



The 2026 Playbook for  
**Remodel Marketing**

The definitive guide for contractors,  
designers, decorators, and architects  
who market to homeowners

Chapter **06**

# Why Remodelers Can't Skip Content



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This playbook was created by  
**TryGyro.com**, a team dedicated to helping  
remodelers grow smarter, stronger businesses without  
wasting time or money. We designed it for leaders  
and teams in the remodeling and design industry with  
practical strategies that drive real results.

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# Why Remodelers Can't Skip Content

Homeowners now binge-research before hiring, making content marketing essential for remodelers to enter that conversation early.

**With 74% of marketers reporting content directly drives leads, blogs, videos, project spotlights, and tools serve as today's scaled word-of-mouth.**

Strategic content should answer homeowner questions, highlight craftsmanship, and build trust long before a meeting positioning you as the authority. Success depends on defining your audience, setting measurable goals, and repurposing each project into multiple formats across blogs, social, Houzz, Pinterest, and email. Optimizing for search and AI visibility plus consistent measurement ensures stronger lead quality and faster sales cycles, while compounding over time into an engine for leads, referrals, and long-term brand equity.

# What You Will Learn in Chapter Six

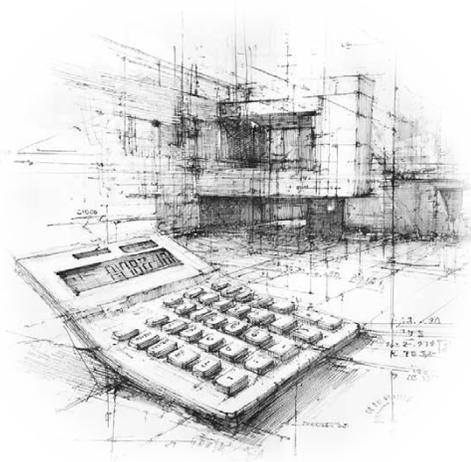
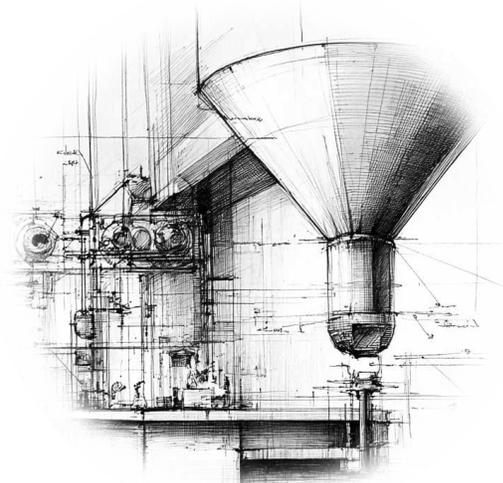


## Content Is the New Word-of-Mouth

Homeowners binge-research before calling. Educational, authentic content lets you earn trust early, stay top-of-mind, and convert research into booked projects.

## Match Content to Homeowner Intent

Group prospects by triggers (growing family, energy efficiency, aging-in-place) and answer their specific questions at each funnel stage from awareness to inquiry.

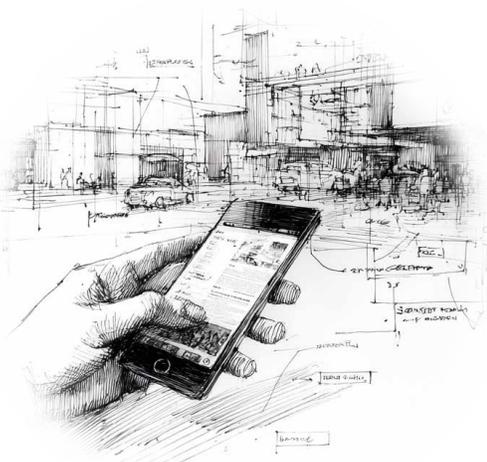
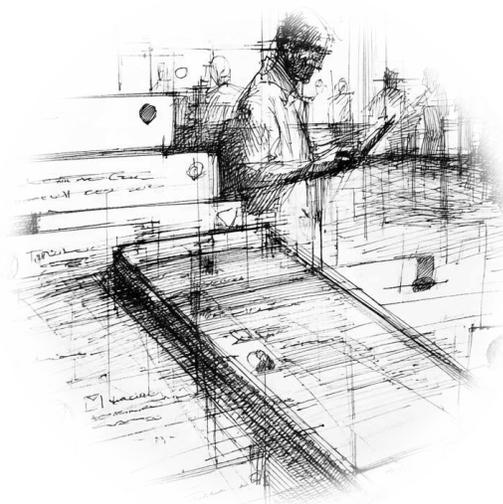


## Formats That Prove Expertise

Long-form guides, project spotlights, time-lapse reels, and interactive tools (like cost calculators) showcase craftsmanship, build credibility, and drive leads.

