



Tilbrook Consulting

Business & Marketing Growth Report

Executive Summary • Market Insights • Competitive Review • Sales & AI Opportunities • Estimated Revenue Opportunity • 30-90 Day Action Plan

Prepared for	Hearth & Beam Remodeling
Report date	June 2026
Report focus	Lead quality, project proof, consultation conversion, service-area visibility, and estimate follow-up for a remodeling business.

What this report provides	How business owners use it
A customized, plain-English review of the business, its customer visibility, local market context, competitive position, likely growth gaps, and next-step priorities.	Use the report to understand where growth may be blocked before spending more money on advertising, websites, social media, software, or outside services.

WHY THIS MATTERS	The report helps the owner focus on the growth issues most likely to affect customer action instead of treating every issue equally.
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1. What Business Owners Can Expect

This report is designed to answer practical questions: What is working? Where may growth be leaking? What should be improved first? Which actions are realistic over the next 30 to 90 days?

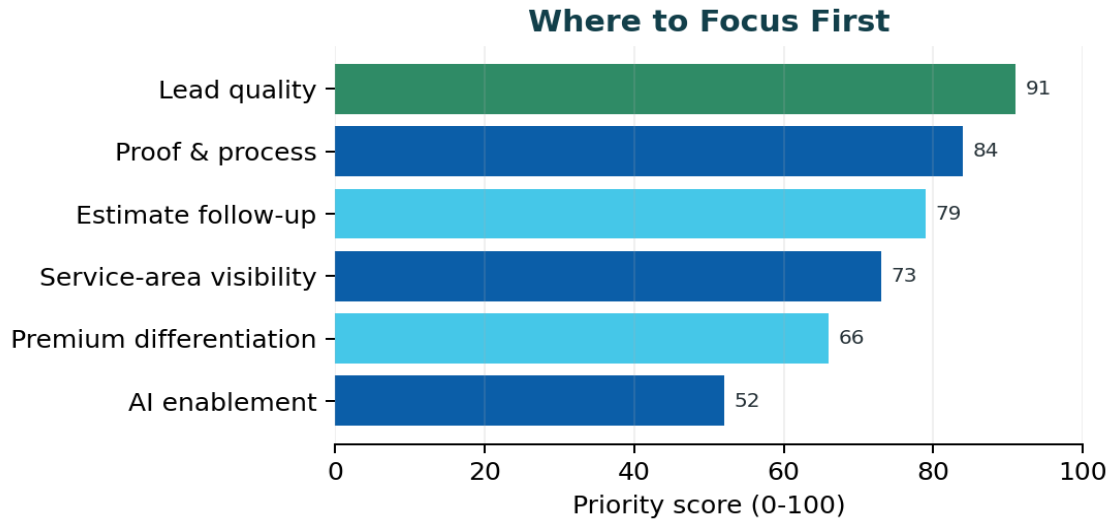
Information used	How it improves the report
Owner intake answers	Keeps recommendations aligned to the owner's goals, constraints, service area, and concerns.
Website and public online presence	Identifies positioning clarity, trust signals, calls to action, content gaps, and digital visibility issues.
Local market and competitor context	Shows where the business may stand out, fall behind, or need clearer differentiation.
Customer journey review	Turns scattered marketing activity into a simple view of where prospects may drop off.
Tilbrook growth framework	Prioritizes findings into practical next steps and a 30-90 day action plan.

WHY THIS MATTERS

Business owners often have access to scattered information but limited time to interpret it. The value of the report is interpretation: what the information means, which gaps matter most, and what actions should come first.

2. Executive Summary

Hearth & Beam Remodeling appears to have a credible project portfolio and a strong service offering, but growth may be limited by lead-quality friction, unclear premium differentiation, and a consultation process that is not fully supported before and after the first inquiry. The highest-value opportunity is to improve how prospects understand the company's process, proof, and fit before requesting an estimate.



