

WE BUILT

The membership we never had.

Here's what's actually in it.



The whole business that sits around the building, in one place.

— WHAT THIS IS

We're contractors, and between us we have somewhere around seventy-five years in the trades. We spent a long time on the other side of this, paying for shared leads that went to five other trucks at the same time, getting billed for names that turned out to be nobody, and watching the reputation we'd built evaporate the day we stopped paying for the profile it lived on. So we built the thing we always wished existed, and it turned out to be a lot more than a better way to get work. Here is all of it, so you can look it over on your own time.

	MARKETING	Your Cornerstone, built from your own customers' words, going out every week.
	YOUR REVIEWS	Earned on your own Google profile, yours to keep for as long as you work.
	YOUR CREW	Group-rate medical, dental, vision, and retirement to put in front of your people.
	THE NETWORK	Vetted engineers, designers, subs, and mentors, a phone call away.
	FINANCING	Options you hand the homeowner right there at the kitchen table.
	THE LEADS	Real homeowners who choose you, confirmed by a person before you're billed.

\$7.2M

The order the FTC brought against HomeAdvisor in 2023, for selling contractors leads from people who weren't ready to hire. The shared-lead economics you have been paying into are the model we built this to replace.

SOURCE: U.S. FEDERAL TRADE COMMISSION, 2023

The business homeowners **choose**.

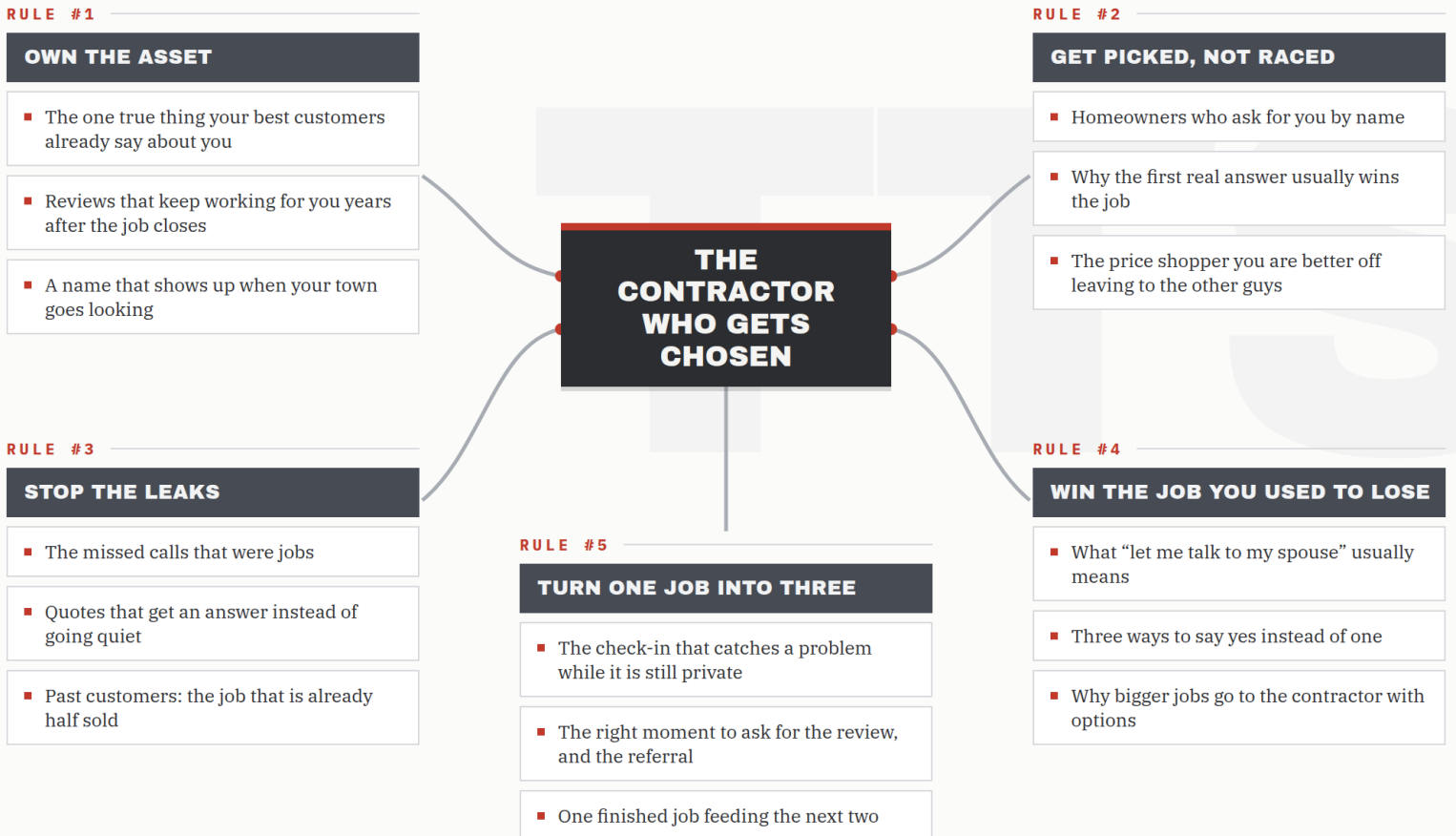
Each piece of this map is what the membership gives you. The pages that follow walk through it.

