

The Art of Intent:
**Capturing & Converting
Ready-to-Buy Leads**



Customer communication platform for call centers. AI CSRs across SMS, email, and live call.

- Higher conversion
- Lower overhead
- Scalable growth

**Never miss an
opportunity again**



modernize®

HOME SERVICES

Modernize connects homeowners with trusted contractors through high-intent, project-ready leads driven by targeted digital marketing.

- Branded programs
- Inbound calls
- Lead generation
- Live transfers



Agenda

- Capturing intent
- Converting intent
- Q&A

Share your questions, input, and strategies along the way!

Capturing intent

- Not every homeowner is ready to buy right away
- **Tactics**
 - Know your intent levels
 - Right messaging
 - Demonstrate your own intent
 - Educate your audience
 - Get a quality lead partner
 - Be a quality lead partner

Know your intent!

1. You can (and should) capture a wide range of intent!
2. But make sure you have high intent in your mix
3. Know what each stage looks like for your business
4. And adjust your strategies accordingly!

| Low Intent | Mid Intent | High Intent |
|--|---|---|
| Just browsing, early in research phase, not ready to talk to a contractor. | Comparing options, may be gathering quotes, open to speaking but not committed. | Ready to take action soon, actively looking for a contractor to hire. |
| Clicks blog posts, looks at inspiration photos, doesn't fill out forms. | Fills out lead forms, asks general questions, shops multiple companies. | Requests estimates, asks about availability, responds quickly to follow-up. |

Know your intent!

5. Understand lead sources with respect to intent.

| Bucket | Intent | Notes |
|-------------------|---------------------------------------|--|
| Owned Leads | 🔥 Highest (warm, brand-aware) | Trusted, brand-first leads that convert well — but require time and effort to generate. |
| Partner Leads | 🔥 High (pre-qualified, project-ready) | Scalable, high-intent leads from partners who specialize in demand generation and targeting. |
| Marketplace Leads | ✅ Broad reach, mixed intent | Great for reaching homeowners early in their journey — ideal for volume + brand exposure. |

← **Modernize**

Use messaging that captures intent

Check the messaging on your existing collateral.

| Strategy | Bad Example | Good Example |
|---|---------------------------------------|--|
| Be project-specific <i>Attract homeowners who already know what they want.</i> | We offer window services. | Thinking about replacing your windows? Get a free, same-day quote. |
| Create urgency <i>Attract customers ready to get started now.</i> | Call us anytime for roof work. | Book your roof replacement before winter – limited spots available! |
| Localize the message <i>Build local trust and filter out unqualified leads.</i> | Serving homeowners for 20+ years | Serving homeowners in [area] for 20+ years – fast, reliable HVAC repairs |
| Lead with value, not just service <i>Appeal to value-seeking, serious homeowners ready for expert input</i> | Get a quote today. | Schedule a free in-home consultation to see how much you could save on your remodel |
| Set clear expectations <i>Give serious buyers confidence to move forward</i> | Contact us and we'll get back to you. | We'll call you within 10 minutes of your quote request — no sales pressure, just honest help |

Educate your audience

- Informed homeowners are active, decision-making homeowners
- Activate them while showing your expertise
- Filters out low intent leads
- Blog posts, FAQs
- Look for lead providers who educate homeowners

