

THE HOMEOWNER ACQUISITION SYSTEM

SKAFFA RÄTT KUNDER

From cold local attention to qualified residential project opportunities

Client-facing system overview | Version 1.0

Built for established high-ticket residential contractors

Validated through active deployment with Marko Bygg & Sten

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EXECUTIVE OVERVIEW

A more stable path from attention to revenue

This document explains the client-facing architecture, operating expectations, and proposed partnership model. Detailed technical procedures and binding terms belong in separate internal and contract documents.

Residential contractors rarely suffer from a lack of work alone. They suffer from the wrong work, inconsistent demand, and too much time spent chasing people who are not ready to buy.

THE PROFIT DRAIN

Skilled labour is consumed by low-margin, unclear, or high-friction projects.

THE INCOME ROLLERCOASTER

The pipeline depends on referrals, seasons, and unpredictable bursts of demand.

What the system is designed to change

- Create a consistent flow of local homeowner attention instead of relying only on referrals.
- Move the most relevant prospects from awareness to a clear consultation or quote request.
- Improve the share of serious project opportunities through tighter positioning, geography, and qualification.
- Turn completed projects into new proof, creative assets, and future demand.

THE PARTNERSHIP IN ONE SENTENCE

I build and operate the acquisition system. You provide the craftsmanship, project proof, advertising budget, capacity, and fast lead follow-up.

Important: the system is designed to improve pipeline quality and consistency. It does not guarantee a fixed number of leads, projects, or revenue.

POSITIONING

The system, not a collection of disconnected ads

The value is the complete bridge between cold attention and a qualified project opportunity.

WHAT IT IS

- A complete local acquisition infrastructure.
- Meta setup, audience building, retargeting, forms or landing pages.
- Creative and message testing based on real project proof.
- Qualification, reporting, and case-study generation.
- A repeatable framework adapted to the client, service, and geography.

WHAT IT IS NOT

- A guarantee of instant projects or fixed lead volume.
- A replacement for sales, quoting, capacity, or customer service.
- A system that can perform without usable photos, videos, and proof.
- A reason to advertise outside the areas the business can profitably serve.
- A substitute for a written agreement that defines commercial terms.

Proven in the field

01

Full funnel deployed

TOF, warm-pool tracking, MOF, instant forms, reporting.

02

Qualified inquiries generated

The system has produced homeowner requests and project opportunities.

03

Premium Limhamn project

A stone patio opportunity validated the path from advertising to paid work.