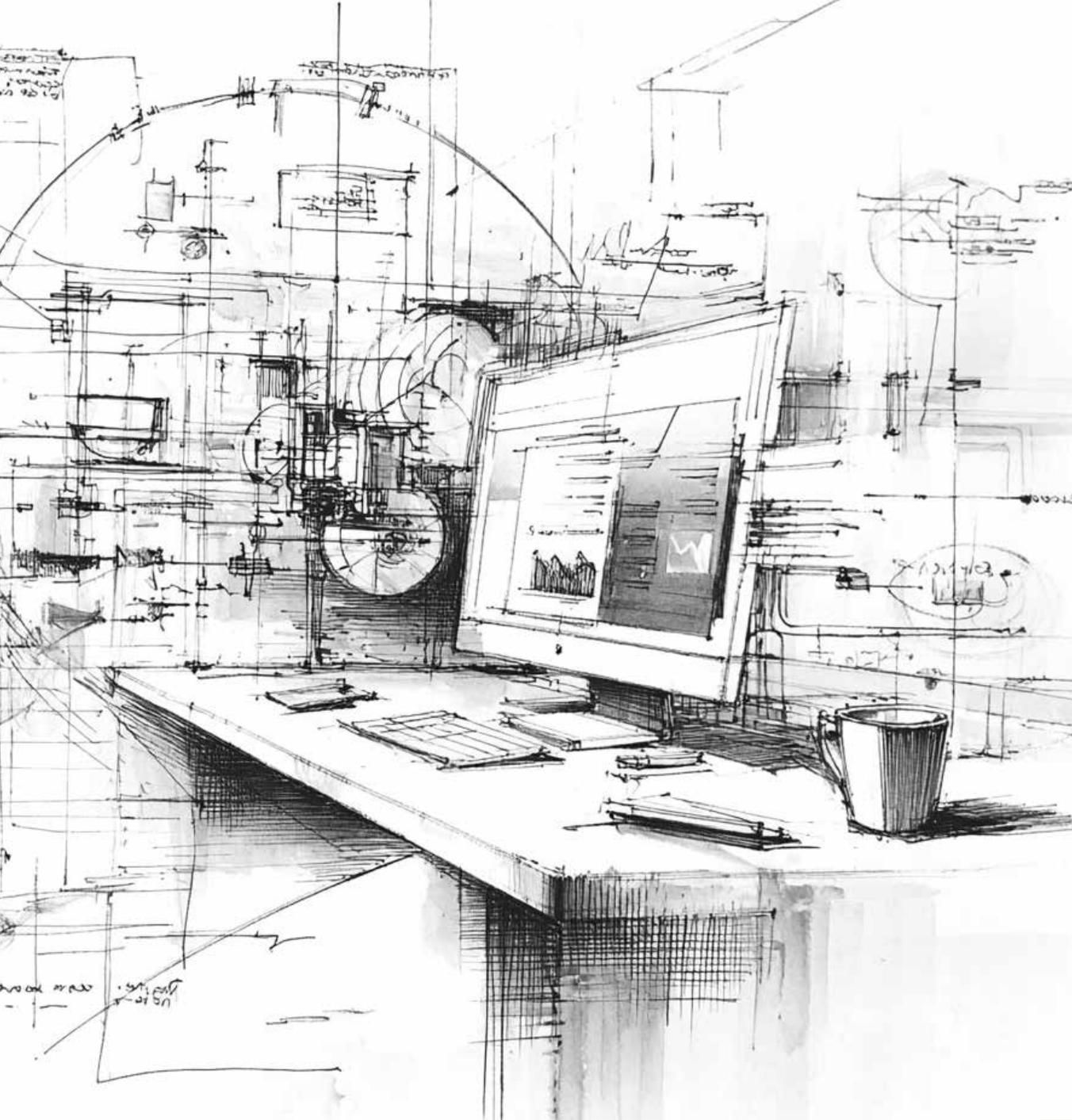
## Projects Become Omnichannel Fuel

Every remodel can be repurposed into a blog post, Houzz gallery, Instagram carousel, and email digest. One job = a week of high-impact content.



## Measure, Refine, Repeat

Track consult requests, time on project pages, and download rates. Refresh top pieces, test CTAs, and keep a consistent publishing rhythm for compounding results.



# Content Marketing & Project Showcasing

## Why Remodelers Can't Skip Content

**H**omeowners no longer phone the first contractor they hear about—they binge-research. Meaningful content lets you enter that conversation early, build authority, and keep your brand in their back pocket until they're ready to sign. In a 2025 study, 74 % of marketers said content marketing directly generated demand or leads<sup>1</sup>, and half plan to increase budgets this year<sup>2</sup>. For remodelers competing on craftsmanship and trust, content is today's word-of-mouth at scale.

# Laying the Groundwork

## 1. Define Audience & Intent

Group prospects by common remodeling triggers—e.g., Growing-family kitchen, Energy-efficiency upgrade, Aging-in-place bath. Map their top questions (“How long will I be without a kitchen?”) to funnel stages. This prevents generic blog posts and yields laser-focused pieces that rank for high-intent searches.

## 2. Set Measurable Goals

Content should tie to revenue, not vanity metrics. Typical targets:

Goal	Primary Metric	Tool
Book more consults	Form submissions, click-to-call	Site analytics + call-tracking
Upsell larger projects	Average project value	CRM pipeline reports
Shorten sales cycle	Days from first touch to proposal	CRM timestamps

Start with one or two KPIs; expand only after you’re consistently measuring the basics.