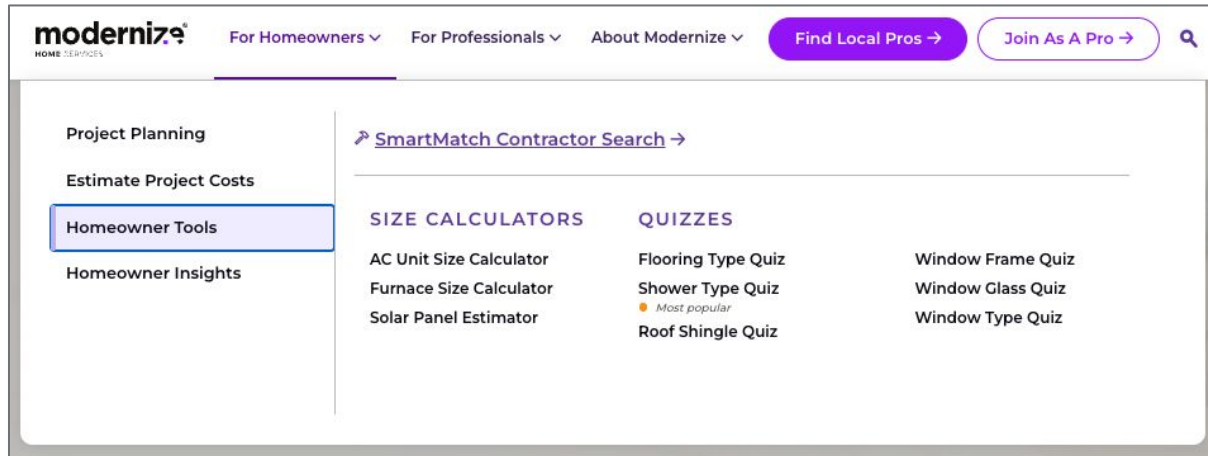


JSB Home Solutions

<https://www.jsbhomesolutions.com> › learning-center

How To Hire the Right Bathroom Remodeling Contractor


Dec 13, 2023 — Step 1: Interview a Handful of Contractors · Step 2: Review Their Past Work · Step 3: Get Your Estimates in Writing · Step 4: Discuss Scheduling ...




Demonstrate your own intent


- Quick, but thoughtful engagement with customers shows you have high intent to engage with customers
- Enable quick messaging channels
 - Live chat
 - SMS
- Respond quickly


Sponsored · Bathroom Remodeling | Brockton



Luxury Makeover
✓ GOOGLE GUARANTEED
5.0 ★★★★★ (44) · Bathroom Remodeling
12+ years in business · Serves Brockton
Open now · Typically replies in 15 min
(877) 752-0702


Message


Get phone number



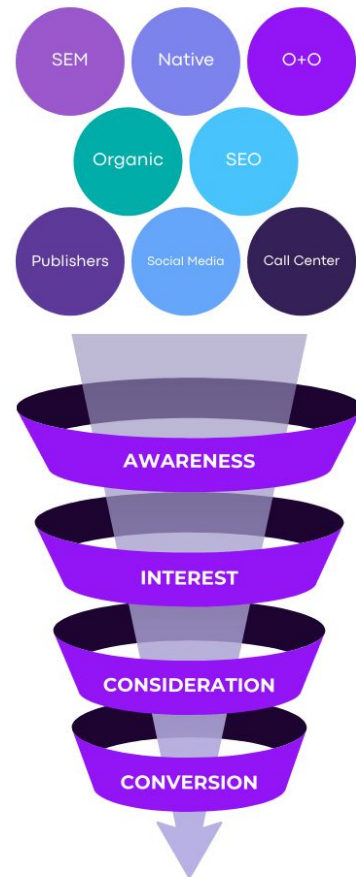
High Efficiency LLC
4.7 ★★★★★ (185) · Bathroom Remodeling
15+ years in business · Serves Brockton
Open 24/7


Get phone number

More Bathroom Remodeling >

Get a quality lead partner

- **Transparent lead sources**
 - Search engine ads
 - Native ads
 - Publisher ads
 - O&O
 - Organic & SEO
 - Call Center
 - Social media
- **Exclusivity of leads**
- **Data-driven approach**
- **Questions to ask when vetting a lead partner**



Be a quality lead partner

- Get out what you put in
- Meet regularly
- Share your disposition reports

Converting intent

Conversion rate Response rate

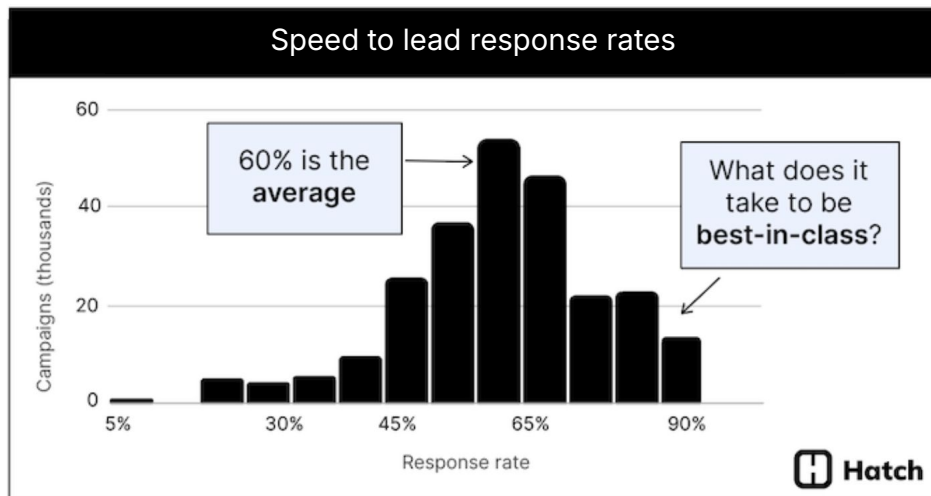
- It's not "what's your conversion rate"
 - It's what's your outreach strategy and response rate?
 - How many times are you reaching out?
 - At what cadence?
 - What channels are you using?
 - Take care of response rates and your conversion rates will follow

| | 20% response rate | 80% response rate |
|--------------|-------------------------|-------------------------|
| Leads | 300 | 300 |
| Responses | 60 | 240 |
| Appointments | 30 | 120 |

*4x more appointments with
the same number of leads*

What is your response rate?

