

**uFire.**

HOME & PROPERTY SERVICES

# Renovation Reveals Drive More Leads Than Any Ad You'll Run.

Kitchen and bathroom transformations generate more neighborhood inquiries than any other home service. uFire turns every renovation reveal into a paid ambassador campaign that sends qualified leads directly to your pipeline.

## THE PROBLEM

# Why General Contractor / Home Renovation Businesses Struggle to Grow

### Referrals Drive 80% of GC Revenue — But They're Unmanaged

Most general contractors admit nearly all their work comes from referrals. But they have no system to scale it — they just hope satisfied clients mention them.

### Renovation Content Is Begging to Be Shared

Before-and-after kitchen remodels, bathroom transformations, whole-home renovations — this content is among the highest-performing on all social platforms. Most GCs never capture it.

### High-Ticket Jobs Require High-Trust Marketing

Nobody spends \$50,000–\$150,000 on a renovation from a cold ad. They hire the contractor a trusted friend specifically recommended.

THE SOLUTION

# How **uFire** Works for General Contractor / Home Renovation

1

## **Recruit Satisfied Homeowners as Ambassadors**

We enroll recent renovation customers and design-forward homeowners. After their reveal, they post the transformation to thousands of local followers with your company featured.

2

## **Launch Dramatic Reveal Campaigns**

Kitchen before-and-afters, bathroom transformations, home addition reveals. Content that stops the scroll and makes every homeowner think 'I need that for my house.'

3

## **Pay Per Post, Build a Referral Pipeline**

Flat per-post pricing. No lead aggregators splitting your leads. When neighbors see the transformation and want the same, your name is the only one they have.

THE NUMBERS

## The Math Behind the Campaign

**\$65,000**

Average kitchen remodel value (mid-range)

**81%**

Of homeowners chose their GC based on referral

**6x**

More inquiries from referral vs. paid search for renovation projects

A renovation ambassador campaign costs \$1,000–\$2,500. One new kitchen remodel at \$65,000 = a 26–65x return on campaign spend. Referrals close at 3–4x the rate of cold leads.

# Ready to Turn Your Community Into Your Marketing Team?

Ambassador marketing for General Contractor / Home Renovation —  
powered by uFire.

**[ufire.ai/brands/home-renovation](https://ufire.ai/brands/home-renovation)**

80% to ambassadors · 250–10K followers · Pay per post · Cancel anytime