04

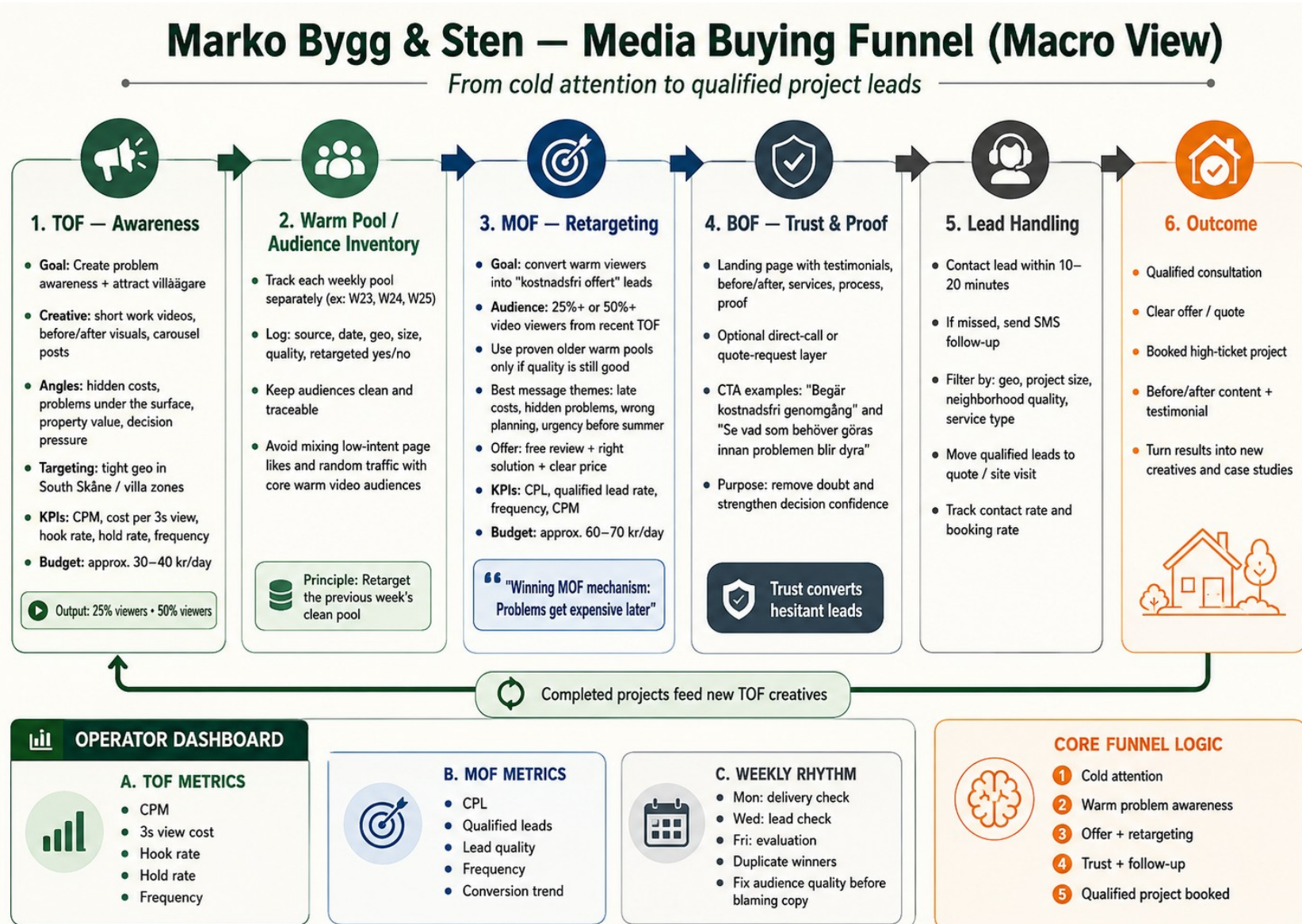
Winning message identified

Hidden problems and future cost avoidance repeatedly produced action.

Current proof supports the system architecture. It does not yet prove identical performance across every niche, city, season, or budget. New clients are treated as controlled deployments, not guaranteed copies.

The acquisition system at a glance

Cold attention -> warm audience -> retargeting -> trust -> follow-up -> qualified project opportunity.



DELIVERY LOGIC

Six stages, one connected outcome

The stages stay consistent across niches. The creative, buying driver, geography, and qualification rules change.

#	Stage	What happens	Output	Primary measures
1	TOF - Problem awareness	Reach suitable homeowners with short project footage, before/after proof, and problem-led messaging.	Cold local attention	CPM, 3-second view cost, hook/hold rate
2	Warm-pool inventory	Track relevant video viewers and engagement sources so retargeting remains clean, recent, and traceable.	Qualified retargeting pool	Audience size, source, age, geo, quality
3	MOF - Decision activation	Retarget people who showed interest with consequence, proof, clarity, and a consultation or quote offer.	Lead or landing-page action	CPL, frequency, conversion rate, quality
4	Trust and proof	Use testimonials, process, references, project images, pricing clarity, and landing-page evidence to remove doubt.	Decision confidence	Landing-page views, form starts, call clicks
5	Lead handling	Acknowledge the inquiry immediately, qualify it, and move viable opportunities into inspection or quoting.	Booked inspection or call	Contact rate, response time, booking rate
6	Outcome and flywheel	Deliver the work, record revenue and quality, collect proof, and turn the project into fresh creative assets.	Paid project + new proof	Win rate, project value, gross profit, case-study assets

CORE OPERATING PRINCIPLE

Do not rebuild the entire funnel when one stage weakens. Identify the weakest link, change one meaningful variable, and preserve everything already validated.

MARKET FOCUS

Five premium homeowner niches

The system is built for services where one qualified project can justify the cost of acquiring several inquiries. Project values below are indicative positioning ranges, not guarantees.

01

Hardscaping & luxury landscaping

Stenläggning & trädgårdsanläggning

Indicative project value: 40,000-250,000+ SEK

Primary buying driver: Visible pride, outdoor lifestyle, durability

Stone patios, retaining walls, premium driveways, decks, complete outdoor spaces.