Finding	Why it matters	Priority
High-value prospects need more process clarity before requesting a consultation.	Remodeling buyers are cautious and may hesitate if budget range, timeline, and process are unclear.	Highest
Portfolio proof is useful but should be tied to decision factors.	Photos show capability, but prospects also need scope, challenges solved, timeline, and homeowner outcomes.	High
Estimate follow-up appears too dependent on manual owner effort.	Warm remodeling leads can go cold if the next step is unclear or follow-up is delayed.	High
Service-area language could better target profitable neighborhoods and project types.	The business may attract too many low-fit inquiries if premium positioning is not clear.	Medium

RECOMMENDED FIRST MOVE	Create a clear remodeling consultation path: project-fit checklist, process overview, budget-range guidance, and a 3-message follow-up sequence for estimate requests.
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3. Business Value Snapshot

This snapshot reviews how clearly the business communicates trust, fit, project quality, and the next step to a homeowner considering a substantial remodeling investment.

Assessment area	Score	Interpretation
Value proposition clarity	3.3 / 5	Good service offering, but the premium reason to choose this company should be sharper.
Target customer clarity	2.9 / 5	Could more clearly qualify ideal projects by scope, budget, home type, and service area.
Trust/reputation signals	4.2 / 5	Project examples create credibility; stronger case stories would make them more persuasive.
Consultation path clarity	2.7 / 5	Prospects may not fully understand what happens after they submit a request.
Service differentiation	3.1 / 5	The process, communication style, and project management approach should stand out more clearly.

Area	Observation	Recommended improvement
Homepage message	The business likely communicates remodeling services, but the first screen should state the project type, homeowner outcome, and fit criteria.	Lead with a premium promise: well-managed kitchen, bath, and basement projects for homeowners who value planning and communication.
Project proof	Photos are important, but photos alone do not answer risk, budget, timeline, and trust questions.	Turn 3 projects into short case stories with scope, challenge, outcome, and homeowner quote.
Consultation CTA	The inquiry path may not pre-qualify prospects or set expectations.	Use Request Project Consultation with a short pre-fit checklist.
Follow-up process	Remodeling buyers often need multiple touches before choosing.	Create a structured estimate and decision follow-up sequence.

USE/VALUE ANNOTATION

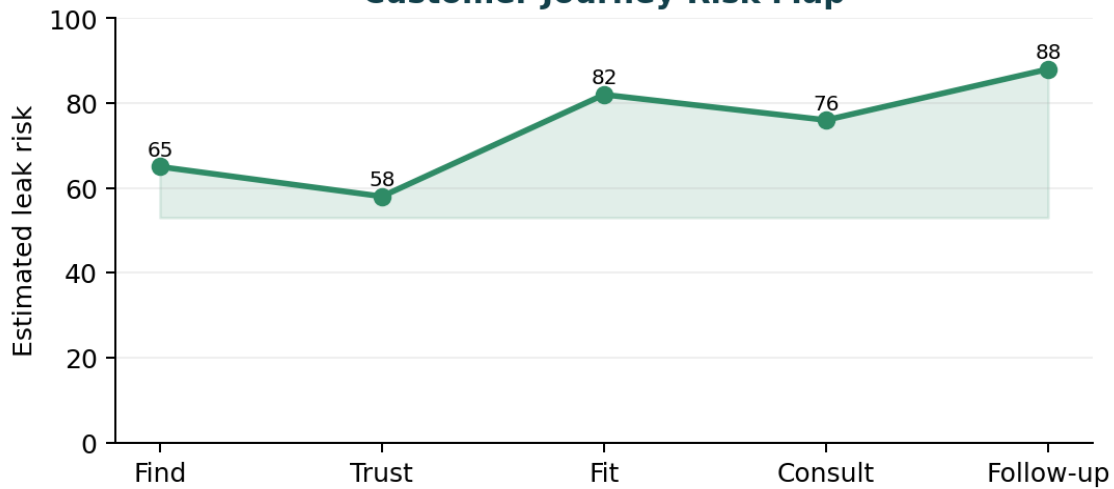
In remodeling, more leads are not always better. Clearer fit criteria, proof, and follow-up can improve lead quality and reduce time spent on low-fit inquiries.

