The $50K Kitchen on a $25K Budget

The Remodeler's Playbook to Sign More Jobs From the Leads You Already Pay For

A free playbook from **GROW 24/7 Remodel**, your 24/7 sales team for remodelers · grow247.com/remodel

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Read this first

Most remodelers don't have a lead problem. They have a leak problem: paid leads go cold, estimates die in silence, and past customers hire someone else.

This playbook shows you exactly where the money leaks and how to plug each hole. Every chapter gives you scripts, schedules and checklists you can use this week.

How to use it:

1. Read Chapter 1 and fill in your 5 numbers. It takes 10 minutes.
2. Pick the chapter that matches your biggest leak and start there.
3. Use the 30 day plan in Chapter 10 to put it all in place.

At the end of each chapter you'll see two options: do it yourself, or have it done for you. Both work. The only option that doesn't work is doing nothing.

Chapter 1: Where your money leaks

You can't fix what you don't measure. These 5 numbers tell you exactly where your revenue is slipping away. Fill them in from last month.

Number	How to find it	Your number
1. Response time	Average minutes from a new lead to your first real contact	
2. Contact rate	Leads you actually spoke with, divided by total leads	
3. Appointment show rate	Visits that happened, divided by visits booked	

Number	How to find it	Your number
4. Close rate	Signed jobs, divided by estimates given	
5. Cost per signed job	Total marketing spend, divided by signed jobs	

The leak formula: leads you never reached × your close rate × your average job size = revenue walking away every month.

Example: 60 leads a month, 20 never reached, a 25% close rate and a $30,000 average job. That's 20 × 0.25 × $30,000 = $150,000 in potential work every month that never had a chance.

If you don't know one of these numbers, that's your first leak. Owners who track these 5 numbers weekly make better decisions about every dollar they spend.

Do it yourself: track these in a spreadsheet every Monday.

Done for you: a live dashboard that updates these numbers automatically from your calls, forms and CRM.

Chapter 2: The Friday 8:30pm problem

A homeowner finishes dinner, looks at the old bathroom and fills out three contractor forms. The first contractor to respond with something helpful usually books the visit. If your answer comes Monday morning, you paid for a lead your competitor will close.

Research from Harvard Business Review found that companies contacting a lead within an hour were nearly 7 times more likely to have a real conversation than companies that waited even one more hour. In remodeling, the window is even shorter, because the homeowner contacts several companies at once.

Your goal: a helpful reply within 60 seconds, every time, day or night.

The 3 situations to cover:

1. **Missed calls.** You're on a job site. The call goes to voicemail and most people never leave a message.
2. **Web forms and ad leads.** They arrive at night and on weekends, when nobody checks.
3. **Shared leads from Angi, Thumbtack and similar platforms.** The same homeowner was sent to 3 to 5 other contractors.

The missed call text back (copy this):

> Hi, this is Mike with Summit Kitchen and Bath. Sorry I missed your call, I'm on a job site. What project can I help you with? I can text you a few times that work for a quick visit.

The first reply to a web lead (copy this):

> Hi Sarah, thanks for reaching out about your bathroom. I'm Mike with Summit Kitchen and Bath. Quick question so I can point you in the right direction: are you thinking of a full remodel or a tub to shower conversion?

Notice both messages end with an easy question. A question gets a reply. A reply starts a conversation.

Do it yourself: set your phone to auto reply to missed calls and check forms every 2 hours, including weekends.

Done for you: an AI assistant that texts back within seconds, 24/7, answers common questions and books the visit on your calendar.

Chapter 3: The 10 touch follow up

Most teams try a lead once or twice, then move on. Velocify's study of millions of leads found 6 call attempts at the right intervals beat calling at the "perfect" time. Homeowners are busy, not uninterested. Persistence, done politely, wins the job.

The schedule for a lead who hasn't answered:

Touch	When	Channel	What to say
1	Within 60 seconds	Text	Friendly intro + one easy question
2	5 minutes	Call	Introduce yourself, leave a short voicemail
3	Same day, evening	Text	"Still thinking about your bathroom? Happy to help."
4	Day 2, morning	Call	Second attempt
5	Day 2, afternoon	Email	Photos of a similar project you finished

Touch	When	Channel	What to say
6	Day 4	Text	Share one review from a happy client
7	Day 7	Call	"Wanted to make sure you saw my messages."
8	Day 10	Text	Offer two specific times for a visit
9	Day 14	Email	Financing options, if you offer them
10	Day 21	Text	The breakup message (below)

The breakup message (copy this):

> Hi Sarah, I haven't heard back, so I'll assume the timing isn't right. I'll close your file for now. If you'd still like help with your bathroom, just reply YES and I'll reach out.

The breakup message often gets more replies than all the others combined, because it removes the pressure.

After touch 10: the lead moves to the long term nurture in Chapter 7. Never delete a lead. Today's "not now" is next spring's signed job.