02

Roofing & exterior protection

Takbyte & fasad

Indicative project value: 80,000-300,000+ SEK

Primary buying driver: Risk protection, safety, asset preservation

Roof replacements, structural repair, gutters, facade renovation, exterior protection.

03

Premium interior remodeling

Kök, badrum & totalrenovering

Indicative project value: 100,000-500,000+ SEK

Primary buying driver: Daily lifestyle, comfort, turnkey simplicity

Kitchen overhauls, bathrooms, basement conversions, full villa or apartment renovation.

04

Structural extensions

Utbyggnad & tilläggsisolering

Indicative project value: 150,000-1,000,000+ SEK

Primary buying driver: More space, family growth, property appreciation

Home extensions, attic conversions, garages, winter gardens, energy-efficient retrofits.

05

Residential infrastructure systems

Värmepumpar, VVS & solceller

Indicative project value: 70,000-200,000+ SEK

Primary buying driver: Return on investment, lower costs, reliability

Geothermal, air-to-water heat pumps, plumbing overhauls, ventilation, solar integration.

CLIENT QUALIFICATION

The system is selective by design

Advertising amplifies what already exists. Strong delivery, proof, capacity, and follow-up are non-negotiable inputs.

A STRONG FIT

Established operations

Normally at least two years of experience and multiple completed projects.

Usable proof

A reliable flow of photos and videos showing before, during, after, team, process, and finish.

Commercial capacity

The ability to quote, schedule, and deliver additional work without damaging service quality.

Growth intent

A clear reason to grow: stronger pipeline, better project selection, new staff, equipment, or geographic expansion.

Advertising capital

The client pays the media budget and any agreed third-party tools. The system needs fuel to create reach and data.

Lead discipline

Inquiries must be acknowledged quickly, qualified consistently, and followed through to a clear outcome.

NOT READY YET

No project proof

The company cannot supply credible photos, videos, testimonials, or reference work.

No follow-up capacity

Leads are left unanswered, quoted late, or handled inconsistently.

No profitable offer

The business has not defined which projects are desirable or what minimum value makes acquisition viable.

No delivery capacity

The calendar, staffing, or equipment cannot absorb additional qualified projects.

Guarantee expectations

The owner expects fixed results regardless of season, budget, market, content, and sales execution.

No feedback loop

The business will not report calls, inspections, quotes, wins, losses, and reasons.

CONTENT REQUIREMENT

Content is not a cosmetic add-on. The system depends on real, relevant project footage. When the proof is weak, recycled, or disconnected from the desired project, performance becomes harder to sustain.

IMPLEMENTATION

A phased launch, not an instant switch

The exact timeline depends on account readiness, asset quality, approvals, budget, audience size, and market conditions.

PHASE 0	Fit and economics <i>Before agreement</i>	Clarify ideal projects, service radius, capacity, minimum project value, offer, gross margin, and commercial terms.
PHASE 1	Infrastructure and assets <i>Approx. 1-2 weeks</i>	Audit or create Meta Business assets, access, tracking, forms/landing page, CRM route, lead notifications, and the initial creative library.
PHASE 2	Launch and data collection <i>Weeks 2-4</i>	Launch TOF and conversion campaigns, confirm delivery, build warm audiences, and verify lead routing.
PHASE 3	Optimization <i>Ongoing</i>	Compare creative mechanisms, lead quality, audience sources, CTA strength, and follow-up performance. Change one variable at a time.
PHASE 4	Scale and proof flywheel <i>After validation</i>	Increase spend only when delivery, lead quality, client capacity, and unit economics support it. Convert completed work into new assets.

EXPECTATION SETTING

Early signals may appear within days, but a responsible evaluation usually requires several weeks. Seasonality, geography, creative quality, budget, competition, sales response, and project economics all affect the outcome.

OPERATING PARTNERSHIP

Clear ownership prevents confusion

The system works when both sides protect their area of expertise and report what happens after the lead arrives.

