

# 5 Tips for Crafting Compelling Ads to Boost Your Home Improvement Business

National Home Remodeling Month is right around the corner, and it's a golden opportunity for a savvy home improvement pro like you to build your business. We've got five tips to give you a blueprint for advertising success.

## **Tip #1: Focus on your future client's desires**

Fun fact: Did you know that most houses in the US were built before 1969? That means a lot of folks are living in homes older than the first moon landing! As an expert, you know what prospective clients dream about when they look at their homes, such as maximizing space or incorporating smart features. Tap into their excitement about renovating.

## **Tip #2: Highlight your business as a solution**

Emphasize what sets you apart. Is it lightning-fast turnaround times or keeping the family legacy alive as a second-generation business? Are you swinging hammers for Habitat for Humanity? Whatever your secret sauce, tell your future customers why they should invite you into their home over your competitors.

## **Tip #3: Share the features and benefits**

Tell clients how remodeling can enhance their quality of life and bottom line. Highlight the added value and functionality of a kitchen renovation by encouraging homeowners to 'show some love for the heart of their home and elevate family time.' Or, for older homes, emphasize how a facelift can boost curb appeal, lower utility bills, and create a safer living space. For example, ad language that invites homeowners to 'make energy-efficient improvements that positively impact their bottom line' can be particularly persuasive.

## **Tip #4: Show and tell: include a testimonial or visuals**

Potential clients will not take your word that you are the best option. Let compelling visuals and client testimonials do that for you. Satisfied customers are often happy to give you a positive review. Use all those before-and-after photos to showcase how you've transformed a space. Or, highlight a previous project that generated community interest.

## **Tip #5: Offer an incentive**

Everyone likes discounts and freebies. So, offer something that will entice customers to choose your business! Highlight that free consultation or estimate. Run a contest. Offer a discount if clients spend a certain amount of money on their project.

Writing an effective ad is easier than you think, and it can have a big payoff. And National Home Remodeling Month is the perfect time to shine!



*Want more useful tips to help grow your home improvement contracting business? Read more insights at [bedazzlecabinets.com/blog](https://bedazzlecabinets.com/blog).*

*And, if you're looking for kitchen cabinets that will "bedazzle" your next client, check out our options at [bedazzlecabinets.com/products](https://bedazzlecabinets.com/products).*

*Note: BeDazzle is a fictional company, and this sample was created as part of my certification.*