Goal	Why It Works for Remodeling	Pro Tips
<b>Long-form guides &amp; blog articles</b>	Answer planning, budgeting, permit and design questions—earning backlinks and organic traffic.	Aim for 1,200-1,800 words; embed project photos and cost ranges.
<b>Project spotlights / case studies</b>	Show, don’t tell: real budgets, timelines, obstacles, testimonials.	Use the “Problem-Process-Payoff” structure and include a homeowner quote.
<b>Short-form video &amp; Reels</b>	Highest ROI media format for marketers in 2025 <sup>3</sup> and 89 % of businesses now use video <sup>4</sup> .	Keep under two minutes; add captions for silent scrollers.
<b>Time-lapse &amp; before/after clips</b>	Captivate in seconds and prove workmanship. Remodeler portfolios with time-lapse “wow” factor outperform static photos <sup>5</sup> .	Mount a fixed camera; overlay a quick stats panel (sq ft, budget, duration).
<b>Interactive tools</b>	Calculators (“Deck Cost Estimator”) or quizzes (“Which Layout Fits My 1920s Bungalow?”) capture emails and project specs.	Gate the full results behind an email to feed your CRM.
<b>Infographics &amp; mood board</b>	Highly shareable; 30× more likely to be read than plain text <sup>6</sup> .	Repurpose selections boards you already build for clients.
<b>Podcast snippets</b>	Home-improvement podcasts enjoy high trust and low ad costs <sup>7</sup> .	Record 60-second “Quick Tip” clips during job-site walkthroughs.

# Showcasing Projects Like a Pro

## Capture the Right Assets

1. **Before photos:** shoot wide, horizontal frames with consistent angles.
2. **Process shots:** structural fixes, custom millwork, unexpected challenges—these earn credibility.
3. **After photos:** style for lifestyle (staged breakfast on new island).
4. **Video:** walk-through narration or drone exterior reveal.

## Build the Story

**Headline:** “From Cramped 90s Galley to Light-Filled Chef’s Kitchen (6 Weeks, \$85 K)”

**Context:** homeowner goals, property age, pain points.

**Process Highlights:** permits, hidden surprises, sustainability choices.

**Results:** square-foot gain, energy savings, resale boost.

**Client Quote & Rating Stars:** social proof beats self-praise.

Publish each spotlight as a blog post, Houzz project, Facebook album, Instagram carousel and 60-second reel. One renovation yields a week of omnichannel content.



## Distribution: Where Content Meets Homeowners

Channel	Key Tactics	Why It Matters
Your Website	Dedicated “Inspiration” hub + clear CTAs.	75 % of people judge a company’s credibility by its website design <sup>3</sup> .
SEO & GEO	Local keywords (“basement remodel Denver cost”) + FAQ schema; conversational Q&A to feed AI assistants.	46 % of Google queries have local intent and AI summary boxes increasingly surface local businesses.
Houzz	Upload full project galleries; pursue “Best of Houzz” badges.	Platform reaches 65 M homeowners <sup>8</sup> and 3 M pros—massive credibility amplifier.
Instagram & TikTok	Post reels three times/week; use area hashtags; pin featured projects.	21 % of marketers say short-form video delivers the highest ROI <sup>3</sup> .
Pinterest	Create boards by room/style; link to blog articles.	Visual search drives high-intent traffic, especially among Gen Z and high-income households.
Email Newsletter	Monthly “reno diary” digest + seasonal maintenance tips.	Email remains a top B2C ROI channel <sup>2</sup> ; segment by past clients vs. prospects.
Community groups (Nextdoor, Facebook Groups)	Answer questions, share guides—not sales pitches.	Peer recommendations within local forums often trigger direct inquiries.

Tip: Repurpose first, create second. Turn a blog’s key stats into an Instagram infographic, its hero image into a Pinterest pin, and its summary into a LinkedIn post.

### SEO & Generative Engine Optimization in Practice

**Keyword clusters:** “spa bathroom remodel,” “steam shower cost,” “heated floor installation.”

**Schema markup:** HowTo, VideoObject, Review—helps search engines and AI assistants excerpt your content.

**Conversational snippets:** Write direct Q&A (“How long does a typical kitchen remodel take?”) so voice assistants can quote you verbatim.

**Local signals:** Embed neighborhood names, geotag images, earn backlinks from local news or suppliers.

Result: Higher placement in both classic SERPs and AI-generated answer boxes—prime digital real estate for remodelers.



## Measuring Success & Iterating

Metric	Benchmarks	Action if Under-performing
Organic traffic to content hub	Upward 3–5 % monthly	Refresh outdated posts; add internal links.
Average time on project page	2 min+	Embed short video; improve scannability with sub-heads.
Lead capture rate (guide download)	2–5 % of unique visitors	Test headline and form length; add testimonial.
Consult-to-contract close rate	25 %+ typical for warm content leads	Implement follow-up sequences; include financing options.

Regularly audit top-performing pieces—then spin off deeper niche articles, comparison charts, or FAQ reels. Continuous improvement compounds results; **78 % of mobile local searches lead to a purchase within a day<sup>9</sup>**.

### Efficiency Hacks (Without Losing Authenticity)

**Batch creation:** Film multiple tip videos on one site visit.

**AI helpers:** Use AI to transcribe walk-throughs into draft blog copy, then human-edit for voice and accuracy.

**Content calendar:** 12 projects/year × 5 derivative assets each = one post/week. Keep it realistic; consistency beats bursts.