SYSTEM OPERATOR	BUSINESS OWNER
• Build or audit the acquisition infrastructure. • Develop TOF, MOF, landing-page, and form assets. • Manage media delivery, testing, and audience hygiene. • Provide weekly performance and diagnostic reports. • Translate campaign data into specific content requests. • Document winning messages, audiences, and case studies.	• Provide accurate services, geography, capacity, and pricing context. • Supply current project content and proof on schedule. • Finance ad spend and approved third-party tools. • Acknowledge new inquiries quickly and follow up the same day. • Report contacts, inspections, quotes, wins, losses, and reasons. • Deliver the craftsmanship and customer experience promised in the ads.

Recommended speed-to-lead standard

If the owner cannot call immediately because they are on site, an automated acknowledgement should be sent within minutes, followed by a same-day personal call or booked time.

Example acknowledgement: *"Hej! Tack för din förfrågan till Marko Bygg & Sten. Jag är ute på ett projekt just nu och återkommer senare idag. Passar en kort avstämning efter kl. 16?"*

ACCOUNTABILITY

Measure the full commercial chain

Raw form submissions are not the final result. The system becomes more valuable when marketing and sales outcomes are connected.

Layer	What is tracked
ATTENTION	Spend, reach, CPM, 3-second view cost, hook rate, hold rate, frequency
WARM AUDIENCE	Audience size, source, date, geo, quality, retargeted status, exhaustion signals
LEAD GENERATION	Form starts, submissions, cost per lead, landing-page actions, messages, calls
LEAD QUALITY	Correct geography, service fit, ownership, project size, urgency, budget context
SALES	Contact rate, response time, booked inspection, quote issued, quote value, objections
BUSINESS OUTCOME	Won projects, collected revenue, direct costs, gross profit, lead source, case-study assets

Weekly operating rhythm

- Monday: delivery health, audience growth, tracking, and account issues.
- Midweek: lead flow, contact status, quality feedback, and no unnecessary edits.
- End of week: conversion review, qualified opportunities, sales outcomes, and next test.
- Monthly: economics, capacity, project wins, content inventory, and scale decision.

SUCCESS DEFINITION

The primary commercial KPI is not the cheapest lead. It is the cost and consistency of qualified project opportunities that the business can profitably inspect, quote, win, and deliver.

COMMERCIAL FRAMEWORK

A performance partnership with aligned incentives

This section describes the proposed model. The final basis, attribution rules, payment timing, VAT, costs, cancellations, and disputes must be defined in a separate signed agreement.

Proposed structure

- The client pays advertising spend and approved third-party software directly.
- No operator fee is due until the first agreed result threshold is reached, as defined in the contract.
- After validation, the proposed performance fee is 5% of documented gross profit from completed and collected projects directly attributable to the system.
- The contract must define the attribution window, qualifying lead, direct project costs, payment evidence, refunds, cancellations, and reporting duties.

Collected project revenue	100,000 SEK
Agreed direct project costs	70,000 SEK
Documented gross profit	30,000 SEK
5% performance fee	1,500 SEK

CONSISTENCY CHECK

This example is 5% of gross profit, not 5% of top-line revenue. The overview and contract must use one basis consistently to avoid disputes.

Why this model can work

- The client carries less upfront operator risk during validation.
- The operator is rewarded for commercially valuable outcomes rather than activity alone.
- Both parties must maintain transparent sales and project reporting.
- The model should only continue if the economics remain sustainable for both sides.

NEXT STEP

From overview to controlled deployment

The system should only launch after the business, offer, assets, capacity, economics, and responsibilities are clear.

1

Fit call

Confirm services, project value, geography, capacity, growth objective, and commercial fit.

2

Asset and account audit

Review proof, content inventory, Meta assets, tracking, landing pages, forms, CRM route, and lead handling.

3

Written agreement

Define scope, ad spend, performance fee basis, attribution, reporting, approvals, ownership, and termination.

4

Build and launch

Produce the first creative system, launch campaigns, verify routing, and begin structured reporting.

5

Validate and expand

Confirm qualified opportunities, refine the weakest stage, and scale only when the economics support it.

THE BUSINESS IS NOT THE AD.

The asset is the documented system that repeatedly moves suitable homeowners from cold attention to a qualified commercial conversation.

This overview is informational and is not a guarantee, legal agreement, tax opinion, or financial advice. All binding terms belong in a separate signed contract reviewed for the parties' actual circumstances.