Do it yourself: put this schedule on a whiteboard and assign one person to work it every morning.

Done for you: all 10 touches sent automatically, stopping the moment the homeowner replies and alerting your team.

Chapter 4: Qualify before you drive

Every visit costs you 2 to 4 hours of drive time, measuring and talking, plus the hours it takes to build the estimate. A visit with the wrong homeowner costs the same as a visit with the right one. Ask these 6 questions before you book.

The 6 questions:

1. **What project are you thinking about?** (Full kitchen, primary bath, tub to shower, cabinets)
2. **What's prompting the project now?** (Damage, selling the home, finally have the budget, aging in place)
3. **When would you like the work finished?** (Within 3 months, this year, just exploring)

4. **Have you set a budget range for this project?** (Give them ranges to pick from, see Chapter 5)
5. **Will you be paying from savings, financing or home equity?**
6. **Who else will be part of the decision, and can they be at the visit?**

How to score the answers:

Signal	Book the visit	Nurture first
Timeline	Within 6 months	"Just exploring" or next year
Budget	Matches the project range	Far below the range
Decision makers	Everyone can attend	One spouse can't make it

The question most remodelers skip: number 6. If only one decision maker is at the visit, you'll almost never sign that day. Reschedule politely: "I want to make sure you both get your questions answered. Would Tuesday at 6pm work for both of you?"

Do it yourself: turn these 6 questions into a phone script and a web form.

Done for you: an AI assistant that asks these questions by text, scores the lead and books only the qualified ones.

Chapter 5: The ballpark first method

The $50K kitchen on a $25K budget isn't a homeowner problem. It's an expectations problem, and you can fix it before the visit. Share realistic price ranges early, and formal estimates go only to homeowners who are ready.

Step 1: Build your own price ranges. Look at your last 20 jobs and group them into three levels:

Project	Refresh	Mid range	Full remodel
Kitchen	$	$	$
Primary bathroom	$	$	$
Guest bathroom	$	$	$
Tub to shower conversion	$	$	$

Fill in your real numbers. Use ranges, not single prices.

Step 2: Share the ranges before the visit (copy this):

> Most of our kitchen projects fall between $35,000 and $75,000, depending on cabinets, layout and finishes. Does that range work for what you have in mind?

Step 3: Respond to the answer.

- **"Yes, that works"** → book the visit.
- **"That's more than we expected"** → offer a smaller scope, a phased project or financing.
- **"We're nowhere near that"** → thank them, send helpful tips, and add them to your long term nurture.

Step 4: Charge for detailed design work. Many successful remodelers charge a design or estimate fee for detailed plans, credited toward the project if the homeowner signs. Serious homeowners pay it. Tire kickers don't.

Do it yourself: send your price ranges by text or email to every lead before the visit.

Done for you: a branded budget guide sent automatically to every new lead, with replies sorted into book, adjust or nurture.

Chapter 6: The estimate that sells

You spent hours on that estimate. Then it sits in an inbox next to two competitors' quotes. The estimate that wins is rarely the cheapest. It's the clearest, and the one followed up the right way.

What every estimate should include:

1. A one paragraph summary of what the homeowner told you they want, in their words.
2. Two or three options (good, better, best), so the question becomes "which one" instead of "yes or no."
3. Photos of a similar project you finished.
4. A simple timeline: start date, how many days, what happens each week.
5. A monthly payment example, if you offer financing.
6. Three reviews from past clients.

7. One clear next step, with a deadline for your schedule: "To hold an April start, sign by March 15."

Present it in person or on video, never as a cold email attachment. A 3 minute video walking through the estimate builds more trust than a PDF.

The estimate follow up schedule:

When	What to send
Same day	"Thanks for having me out. Here's the estimate. What questions came up?"
Day 2	A photo of a similar finished project
Day 5	"Anything I can clarify or adjust?"
Day 10	A review from a client with a similar project
Day 14	"Your spot on our schedule is still open until [date]."
Day 21	The breakup message from Chapter 3

Do it yourself: schedule these 6 messages on your calendar after every estimate.

Done for you: every estimate triggers the full follow up automatically, and your team is alerted the moment the homeowner replies.

Chapter 7: "We'll do it next year"

You meet them in March. They love your ideas. Then: "We'll do it next year, for sure." Most remodelers never hear from them again, and next year they hire whoever stayed in touch. A simple 12 month plan keeps you first in line.

The 12 month nurture plan:

Month	What to send
1	"Great meeting you. Here's a summary of what we discussed."
2	Before and after photos of a project like theirs

Month	What to send
3	A short tip: "3 things to decide before your kitchen remodel"
4	A client story with their quote and photos
5	Seasonal note: best time to book for the season they want
6	"Is your project still on your list for this year?"
7	Financing or budgeting tips
8	A design trend they'd like, with photos
9	"We're planning our schedule for next season. Want a spot?"
10	A review from a recent client
11	Holiday thank you note
12	"Ready to pick up where we left off? I'll bring updated pricing."

