

# THE DEMAND COLLAPSE REPORT

NOT SEEN WHEN DECISIONS ARE MADE

You're spending money to be invisible.

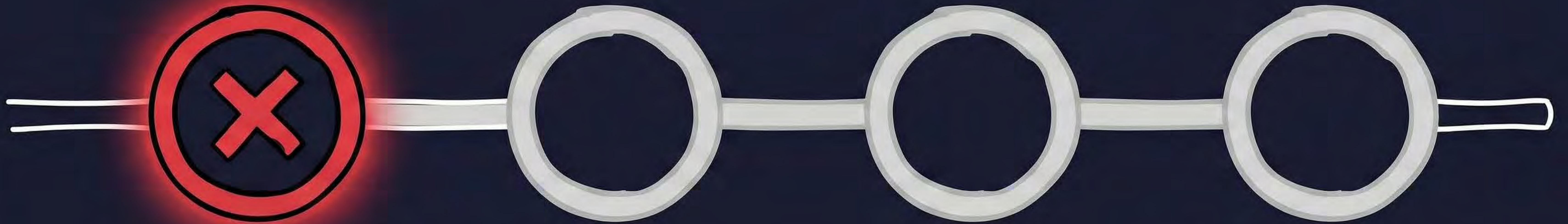
Based on 2,400 home service business diagnostics



Your revenue dies at one of these gates. Not all four.  
Not two. Just one. And you've never been told which.



# YOU ARE HERE



**GATE 1: NOT SEEN**  
They searched.  
You weren't there.

**GATE 2:  
NOT TRUSTED**

**GATE 3:  
STILL COMPARED**

**GATE 4:  
NO ACTION**

Your revenue dies at one of these gates. Not all four.  
Not two. Just one. And you've never been told which.



**“Your competitor has half your reviews and worse work. He’s booked out 6 weeks. You have availability tomorrow.”**



*Sound familiar?*

**“You check Google. You’re not in the top 3. You’re not in the map pack. The guy who started last year is.”**



*Sound familiar?*

**“A customer says ‘we almost called you but couldn’t find your number.’ They found it competitor’s truck instead.”**



*Sound familiar?*

**“Your ad spend went up 40% this year. Your phone didn’t ring 40% more. It rang less.”**



*Sound familiar?*

# THE MATH

**433**

**of 2,400 businesses diagnosed**

That's nearly 1 in 5. And almost none of them knew it.

**\$212,843**

**average annual revenue leaked**

Not lost leads. Lost revenue. From buyers who were ready to spend.



**\$92.2M**

**total profit/ntt leaks found**

Range: \$78K - \$400K per business. Denser market = bigger leak.

**“Every month you’re not visible where decisions happen, you’re writing a check to your competitor. He’s not better. He’s just there.”**

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# THE LIE

**LIE:** You need ~~more~~ ads.

**TRUTH:** You're advertising a business that won't be found when it matters. More ads to an invisible listing is louder silence.

**LIE:** Your ~~SEO~~ needs time.

**TRUTH:** While you wait, 433 businesses just like yours lost \$213K each. Time is compounding the damage.

**LIE:** You need a ~~new~~ website.

**TRUTH:** Nobody's seeing the old one. A new website that nobody visits is a \$15,000 decoration.

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# THE PATTERN

What We See in 433 Businesses With This Failure Mode

Electrical

Pest Control

Roofing

Fencing

Fencing

Plumbing

Flooring

Cleaning

Windows/Doors

**78%** of Mode 1 businesses are spending **\$5K+/month** on ads with zero presence control. They're buying impressions for a business that doesn't exist at the point of decision.

**Most** Mode 1 businesses don't know their own **Google Business Profile ranking**. When we show them, the room goes quiet.

The competitor they're losing to? Usually spends **LESS on marketing**. But shows up in the Map Pack, directories, and AI answers. Presence beats budget every time.

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# THE COMPOUND

**MONTH 1-3:** Competitors absorb your share of local searches. Their reviews grow. Yours stagnate. The gap widens.

**MONTH 4-6:** Google's algorithm notices. Less visibility breeds less visibility. You're in a death spiral you can't see from inside.

**MONTH 6-12:** Your cost per lead rises while theirs falls. Same budget. Fewer calls. You blame the economy. It's ugly.

**YEAR 2:** You're a legacy business running on referrals and reputation. Both decay. Neither scales. The new guy who started 18 months ago now owns your zip code.

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**If a homeowner in your zip code searched for your service right now — would they find you before they find your competitor?**

If you don't know the answer, that IS the answer.

→ Find out exactly where you're invisible — Take the 10-Minute Profit Leak Diagnosis

→ Want us to fix it — Book a call with Robbie

