



HOME SERVICES · CLEANING · LANDSCAPING · RENOVATION

New Clients From the Neighbor They **Already** **Trust**

Nobody hires a stranger to clean their home or renovate their kitchen.
They hire who their neighbor recommended — uFire makes you that
recommendation.

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Human-Powered Brand Ambassadors



THE PROBLEM

The Problem With Home Service Marketing Today

- **Home services is the highest-trust purchase category.** You're letting someone into your home. You're trusting them with your family's space, your renovation budget, your most valuable asset. Nobody does that based on a Google ad. They do it because their neighbor vouched for you.
- **Thumbtack and Angi commoditize your business.** Lead-gen platforms put you in a race to the bottom on price, competing against 10 other providers on a list. You become a commodity. Your quality, reliability, and character never come through.
- **Your best customers are in tight neighborhood networks — and they're not posting about you.** HOAs, neighborhood Facebook groups, Nextdoor — your satisfied clients are active in all of these. But they're not systematically recommending you unless someone asks.

 **The status quo:** \$150/month on Angi leads — split-tested against 8 competitors on price. Or \$1,000/month on Google Local ads with 40% going to people outside your service area. Neither builds trust.



THE SOLUTION

uFire Changes Everything

We place your business in front of local homeowners through the most trusted voice possible — their actual neighbors, posting authentic content about their experience with you.

1

uFire recruits verified local ambassadors in Provo

Homeowners with 250–10K followers who post about home life, renovations, and neighborhood recommendations — the exact voices other homeowners trust.

2

You launch a campaign — set your budget, post requirements, and brief

Before/after renovation reveals, "the cleanest my house has ever been" posts, "my yard has never looked better" content — transformations that make neighbors notice.

3

Real locals post authentic content. You pay per post.

No lead-gen platforms. No price wars. Real Provo homeowners recommending you to their neighbors — the highest-quality lead you can get.

💡 80% goes directly to the ambassador. You pay only for posts that go live.



THE ROI

Recurring Home Service Clients Are Gold

\$2K+

Annual value of recurring cleaning client

2–4wk

Typical time from referral post to booking

4%

Nano-influencer engagement vs 0.92% for mega-influencers

The compounding math of a trusted referral:

- 1 new recurring cleaning client at bi-weekly service: \$150/visit × 26 visits/year = \$3,900/year. Over 3 years: \$11,700 from one referred client.
- 1 new renovation client: \$5,000–\$50,000 project. One post from a neighbor's deck reveal can drive multiple quote requests in the same neighborhood.
- uFire campaign: \$500–\$1,000/month. One new recurring client pays for several months of campaigns immediately.

 *"Our landscaping business grew 40% last year and we never ran a single ad. Every new client came from someone in their neighborhood who saw what we did next door. uFire is that same engine — just systematized and scaled."*



GET STARTED

Ready to Become Provo's Most Referred Home Pro?

- **Neighborhood-targeted campaigns:** Focus your uFire posts in specific Provo zip codes or developments — so your brand spreads block by block, the way great word-of-mouth actually works.
- **Before/after visual content:** Landscaping, cleaning, renovation — transformations are inherently social. One great reveal post drives multiple inquiries from neighbors who want the same thing.
- **Escape the commodity trap:** Stop competing on price on Angi. Start competing on trust — the one thing a lead-gen platform can never give you.

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We're launching in Provo, UT — **limited brand spots available.**

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