

# From Stay-at-Home Mom & Construction Worker to Business Powerhouse

Bonny and Vince's construction dream takes flight with the help of Harbour Pointe Creations, LLC. This inspiring story showcases how strategic marketing can transform a family's future.



# The Challenge

### Limited Experience

Bonny, a stay-at-home mom, dreamt of a brighter future for her family. Her husband, Vince, a skilled craftsman, yearned to break free from working for someone else and build his own construction business.

### Growth Barriers

While they had a solid foundation of experience and dedication, they lacked the marketing expertise and tools to scale their business. Initial efforts relying on social media and word-of-mouth were simply not enough to sustain long-term growth.

### Scaling Difficulties

Recognizing the need for a strategic approach, Bonny reached out to Harbour Pointe Creations, LLC. They sought a partner to not only build a professional website but also to develop a comprehensive lead generation strategy.

# The Solution

1

### Partnership

Bonny reached out to Harbour Pointe Creations for strategic marketing assistance. Harbour Pointe Creations, with their unique "done-for-you" service model, went beyond traditional lead generation, setting-up their online strategy to be properly built for long-term success. In order for Vince to succeed, Bonny needed the resources and knowledge to manage a diverse range of prospects. Moving them from a feast-or-famine cycle to a stable stream of projects.

2

### Website Development

A professional and fully built out website was created to showcase their skills and generate leads, making sure it was locally optimized for search engines.

3

### Lead Generation Strategy

A comprehensive approach was implemented to capture diverse prospects and nurture them throughout their decision process. Phone calls from in-market buyers went to Bonny, which were handled immediately for onsite appointment setting, and information packets of their offerings were emailed to clients who were "just gathering research", and nurturing campaigns were setup to mature long-term prospects into real buyers.

# Diverse Lead Generation Strategy



### Call-in Leads

Capturing immediate interest from potential clients.



### Research-Oriented Leads

Providing valuable information to thorough researchers.



### Casual Prospects

Nurturing those in early stages of considering a project.



### In-Market Prospects

Targeting those actively searching for specific services. Plus, capitalizing on opportunities arising from property damage and insurance claims.

# Remarkable Results

## 1 Unprecedented Success

CPA with 20 years of experience amazed by their first-year growth.

## 2 Optimized Website for Local Search

Powerful tool for showcasing skills and attracting new clients.

## 3 Ongoing Support

Fiduciary partnership helping navigate the complexities of business growth.

## The Impact

- Bonny and Vince's construction company experiences rapid growth and success.
- The couple is on track to purchase their first home.
- Plans to incorporate their sons into the family construction business.





# **Start Your Construction Business Right: Avoid the Lead-Buying Trap & Fancy Websites with No Traffic**

Launching a construction business? Don't waste time and money on expensive, low-quality leads from big box marketing agencies or buying fancy websites with zero traffic. Partner with Harbour Pointe Creations, LLC, a fiduciary marketing agency committed to your long-term success. We craft a custom online strategy designed to drive organic growth and build a sustainable lead pipeline, ensuring you get the best value for your investment.

[HarbourPointeCreations.net](http://HarbourPointeCreations.net)