race that referral-driven builders almost always lose. Faster, sharper quotes close more of the leads already sitting in your hand — the ones that go quiet while a proposal drags on.

Job-Profit Brain — see which jobs actually pay

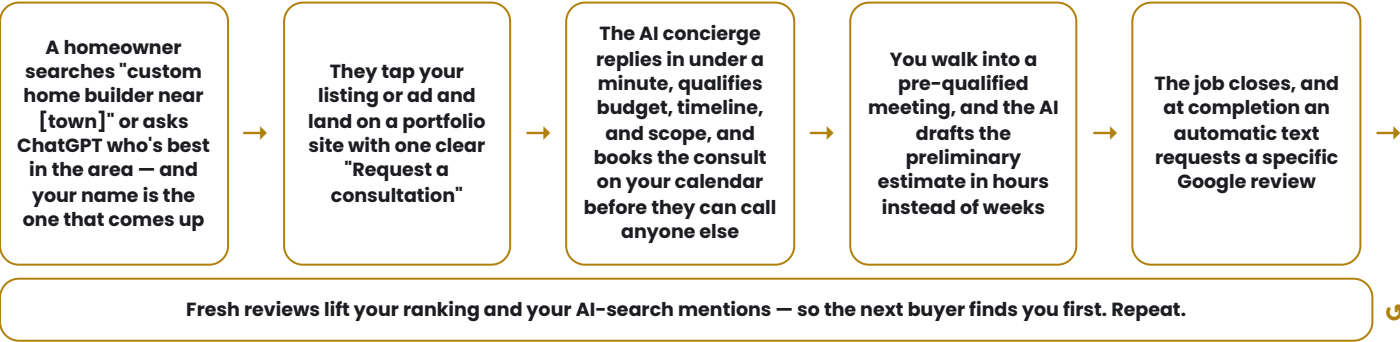
Connects your QuickBooks and job costs, shows which project types, price points, and clients truly profit, and alerts you mid-job the moment a budget starts drifting.

→ You stop guessing on margin and stop bleeding it in silence. You price the next job from real numbers and catch overruns while there's still time to fix them, not at the closeout.

— WHERE THE \$168K COMES FROM — FIVE LEVERS, CONSERVATIVE



— YOUR AUTOMATED LEAD-TO-REVENUE LOOP



PHASE 1

The \$99 Game Plan + DIY quick wins

You get this plan and run the five quick wins yourself this week — claim the Google profile, line up listings and AI-search mentions, turn on a review request at every job close, and point a small ad budget at a fixed website. No automation yet, just sealing the leaks you can seal today, by hand, for the cost of a nice dinner.

Costs \$99 plus a few hours a week. The quick wins alone typically recover \$30K–\$60K/year in leads that currently slip away — before a single system is built.

PHASE 2

Done-for-you AI systems

Justin builds the three systems: the AI Lead Concierge that answers and books in under a minute, the Estimate Accelerator that quotes in days, and the Job-Profit Brain wired into your QuickBooks. The quick wins keep feeding the top of the funnel while the systems catch and convert everything that used to fall through.

Targets the full ~\$168K/year. Most owners hit payback inside the first one or two recovered jobs — a single renovation covers the build cost several times over.

PHASE 3

Full AI operator / scale

The systems run the pipeline whether you're on a job site or at dinner — leads answered, quotes drafted, profit tracked, reviews flowing, ads optimized against real cost-per-consult. You spend your hours on the builds and the relationships, and none of them chasing leads that were already yours to lose.

One extra custom home a year is six figures of gross profit on its own — plus a repeatable pipeline that no longer lives or dies on you personally chasing every lead.

WHY THIS PAYS FOR ITSELF

Here's how a builder like GB Home uses this. It starts with the \$99 Game Plan and the five quick wins — claim the Google profile, fix the listings, and text a review request at every job close. Within a few weeks the phone is ringing from searches, not just referrals, and two consults that would have slipped away quietly get booked instead. That's the moment to move into Phase 2: Justin builds the AI concierge and the estimate accelerator, so every lead is answered in under a minute and quoted in days instead of weeks. In Phase 3 the Job-Profit Brain connects to QuickBooks, and for the first time the owner sees exactly which project types actually pay. The \$99 plan pays for itself before the first system even ships — one recovered renovation covers the entire year of build cost — and from there the custom-home pipeline runs whether the owner is standing on a job site or sitting at dinner. The only real cost here is another year of watching good jobs go to whoever answered faster.

— WHAT WE'D WATCH

Lead response: from days to under 60 seconds

Quote turnaround: from weeks to 2–3 days

Google reviews: from stale to +2–3 every month

**Ready for
your
game plan?**

Send me your business + \$99 at justingauvin.ai — built from your numbers, value or your money back.