4. Local Market Analysis & Customer Context

Home remodeling buyers often research heavily before contacting a contractor. They compare proof, trust, timeline, communication, and perceived risk as much as price. The local opportunity is to appear credible for the right project types and neighborhoods.

Local market evidence	What was reviewed	What it means for the owner
Service area	Homeowners in established suburbs with kitchen, bath, basement, and whole-room projects.	Messaging should target service areas and project types that match capacity and profitability.
Likely buyer types	Busy homeowners, families improving long-term homes, and referral-driven buyers.	Communication should reduce uncertainty and show a reliable process.
Demand/search signals	Kitchen remodeler, bathroom remodeling, basement finishing, design-build help, project estimate, local contractor.	Service pages should be specific and answer decision questions.
Local proof needs	Before/after photos, case stories, reviews, licenses/insurance, project process, and timeline expectations.	Proof should reduce risk and show that the business manages details well.
Seasonal/community factors	Spring/summer planning, pre-holiday projects, weather-related exterior timing, school-year scheduling.	Content and follow-up should align with homeowner planning cycles.
Data confidence	Directional; project value and conversion assumptions should be refined with actual inquiry and estimate data.	Recommendations should be validated against close rate, project value, and capacity.

Customer Journey Risk Map

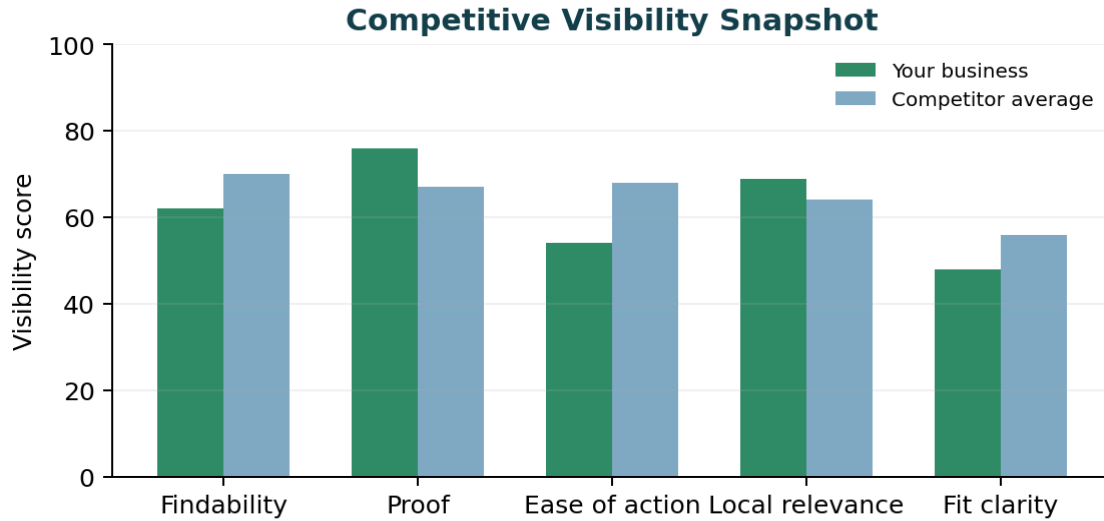


USE/VALUE ANNOTATION

This section helps the owner decide whether the growth priority is more leads, better-qualified leads, stronger project proof, or more consistent estimate follow-up.

5. Competitive Visibility Review & Named Competitor Snapshot

Homeowners may compare Hearth & Beam Remodeling against local contractors, design-build firms, and low-cost project bidders. The best strategy is not to compete on price; it is to reduce homeowner risk and make the premium process visible.



Business	Customer-facing strength	Potential gap	Action idea
Hearth & Beam Remodeling	Strong portfolio potential and premium project fit.	Fit, process, and follow-up could be clearer.	Build case stories and consultation flow.
Ridgeway Kitchens & Baths	Strong service-specific positioning.	May look narrower than full remodeling firms.	Match service-page clarity; exceed with process proof.
Craftline Design Build	Clear premium messaging and design process.	May feel expensive or less personal.	Clarify premium value while emphasizing owner involvement.
Budget Home Pros	Easy quote request and price-oriented messaging.	Less premium trust and project depth.	Avoid price comparison; focus on planning, quality, and risk reduction.