— THE FIELD MAP • FOR ESTABLISHED CONTRACTORS —

Stop Chasing. Get **Chosen**.

The full map of a contractor business homeowners pick first.

We're contractors, roughly 75 combined years in the trades. This is the map we wish somebody had handed us twenty years ago.



This is the map. The membership stands behind each piece of it: your marketing, your reputation, and the way the right homeowners find you. The call is where you see what it looks like for your trade.

TOP TIER STRATEGIES
PRO.TTSCONTRACTORS.COM

THE MARKETING

The center of the whole thing is something we build for you that we call **your Cornerstone**. Before we do anything else, we go through what your best customers already say about you, the reviews they've left, the things they tell a neighbor when they send you a referral, and we pull out **the one true thing** they already believe about your company. That becomes a single document, twelve sections of it, covering the story behind that one true thing, the way you actually talk about your work, how you win a job, how you handle the questions that make other contractors squirm, and who you're the right fit for. Nothing in it is invented in a conference room. Every line traces back to something a real customer already said about you.

Then, every week, we turn that into the posts and the content that go out across your own accounts and your own Google profile, so a homeowner who looks you up finds a company that plainly knows who it is and what it does. You approve what goes out, and then you get back to the work. Most contractors have known for years they should be doing this and have rarely had the time for it. Here it simply happens. And you don't have to imagine what one looks like: on the call, you can look through a finished Cornerstone for your kind of work and see exactly what you'd be getting.



You also get your own pages on the platform, with your work organized by project type, your years in business, and a license-and-insurance badge that we verify before it goes up. You can't edit that badge and neither can anyone else, which is the point: the guy underbidding you out of a truck bed with no insurance can't fake it, and for once the license and the coverage you pay for every year do some of the selling for you.

Reputation that builds on **ground you own.**

When a job wraps up, the homeowner is invited to review you on your own Google profile, so every review you earn keeps working for you for as long as you work, whether or not you're still with us. Reviews sitting on a platform's profile stop being yours the day you stop paying; one contractor told us that when he canceled, years of his reviews went dark with the profile.

"I'm the customer in our relationship... not MY customers."

A CONTRACTOR, IN HIS OWN WORDS



WHAT WE BUILT THIS TO END

"Once you stop paying all your reviews are gone since profile will become inactive."