**Template toolkit:** Case-study layout, email nurture sequence, proposal insert—build once, reuse.

GYRO's Content Engine (part of our Megaphone suite) follows the same blueprint, blending AI speed with editor oversight to maintain the craftsmanship tone remodelers need—feel free to borrow the framework.

### Common Pitfalls to Avoid

**Over-selling:** Educational first, promotional last.

**Ignoring mobile:** 56 % of home-service seekers research on phones<sup>9</sup>—test every page on mobile data speeds.

**Stock-photo overload:** Real job-site photos signal authenticity; staged lifestyle shots can supplement, not replace.

**One-and-done mindset:** Evergreen guides need annual refreshes for code changes or material trends.

**No follow-up:** Content attracts leads, but a CRM sequence converts them—respond inside one hour whenever possible.

### Quick-Start Action Plan

1. Pick one flagship project finishing soon.
2. Capture before, process, and after photos plus a 30-second vertical video.
3. Publish a spotlight post on your blog; cross-post images to Houzz and Instagram.
4. Create a downloadable checklist (“7 Questions to Ask Before Starting Your Kitchen Remodel”).
5. Add a sticky CTA on the spotlight page linking to the checklist form.
6. Email the checklist to your list and share in local Facebook groups.
7. Track new traffic, downloads, consult requests for 30 days.
8. Iterate headline, CTA color, or video thumbnail based on results.

Repeat monthly—momentum follows discipline.



### Closing Thoughts

Great remodeling content is equal parts showmanship (gorgeous visuals) and service (genuine education). Done well, it wins trust before you ever set foot in a prospect’s home. As industry adoption grows—**80 % of home-service businesses already use platforms like Facebook, Instagram, and Nextdoor to connect with customers<sup>10</sup>**—the firms that master storytelling now will enjoy compounding advantages in search visibility, social reach, and referral gravity.

Start small, stay authentic, and let every finished project become fuel for the next. Your future clients are already scrolling.

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## Chapter 07

# The New Word-of-Scroll

Social media has become the go-to source for homeowners researching remodeling ideas and contractors, surpassing magazines and even search engines. Platforms like Facebook, Instagram, Houzz, Pinterest, TikTok, and Nextdoor now act as interactive showrooms where project showcases, testimonials, and real-time conversations build trust and influence buying decisions.

**For remodelers, a focused presence across one visual platform, one inspiration engine, and one hyper-local network can drive higher-quality leads, shorten sales cycles, and boost lifetime client value.**

Success depends on consistent branding, engaging content pillars, authentic interaction, and a mix of organic and paid strategies leveraging videos, user-generated content, and timely responses. Done right, every post and reply compounds as social proof, creating a digital pipeline of loyalty, referrals, and higher-margin projects that competitors without a strategy can't match.

# What You Will Learn in Chapter Seven



## Social Is the New Showroom

Homeowners no longer flip magazines—they scroll.

Platforms like Facebook, Instagram, and Houzz have become the first stop for inspiration, contractor vetting, and referrals.

## Pick Your Power Platforms

Most remodelers win fastest by focusing on three: one visual (IG/Facebook), one inspiration engine (Houzz or Pinterest), and one hyper-local community (Nextdoor or FB Groups).

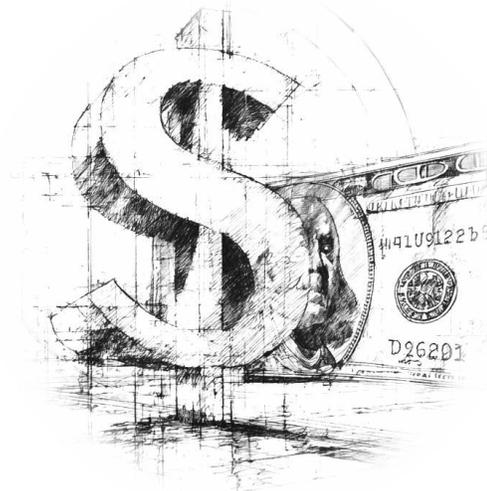
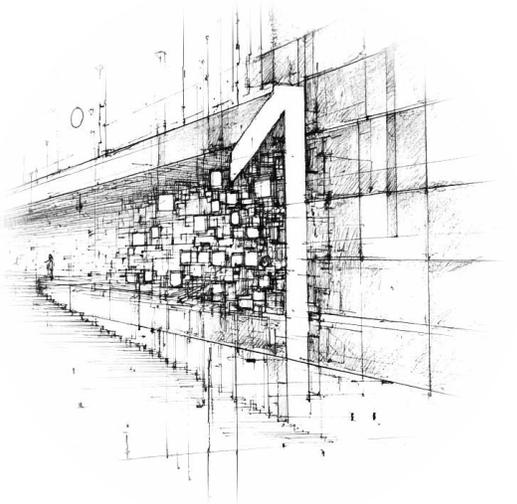


## Content Pillars Build Trust

Mix project showcases, homeowner education, behind-the-scenes stories, testimonials, and community culture posts. Each pillar nurtures different stages of the buyer journey.