DECISION VALUE	The owner does not need to copy competitors. The goal is to be easier to trust and easier to qualify, so the company attracts homeowners who value the right process, not just the lowest estimate.
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6. Customer Attraction Gap Review

The largest remodeling revenue leaks often happen between initial research and signed project: uncertainty, delayed follow-up, unclear fit, and lack of proof for larger project decisions.

Stage	What the customer needs	Possible leak	Recommended fix
Find	Appear for local high-value project searches.	Pages may not be specific enough for profitable project types.	Create kitchen, bath, basement, and service-area pages with clear fit criteria.
Trust	Believe the company can manage the project.	Photos may not prove process, schedule, communication, or problem-solving.	Add case stories and process explanation.
Fit	Know whether their project is appropriate.	Prospects may request quotes without budget/scope fit.	Add project-fit checklist and budget guidance language.
Consult	Know what happens next.	The consultation path may feel vague.	Explain the first call, site visit, estimate timeline, and decision steps.
Follow-up	Receive timely guidance after estimate.	Warm leads may compare silently or delay.	Use decision-support follow-up templates and reminders.

USE/VALUE ANNOTATION

A remodeling business may not need the highest possible lead volume. It may need a better-qualified pipeline and a stronger system for converting the leads already expressing interest.

7. Sales & AI Growth Opportunities

The highest-value growth opportunities are tied to premium positioning, better lead qualification, project proof, and consistent follow-up. AI should support those workflows rather than replace owner expertise.

Opportunity	Business value	Revenue driver	Effort	First step
Project-fit checklist	Reduces low-fit estimates and clarifies ideal projects.	Lead quality	Low	Add 5-7 qualifying questions to the consultation page.
Case story builder	Turns project photos into buying proof.	Trust and close rate	Medium	Write 3 project stories with scope, challenge, outcome, and quote.
Estimate follow-up sequence	Keeps warm prospects engaged after the consultation.	Conversion rate	Low	Create 3 follow-up messages: recap, decision help, final check-in.
Service-area project pages	Improves local visibility for profitable work.	Qualified inquiries	Medium	Create pages for top project type + target geography combinations.
AI homeowner FAQ assistant	Helps answer common concerns quickly and consistently.	Prospect confidence	Low	Create approved answers for budget, timeline, process, and materials questions.

RECOMMENDED FIRST AI USE CASE

Use AI to draft first versions of homeowner FAQ answers and estimate follow-up messages. The owner should review and approve the language so the tone remains personal, accurate, and trust-building.

