

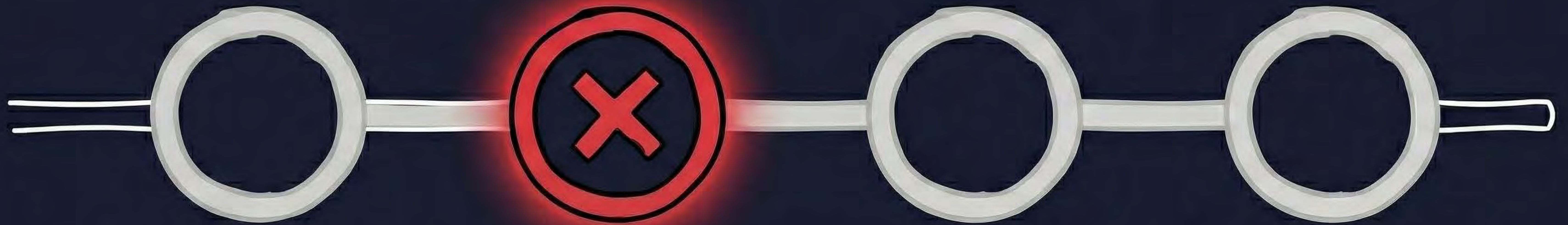
# THE DEMAND COLLAPSE REPORT SEEN BUT NOT TRUSTED

They found you. They picked someone who felt safer.

Based on 2,400 home service business diagnostics



# YOU ARE HERE



## GATE 1: NOT SEEN

They searched.  
You weren't there.

## GATE 2:

### NOT TRUSTED

They found you.  
Picked someone else.

## 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.



You have 200 five-star reviews.  200  40   
your competitor has 40. *Sound familiar?*  
He got the job. You're still waiting for a callback.

The customer said 'we went with someone we felt more comfortable with.'     
Your work is better. Your price was lower. Didn't matter. *Sound familiar?* 

Your website looks     
professional. Your trucks are wrapped. Your team answers the phone on the first ring.   
And they STILL picked the other guy.

You lost a \$40K job to a company with a worse BBB rating, rating, older trucks, and a website from 2014. Because his nephew recommended him. **\$40K**  
*fumbled*  

# THE MATH

## 738

**of 2,400 businesses diagnosed**

The most common failure mode. 31% of all businesses we diagnose.

## \$171,462

**average annual revenue leaked**

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



You spent \$X to get them to your listing. They arrived. They left.

That's not wasted traffic. That's wasted trust.


**\$126.5M total profit leaks found**  
Range: \$54K - \$380K per business.



“They saw you. They evaluated you. And something — something you can't see from inside your business — made them feel unsafe. That's not a marketing failure. That's a trust architecture failure.”

**LIE:** “You need more reviews.”

**TRUTH:** You have 200. The guy who beat you has 40. 200 40  
Reviews without context are just numbers. Volume doesn't create trust. Signal alignment does.



**LIE:** “You need a better website.”




**TRUTH:** Your website already looks professional. The problem isn't aesthetics. It's that nothing on it makes the buyer feel like you understand THEIR specific situation. Pretty ≠ trusted.

**LIE:** “You need to lower your price.”



**TRUTH:** They didn't choose cheaper. They chose safer. Lowering your price confirms you weren't worth the original. You just gave yourself a demotion.




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# THE PATTERN


## What We See in 738 Businesses With This Failure Mode

- HVAC
- Plumbing
- Pest Control
- Electrical
- Kitchen/Bath
- Remodel
- Painting
- Windows/Doors
- Cleaning

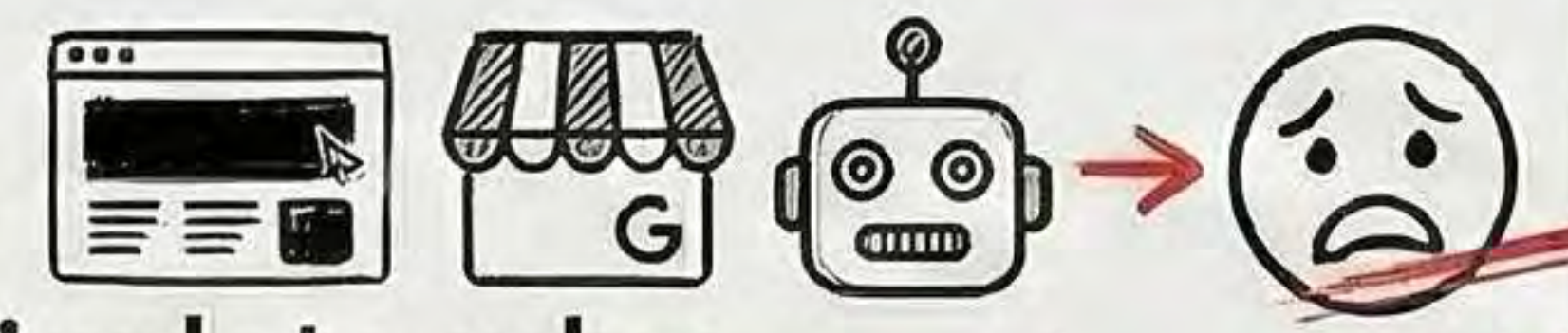
Mode 2 businesses typically have **GOOD** marketing. That's what makes it so they're doing the visible things right. But trust doesn't form at the surface level — it forms in the gap between what the buyer sees and what the buyer needs to feel.



**92%** of Mode 2 businesses have **zero strategy** for what happens between "they found us" and "they called us." That gap — usually 4-72 hours — is where trust either locks in or leaks out.



The **#1** trust killer we find? **Inconsistency**. Website says one thing. Google listing says another. Review responses feel robotic. Ad copy doesn't match the phone experience. The buyer's gut registers all of it — even if they can't articulate why.



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### MONTH 1-3:

Every lost trust moment trains the market that you're "fine but not the one." Referrals start tapering. Not dramatically. Just enough that you blame seasonality.



### MONTH 4-6:

Your cost per acquisition creeps up. You're paying more to get people to consider you, but the close rate is sliding. You add more marketing spend. It doesn't help.



### MONTH 6-12:

Competitor reviews start referencing things YOUR customers used to say about you. They're not stealing your customers — they're catching the ones you're dropping.



**YEAR 2:** You're the "solid backup option" in your market. Second call. Safety net. Never first choice. Your brand is alive but your margin is dying.



MARKETING PERFORMANCE

**If a stranger looked at your Google listing, your website, and your top 5 reviews — in that order, in 90 seconds — would they feel SAFE choosing you over the next option?**

If you hesitated, they did too.

→ Find out what's breaking trust — Take the 10-Minute Profit Leak Diagnosis



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