## Engagement Fuels Algorithms

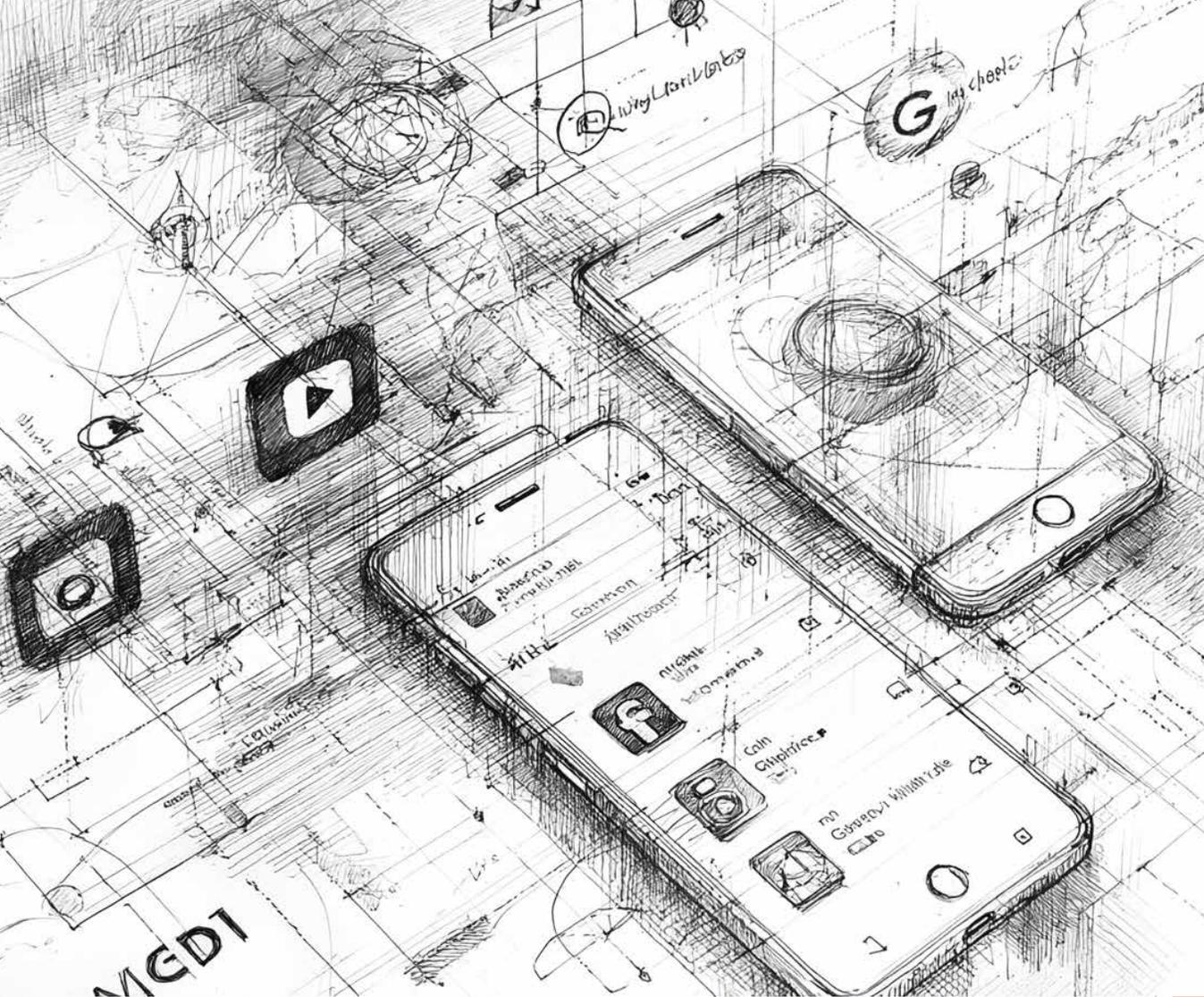
Reply to every comment, spotlight user-generated content, and host live Q&As. Real dialogue earns reach, credibility, and leads far more than polished ads alone.



## From Eyeballs to Estimates

Pair organic posting with small, well-targeted ad spends (\$10/day).

Use reels, cost-guide offers, and lead forms to turn casual scrollers into booked consultations.



## Social Media Marketing & Community Engagement

“When you show up where homeowners already spend their scrolling time—offering inspiration, credible advice, and genuine dialogue—you become the remodeler they want to invite home.”

### The New Word-of-Scroll

**S**ocial platforms have eclipsed magazines and even search engines as the first stop for design ideas and contractor vetting. Eighty percent of U.S. home-services companies now maintain at least one active social profile, and those that do not are conceding visibility to competitors who do<sup>1</sup>. Meanwhile, Meta reports that Facebook and Instagram Reels alone generate more than 200 billion daily plays<sup>2</sup>—proof that short-form video has become the universal language of discovery.

For remodelers, social media is more than a megaphone; it’s a two-way showroom where past projects, client praise, and real-time conversations coalesce into social proof. A solid presence boosts lead quality, shortens the sales cycle, and strengthens lifetime client value—because the homeowner who follows your stories today may hire you (or refer you) six months from now.