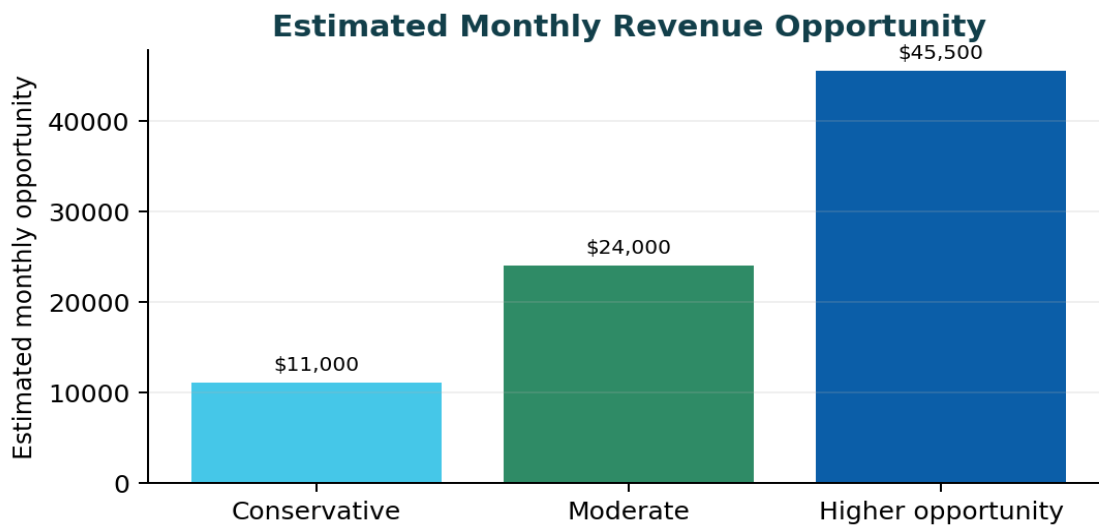
WHY THIS MATTERS

The customer is buying growth guidance, not technology advice. AI should be presented as a practical support tool for clearer communication, better follow-up, stronger content, and more consistent execution.

8. Estimated Revenue Opportunity

The following directional estimate uses a higher-ticket remodeling model. It assumes an average project value of roughly \$28,000, limited monthly capacity, and the possibility that better qualification and follow-up can add a small number of better-fit projects over time.

Revenue driver	Current issue or opportunity	Possible business effect	Estimate confidence
Message clarity	Premium process and fit criteria are not fully visible.	May improve inquiry quality and reduce low-fit leads.	Medium
Target customer focus	Ideal project scope and budget range could be clearer.	May attract better-fit homeowners.	Medium
Local visibility	Service-area/project-type pages need strengthening.	May increase qualified local inquiries.	Directional
Consultation path	Prospects may not know what happens next.	May increase consultation completion.	Medium
Follow-up consistency	Estimate follow-up is likely too manual.	May recover warm prospects after estimates.	Medium
Project proof	Photos lack decision context.	May improve trust and close rate.	Medium



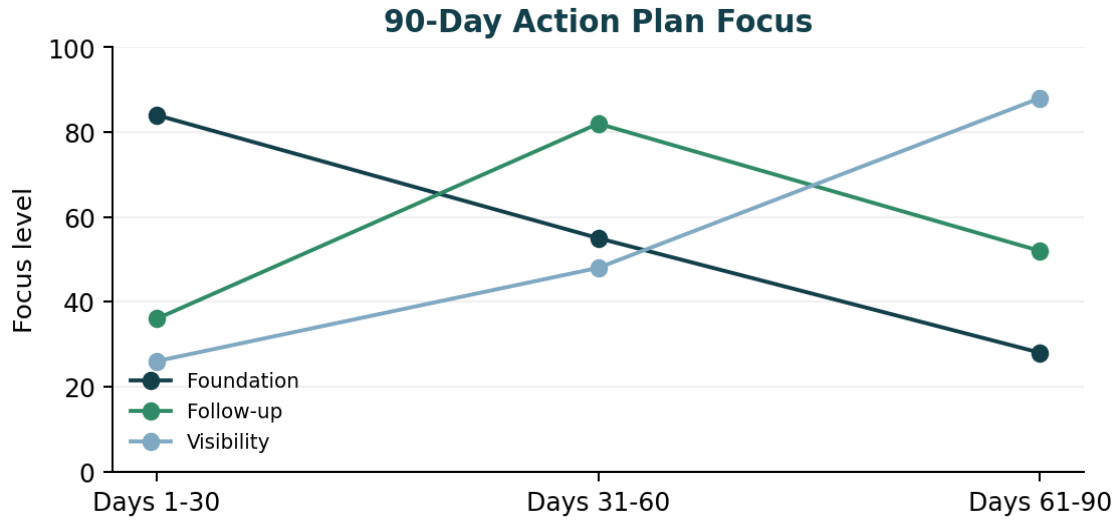
Scenario	Assumption	Estimated monthly opportunity	Estimated annualized opportunity
Conservative	Improved fit and follow-up adds one smaller project or partial-project equivalent per quarter.	\$8,000 - \$14,000	\$96,000 - \$168,000
Moderate	Better qualification and estimate follow-up add roughly 0.7-1.1 additional projects per month.	\$18,000 - \$30,000	\$216,000 - \$360,000
Higher opportunity	Service-area visibility, case stories, and follow-up combine to add 1.3-2.0 additional quality projects per month.	\$36,000 - \$55,000	\$432,000 - \$660,000

REVENUE OPPORTUNITY NOTE

This is a directional revenue opportunity estimate, not a guaranteed result. Actual results will depend on execution, market conditions, pricing, capacity, customer demand, follow-up consistency, and the business owner's ability to implement the recommended actions.