Two rules:

1. **Give value 3 times for every 1 ask.** Tips, photos and stories earn the right to ask for the visit.
2. **Make replying easy.** End every message with a simple question like "Still planning it?"

One note on consent: marketing texts require the homeowner's permission. Ask at the visit: "Mind if I text you ideas and updates?" Then note the yes in your records.

Do it yourself: create a "Next Year" list and send one message a month to everyone on it.

Done for you: the full 12 month plan runs automatically, and you're alerted the moment someone says they're ready.

Chapter 8: The past customer goldmine

Your past customers already trust you, already paid you, and already know your work. They cost you zero in new ad spend. Yet most remodelers never contact them again after the final invoice.

A client who loved their new kitchen will need a bathroom, a basement, a deck. And every one of them has neighbors, friends and coworkers who ask, "Who did your kitchen?"

The past customer calendar:

When	What to send
1 week after the job	Thank you + review request (Chapter 9)
1 month after	"How are you enjoying the new space?" + referral ask
6 months after	Care tips for their new finishes
1 year anniversary	"Happy 1 year with your new kitchen!" + offer for the next project
Spring and fall	"Booking projects for the season. Anything on your list?"
Holidays	A simple thank you, no offer

The referral ask (copy this):

> Hi Linda, it's Mike from Summit. So glad you're loving the kitchen! If you know anyone thinking about a remodel, I'd be grateful for an introduction. As a thank you, we send a $250 gift card for every referral who signs.

Quick math: 400 past customers. If just 3% start a new project or send a signed referral this year, that's 12 jobs. At a $25,000 average, that's $300,000 with no new leads purchased.

Do it yourself: export your past clients into one list and send the seasonal message twice a year.

Done for you: automatic anniversary, seasonal and referral campaigns, with replies routed straight to your phone.

Chapter 9: The review engine

Homeowners judge you online before they ever call. BrightLocal's 2026 survey found 97% of consumers read reviews for local businesses, 47% won't use a business with fewer than 20 reviews, and 74% only care about reviews from the last three months. A steady flow of fresh reviews is now part of your sales team.

The 3 rules of the review engine:

1. **Ask at the happiest moment:** the day of the final walkthrough, when the client is smiling at their new space.
2. **Make it one tap:** send a direct link to your Google review page. No searching.
3. **Reply to every review:** in your own words, mentioning the project. Generic replies look fake.

The review request (copy this):

> Hi Tom, it was a pleasure working on your bathroom. Would you mind sharing a quick review? It really helps a small business like ours. Here's the link: [link]. Thank you!

The reminder, 3 days later if no review:

> Hi Tom, just a friendly reminder in case the last message got buried. Your review would mean a lot to our team: [link]

Goal: 4 to 5 new reviews every month. In a year, that's 50 or more fresh reviews, and a big edge over competitors whose newest review is from 2023.

Do it yourself: add "send review link" to your final walkthrough checklist.

Done for you: review requests and reminders go out automatically after every completed job, and you get a ready to post reply for each review.

Chapter 10: Your 30 day action plan

Plug the biggest leaks first. Follow this plan and in 30 days every lead, estimate and past customer will have a system behind it.

Week 1: Stop the bleeding

- [ ] Fill in your 5 numbers (Chapter 1)

- [ ] Set up the missed call text back (Chapter 2)
- [ ] Check forms and ad leads every 2 hours, weekends included

Week 2: Follow up like a pro

- [ ] Start the 10 touch schedule on every new lead (Chapter 3)
- [ ] Turn the 6 qualifying questions into your phone script (Chapter 4)
- [ ] Write your price ranges and start sharing them before visits (Chapter 5)

Week 3: Win more estimates

- [ ] Upgrade your estimate with options, photos and reviews (Chapter 6)
- [ ] Follow up on every open estimate from the last 90 days
- [ ] Build your "Next Year" list and send month 1 (Chapter 7)

Week 4: Unlock free revenue

- [ ] Export your past customers and send the seasonal message (Chapter 8)
- [ ] Add the review request to your final walkthrough (Chapter 9)
- [ ] Review your 5 numbers again and compare them with week 1

Doing all of this by hand takes 10 to 15 hours a week. Most owners already work 60. That's why so few remodelers do it consistently, and why those who do win more jobs from the same leads.

Want GROW 24/7 Remodel to do it for you?

We set up every system in this playbook for your business: instant replies, the 10 touch follow up, qualification, estimate follow up, the 12 month nurture, past customer campaigns and the review engine. It runs 24/7 while your team focuses on selling and building.

Book your free 20 minute Results Review. We'll look at your numbers, show you exactly where your business is leaking, and give you a plan, whether you work with us or not.

Sources

- The Short Life of Online Sales Leads, Harvard Business Review
- Velocify research on response time and call attempts
- BrightLocal Local Consumer Review Survey 2026, summarized