# Selecting Your Core Platforms

Platform	Audience Scale	Primary Strength	Fit for Remodelers
Facebook / Instagram	3 B / 2 B monthly users <sup>3</sup> <sup>4</sup>	Community Groups, Reels, Ads	Broadest local reach, visual storytelling
Houzz	65 M design-oriented users <sup>5</sup>	Project galleries, ideabooks, “Best of” badges	Niche authority & SEO juice
Pinterest	570 M monthly users <sup>6</sup>	Inspiration boards, search intent	High-funnel design dreamers
TikTok	1.5 B monthly users <sup>7</sup>	Viral short video, creator culture	Rapid awareness, Gen Z & Millennial buyers
YouTube	2.7 B monthly users <sup>8</sup>	Long-form how-tos, search longevity	Evergreen education & brand depth
Nextdoor	Hyper-local neighborhoods; 50 % of home-improvement pros got a lead here last quarter <sup>9</sup>	Neighbor trust, recommendations	Referrals within ZIP codes
LinkedIn	310 M monthly actives <sup>10</sup>	B2B networking, affluent homeowners	Architect/designer partnerships, luxury segment

GYRO insight: You do not need to master every network on day one. Most remodelers see fastest ROI by focusing on one visual platform (IG/Facebook), one inspiration engine (Houzz or Pinterest), and one hyper-local community (Nextdoor or Facebook Groups)—then layering TikTok or YouTube as bandwidth grows. GYRO’s Megaphone program sequences the rollout in that exact order to prevent overwhelm.

# Content Pillars That Convert

## Project Showcases

Before/after carousels, 15-second walk-through reels, or cinematic YouTube reveals.

## Education & Advice

“Cost vs. Value” explainers, maintenance tips, code updates.

## Behind-the-Scenes

Crew introductions, material selection, job-site time-lapse.

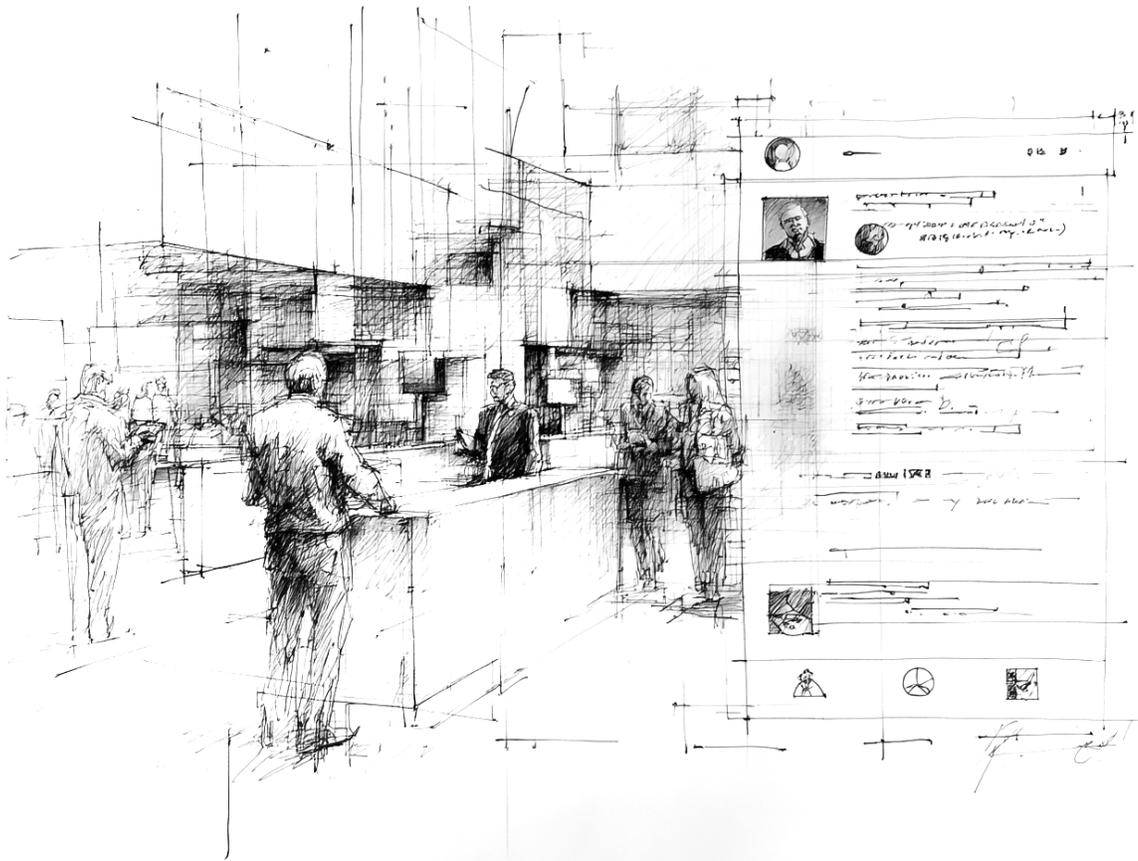
## Client Stories

Mini-doc interviews, testimonial quotes, reposted homeowner photos.

## Community & Culture

Sponsoring the local 5-K, recycling scrap lumber, office puppy.





# Platform Playbooks

## 1. Facebook & Instagram

**Groups & Pages** – With 1.8 billion members active in Facebook Groups each month<sup>11</sup>—and private groups enjoying 40 % higher engagement than pages<sup>12</sup>—consider hosting a “CityName Remodel Ideas” group. Share advice freely; allow members to post questions and photos.

**Reels** – The algorithm favors vertical video under 60 seconds. Show a kitchen gut in six cuts, overlay stock music, end with a CTA sticker. Consistency beats perfection; three Reels per week is a realistic cadence.