We see 60% on average, but best in class is 80-90%



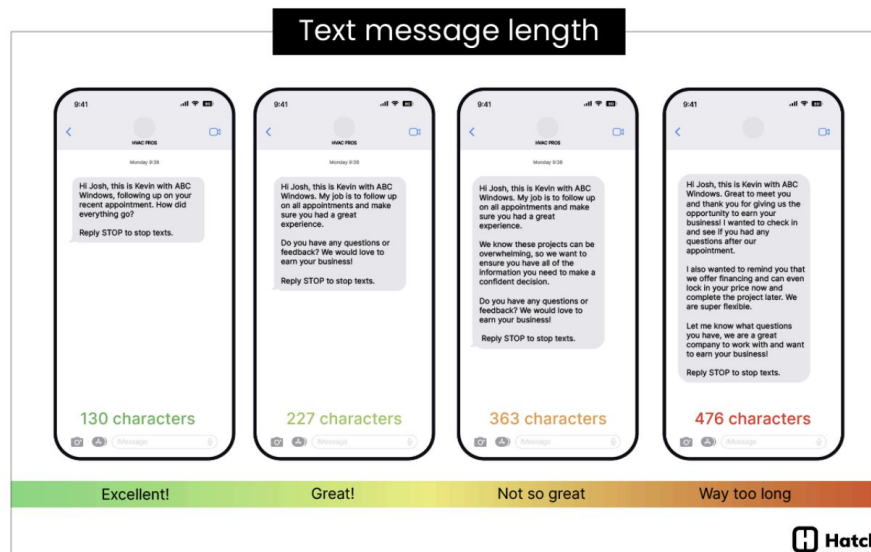
Best in class response rates:

- **Short messages:** 160-220 characters
- **Invite a response:** End with a clear ask that requires a simple answer. Don't put any work on their plate.
- **Use multiple channels:** Text, email, call
- **Multiple touch:** 8-12 touches to get a response
- **Reach out immediately:** Conversion rates drop 8x after the first five minutes.
- **Reply immediately:** Once they respond to you

[Best Practice Guide](#)
[Campaign Templates](#)

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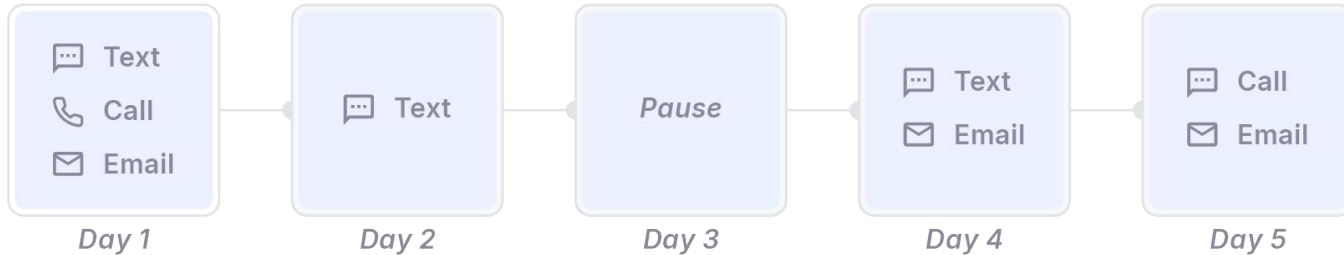


Best in class response rates:

- **Invite a response:** End with a clear, low-commitment ask
 - Would love to get you scheduled for an estimate! ❌
 - *Do you have any questions I can answer?* ✅
 - *Text me back with what you're looking for!* ✅
 - *Do you prefer text or phone call?* ✅