9. 30-90 Day Action Plan

The action plan converts the findings into a short operating sequence. The goal is to fix the most practical growth constraints first, then expand visibility once the business is better prepared to convert customer interest.



Timing	Focus	Recommended actions	Success metric
Days 1-30	Foundation	Clarify premium promise; add project-fit checklist; outline consultation steps; choose 3 case-story projects.	Higher-quality inquiry path and fewer unqualified quote requests.
Days 31-60	Proof & follow-up	Publish case stories; add estimate follow-up sequence; create homeowner FAQ; ask recent clients for review language.	Improved trust signals and follow-up consistency.
Days 61-90	Visibility	Publish service-area pages; test one targeted project-type campaign; review inquiry quality and close rate.	More qualified local inquiries and clearer pipeline data.

USE/VALUE ANNOTATION	The plan prevents the report from becoming shelfware. It sequences recommendations so owners can start with realistic, high-leverage steps.
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10. What to Measure

The business should track quality as much as quantity. A smaller number of better-fit inquiries may be worth more than a larger number of low-fit quote requests.

What to measure	Example indicators	Review rhythm
Lead activity	Consultation requests, phone calls, form submissions, project-fit completions.	Weekly
Conversion activity	Consultations completed, estimates delivered, estimates accepted, average project value.	Weekly/monthly
Trust signals	Reviews, case stories, before/after photos, referrals.	Monthly
Follow-up consistency	Estimate follow-up completion, response time, second-touch completion.	Weekly
Pipeline quality	Budget fit, project type, service area, decision timeline.	Monthly

USE/VALUE ANNOTATION

Clear metrics help the owner know whether the next 30 to 90 days are producing better activity, stronger trust signals, improved responsiveness, and more customer action.

11. Conclusions and Recommended Next Step

Hearth & Beam Remodeling has an opportunity to improve growth by increasing lead quality, reducing buyer uncertainty, and converting warm estimates more consistently. The most important near-term focus is to clarify the consultation path and make project proof more decision-oriented.

Business owner question	How the report answers it
Where should I focus first?	Improve lead quality and consultation clarity before spending more on lead generation.
Am I losing customers before they contact me?	Some homeowners may hesitate because process, fit, and budget expectations are not clear enough.
How do I compare with competitors?	The business can stand out through proof, process, and trust rather than price.
Can AI help practically?	Yes. AI can help draft FAQs and follow-up messages, but owner review is essential.
What should I do next?	Create the project-fit checklist, consultation process page, and first estimate follow-up sequence.

RECOMMENDED NEXT STEP

Begin with the first 30-day action list: clarify the premium promise, publish the project-fit checklist, and create the estimate follow-up sequence.

12. Sources and Notes

This website version is prepared for a fictional business and does not require live citations. In a completed customer report, this section would list the specific sources reviewed and provide citations or links for the information used.

Source category	How it would be cited in a completed customer report
Client-provided intake information	The intake date, responses reviewed, and any documents or notes provided by the customer would be listed here.
Business website and public online presence	The reviewed website pages, public business profiles, social channels, and relevant screenshots or page references would be cited here.
Local market and competitor information	Competitor websites, public review profiles, search observations, local market references, and any available third-party data would be cited here.
Revenue opportunity assumptions	Revenue ranges would list the assumptions used, such as average sale or project value, estimated inquiry volume, conversion range, and confidence level.

NOTE

All revenue opportunity ranges are directional and intended to support prioritization. They are not forecasts or guarantees.