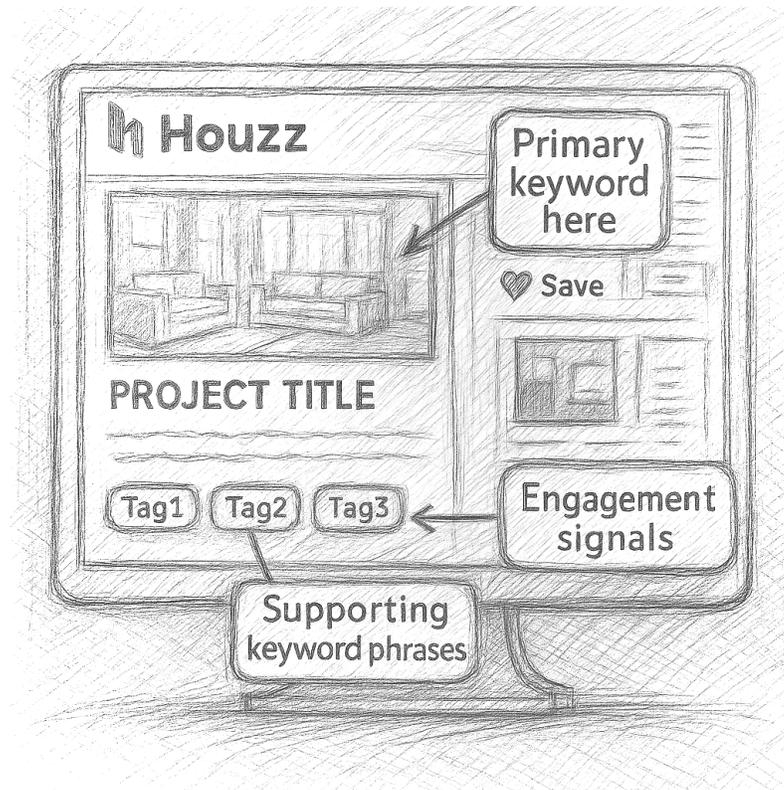
**Ads** – Start with geographically-pinned traffic ads to your portfolio page, then graduate to Facebook’s “Lead” objective (native forms) once pixel data accumulates. Re-target anyone who watched 25 %+ of a Reel with an offer to download your

Remodeling Cost Guide.

## 2. Houzz & Pinterest

Houzz’s 65 million design-savvy users<sup>5</sup> treat the platform like a remodeling search engine. High-resolution portfolios plus timely review responses earn you “Best of Houzz” badges that also boost Google rankings.

Pinterest’s 570 million active pinners<sup>6</sup> (one-third now men<sup>13</sup>) search “modern farmhouse bathroom” well before contacting a pro. Pin every finished project into themed boards and include budget ranges in pin descriptions—Pinterest Lens can surface price tags if metadata is present.



### 3. TikTok & Short-Form Video

Home renovation and DIY clips have surpassed 39 billion views on TikTok<sup>14</sup>.

**Gen Z's buying clout is rising, and 55 % of them use TikTok to research products and services<sup>1</sup>**

The recipe: hook (1 sec), reveal (8 sec), tip (5 sec), CTA (2 sec). Humor and authenticity trump polish; outtakes humanize the brand.

Pro tip: Cross-post to Instagram Reels—short-form edits already dominate mobile feeds and Meta openly states Reels plays exceed 200 billion daily<sup>2</sup>.

### 4. YouTube & Long-Form Video

Channels like Home RenoVision DIY boast 700 million views<sup>16</sup>, proving homeowners binge renovations as entertainment. Aim for 4- to 8-minute deep dives: budget breakdowns, product comparisons, or timelapse “day in the life of a jobsite.” Embed videos on your blog to boost SEO.

YouTube's search shelf life is unparalleled; one evergreen “How Much Does a Basement

Remodel Cost in 2025?” video can generate warm leads for years.

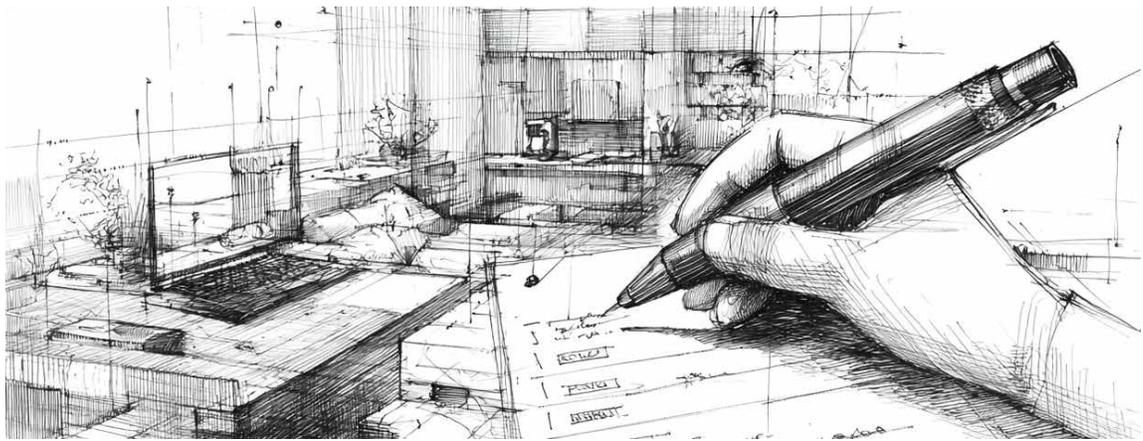
### 5. Nextdoor & Hyper-Local Forums

Nextdoor users discussing home projects convert fast because proximity builds trust: 50 % of pros received a job via Nextdoor in the past three months<sup>9</sup>. Claim your profile, verify your business, and answer neighborhood questions within 24 hours. Avoid salesy posts; offer concise expertise: “Permit fees usually run \$200-\$400 in our county, here's the checklist.”

