

PREPARED FOR

COLORADO CLEANUP SERVICES INC

Denver, CO

DENVER'S MOST OVERLOOKED RESTORATION BRAND WASTES LEAD POTENTIAL

WHERE YOU ARE LOSING REVENUE

1 DOMAIN VS BRAND SPLIT

Your legal name is Colorado Cleanup Services but your domain is restoration-denver.com. This confuses customers and costs you credibility - every visitor wonders if they reached the right company.

2 NO LOCAL SERVICE ADS

Competitors like Paul Davis Restoration and ServiceMaster of Denver dominate Google Local Services Ads. You are invisible on the highest-converting channel for emergency restoration. That is 30-50 lost leads per month.

3 WEAK EMERGENCY LEAD CAPTURE

Your site has 176 pages of content but no prominent click-to-call, no emergency chat widget, and no Google Business Profile posts. When someone searches "water damage Denver" at 2 AM, you are not winning that call.

THE SITUATION

Your legal name is Colorado Cleanup Services, but your domain is restoration-denver.com. That split alone confuses customers and wastes the trust built over 24/7 family ownership. Meanwhile, competitors with Local Service Ads and optimized Google profiles are taking the calls you should be getting. You are losing 30-50 emergency leads every month to Paul Davis and ServiceMaster of Denver.

The fastest win is launching Google Local Services Ads under your legal name with Google Guaranteed badge. Within 48 hours, you appear at the top of search results for mold, water, and fire emergencies in Denver. We pair that with a full Google Business Profile overhaul - posts, photos, Q&A, and review management - so your phone rings immediately.

We propose a Revenue Share model. You cover ad spend and tools, we cover strategy, creative, and management. We take 15% of closed revenue on jobs sourced through our channels. If no jobs close, you pay nothing beyond ad spend. That is how confident we are. Schedule a 20-minute call this week to review the launch plan.

RECOMMENDED CHANNELS

- **GOOGLE LOCAL SERVICES ADS** Highest converting channel for emergency restoration - puts you at the top with Google Guarantee.
- **GOOGLE SEARCH ADS** Capture high-intent searches for mold, water, and fire restoration in Denver metro.
- **GOOGLE BUSINESS PROFILE MANAGEMENT** Optimize your profile with posts, photos, and reviews to win local searches and calls.
- **CUSTOMER REACTIVATION** Past clients need mold checks, fire safety updates - low cost, high return re-engagement.
- **REFERRAL MARKETING** Insurance adjusters and property managers are repeat referral sources - automate the ask.
- **SEASONAL CAMPAIGNS** Target spring storms, winter pipe bursts, and holiday fire risks with timely ad spend.

THE DEAL – REVENUE SHARE**SBS PROVIDES**

- ✓ Full strategy, creative, and management for Google Local Services Ads and Search Ads
- ✓ Google Business Profile optimization including posts, photos, Q&A, and review management
- ✓ Customer reactivation and referral marketing automation setup
- ✓ Monthly performance reporting and strategy adjustment

YOU COVER

- Ad spend: estimated \$2,500-\$4,000/month for Local Services Ads and Search Ads combined
- Tools: \$200/month for call tracking and reporting software

REVENUE SHARE RATE	15% of closed revenue on jobs sourced through SBS-managed channels
SOURCED JOB	A job is considered sourced when the first contact came from a click or call attributed to an SBS-managed ad or profile, confirmed by call tracking or client CRM records.
SETTLEMENT	Monthly invoice, settled on prior 30-day closed jobs with supporting attribution data
IF NO RESULTS	If no sourced jobs close in any given month, you pay only the ad spend and tools - no management fee.

NEXT STEP

Schedule a 20-minute call this week to review the launch plan.

structure-business-solutions.com