A CONTRACTOR, ON WHAT A PLATFORM PROFILE COSTS HIM

Your reviews sit on your own name, your customers stay your customers, and just before each review invitation goes out, the homeowner gets a short private check-in that comes back to you first, so if something went sideways on the job, you hear about it privately and get the chance to make it right before anything shows up in public.

THE BUSINESS BEHIND THE WORK

Around that sits the rest of a real business, and this is the part most contractors don't expect to find. You get access to workers comp and general liability vendors through the network, so you're no longer calling around once a year on your own and taking whatever number they hand you. You can put real benefits in front of your crew, medical, dental, vision, and retirement, at the kind of group rates that normally only exist for companies ten times your size, which is the thing that matters the day a good man is deciding between staying with you and leaving for an outfit that can cover his family.

THE NETWORK AROUND YOU

When a job calls for a structural engineer, an architect, or a designer, there's a vetted bench of them **a phone call away**. There's a whole community of other member contractors, every one of them checked for licensing, insurance, and good standing, so you can hand off the work you can't take and pick up work from someone who can't take theirs, and whatever the two of you agree to is **yours to keep; we take nothing on it**. And when you hit the kind of problem you lie awake on, there are contractors in here who've already solved it and will **actually pick up the phone**.

Then there's the money side of the jobs themselves. You'll have **financing you can hand a homeowner right there at her kitchen table**. Think about the moment she hears the price of the job she actually wants and her face falls. With financing in your hand, you lay out a few options with a monthly figure on each, and now the conversation is about which version she wants rather than whether she can do it at all. We're not the bank, and we don't approve anyone; we put the option in your hands and bring you the lenders.

~48% of mortgaged U.S. homes are equity-rich.

Homeowners are holding more than \$32 trillion in equity, and a huge share of your customers are sitting on far more than they can reach in cash. Financing at the table is how the job she wants stops shrinking to what is in her checking account.

SOURCES: ATTOM DATA SOLUTIONS, 2024 · U.S. FEDERAL RESERVE, 2024

HOW THE WORK COMES TO YOU

The leads people expect from something like this are in here too, but they're one piece of a much bigger thing, and they run differently than what burned you. When you decide to turn them on, a homeowner in your area looks at your work and **chooses you, only you**, and before you're ever billed for that homeowner, a real person on our team calls her and confirms the project is actually real. If it's not, it dies right there and never reaches your invoice. You turn leads on when you want the work and off when your schedule is already full.

The rest of it is about not losing the work you've already earned. When you miss a call because your hands are full, the homeowner gets a text back in your name within seconds. The quotes you send get followed up on a real schedule. The old estimates sitting in your phone from people who went quiet get worked again without a dollar of ad spend, because that list was already yours. And the whole pipeline sits on one screen, so you can see what came in, what you paid, and what's still sitting there.

WHY THIS MATTERS

"Referrals are great. But, can you get 6 referrals next month? Because I can't."

A CONTRACTOR, ON WHY WORD OF MOUTH ISN'T ENOUGH



There's even a coach in here for the sales calls themselves. Your recorded calls get worked with you, privately, and you get handed better words for the next kitchen table. Most of us were never taught how to sell a job; we learned by losing a few. This shortens that road.

WHO IS BUILDING IT

This was built by contractors who lived every part of the story in here, and it's still being built, out in the open. The people who come in early help shape what gets built next, because we'd rather build it alongside the people who are actually going to use it.

WHO IT IS FOR

Established residential contractors running a real business, properly licensed and insured for the work they do and the place they do it, with a clean record and a crew or a strong track record behind them. If you're not there yet, we'll tell you straight what would get you there.

What a page can't show you is what it looks like for **your business.**

Your trade, your market, and a Cornerstone built out of what your own customers already say about you. That's what the call is for. Someone who's actually run a contracting business sits down with you for thirty or forty minutes, walks through the parts that matter most for the way you work, and answers anything you want to put to them. Come with your questions.

Come see the whole thing.

BOOK YOUR CALL