### 6. LinkedIn for Strategic Partnerships

While LinkedIn skews B2B, its 310 million active users<sup>10</sup> include architects, real-estate agents, and high-income executives seeking remodelers. Twice-monthly thought-leadership articles—e.g., “What Rising Lumber Prices Mean for 2026 Projects”—position you as a reliable collaborator. Tag local designers; invite them to co-host a webinar streamed via LinkedIn Events.

Engagement Move	Why It Matters	How to Execute
Reply to Every Comment	Increases algorithmic reach & shows attentiveness	Set 15 minutes daily for responses
User-Generated Content (UGC)	Homeowners trust peer visuals more than pro shots	Ask clients to tag you; repost with credit
Live Q&A Sessions	Real-time credibility booster; FAQ goldmine	Go Live on IG the first Thursday monthly
Local Collaborations	Cross-pollinates audiences	Partner with a tile showroom for a giveaway
Cause Marketing	Builds goodwill & shares	Document your Habitat build day in Stories



## Paid Social: Turning Eyeballs into Estimates

Even a \$10/day campaign can move the needle when precisely targeted:

**Audience** – 10-mile radius, homeowners 28-65, income top 30 %.

**Creative** – 15-second Reel showing demolition-to-dream kitchen, headline “Book Your Fall Start Date.”

**Offer** – Free 30-minute design consult or downloadable Cost Guide.

**Landing** – Form with three fields + calendar link; instant SMS confirmation.

Track cost-per-lead weekly; pause any ad >20 % over target CPL and rotate creative. Facebook’s A/B split test tool simplifies this.

# Metrics That Matter

KPI	Good Benchmark	Tool
Engagement Rate (IG)	3-5 % post, 5-7 % Reel	Meta Insights
Group Growth (FB/ Nextdoor)	5 % month-over-month	Facebook Group Admin Dashboard
Click-Through-Rate (Pinterest Pin)	0.5-1.0 %	Pinterest Analytics
Video View-Through-Rate (YouTube)	50 % at 30-sec mark	YouTube Studio
Lead-to-Consult Ratio	25-40 %	CRM (HubSpot / Jobber)

Integrate UTM tags on every social link so Google Analytics reveals which platform actually books consultations.

## Workflow & Tools

**Monthly Content Sprint:** Brainstorm, shoot, schedule 80 % of posts; leave 20 % for in-the-moment Stories.

**Scheduling Software** (Buffer, Later, or Megaphone's integrated scheduler) to auto-publish across channels.

**Asset Library:** Cloud folder named by project/code for quick retrieval.

**Response SOP:** Assign one team member / 30 min daily to engage; escalate hot leads to sales.

**Quarterly Review:** Audit top-performing content; update strategy.

## Common Pitfalls to Avoid

Pitfall	Why It Hurts	Fix
Inconsistent branding	Confuses prospects	Use one color palette & logo size everywhere
Ghost profiles	Erodes trust	Delete or merge unused pages
Over-automation	Feels impersonal	Balance auto-posts with real-time Stories
Vanity metrics obsession	Likes ≠ Leads	Tie KPIs to pipeline impact
Ignoring negative comments	Damages credibility	Respond within 24 hrs, offer resolution offline

# 30-Day Social Accelerator

Day 1-3 – Audit existing channels, claim usernames, update bios with CTA link.

**Day 4-10** – Photograph three recent projects; edit to vertical 9:16 + landscape 16:9.

**Day 11-15** – Draft a 12-post calendar (4 project, 3 tips, 2 BTS, 2 reels, 1 testimonial).

**Day 16-20** – Set up Facebook lead ad with Cost Guide.

**Day 21-25** – Launch a Nextdoor “Ask a Remodeler” thread; answer daily.

**Day 26-30** – Analyze insights; double down on highest reach post, archive any flops.

Stick to the plan and you’ll exit month one with: a recognizable cross-platform brand, at least two inbound consultations, and a repeatable process.

## The Long-Game Payoff

Social media rarely produces overnight ROI. But each post, pin, and reply adds to a compounding library of proof—work quality, professionalism, personality—that algorithms serve to the right homeowner at the right moment. Combine that with responsive community engagement and you’ll create a pipeline your competitors can’t match.

As you implement the tactics in this chapter, remember GYRO’s guiding principle: listen first, help second, sell third. The remodelers who educate generously and converse authentically on social platforms aren’t just winning likes; they’re winning loyalty, referrals, and higher-margin projects.

Ready to turn followers into fervent fans? Let’s move on to Chapter 8, where we turn paid traffic into predictable lead flow.

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This playbook was brought to you by Grow Your Remodel Outfit (GYRO). At GYRO, we believe that remodelers deserve a growth system, as strong as the homes they build. We partner with organizations and individuals to turn their brand, website, and reputation into a steady pipeline of qualified projects.

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