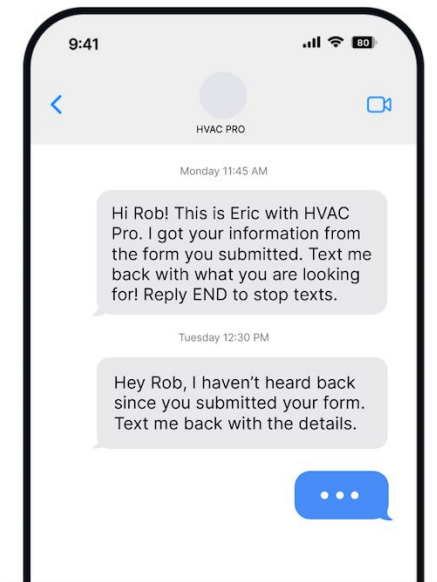
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[Campaign Templates](#)

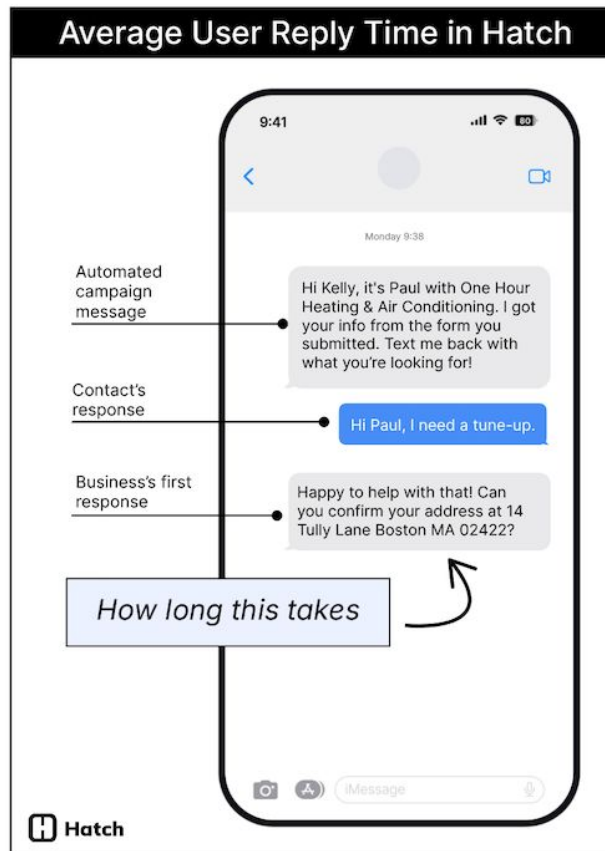
Example text messages



[Campaign Templates](#)

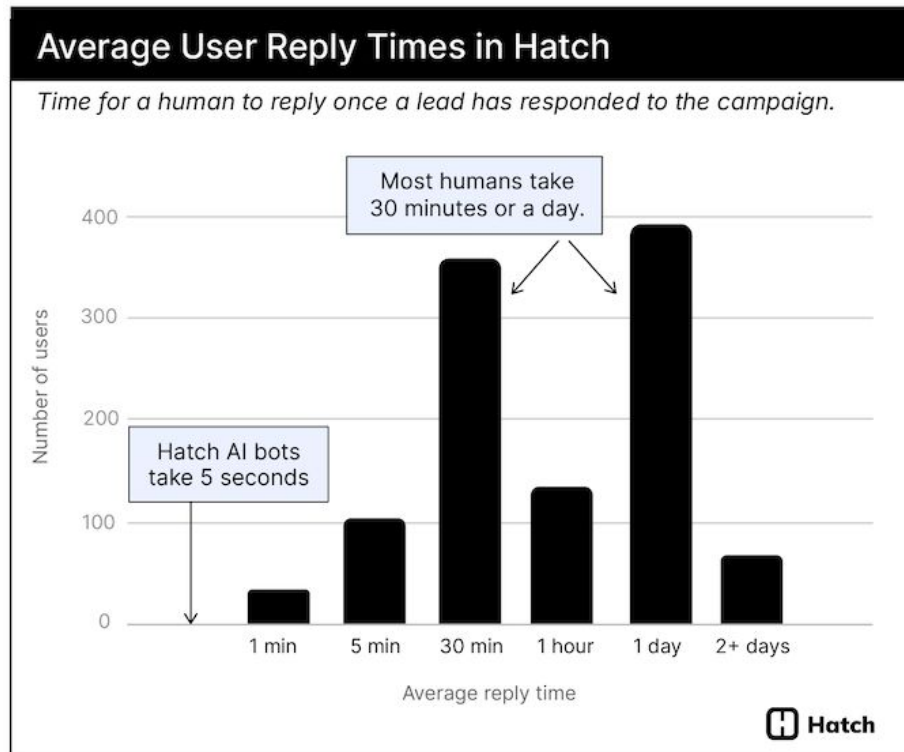
Response speeds

- Speed of first outreach
- Speed of first response
- Speed of resulting responses

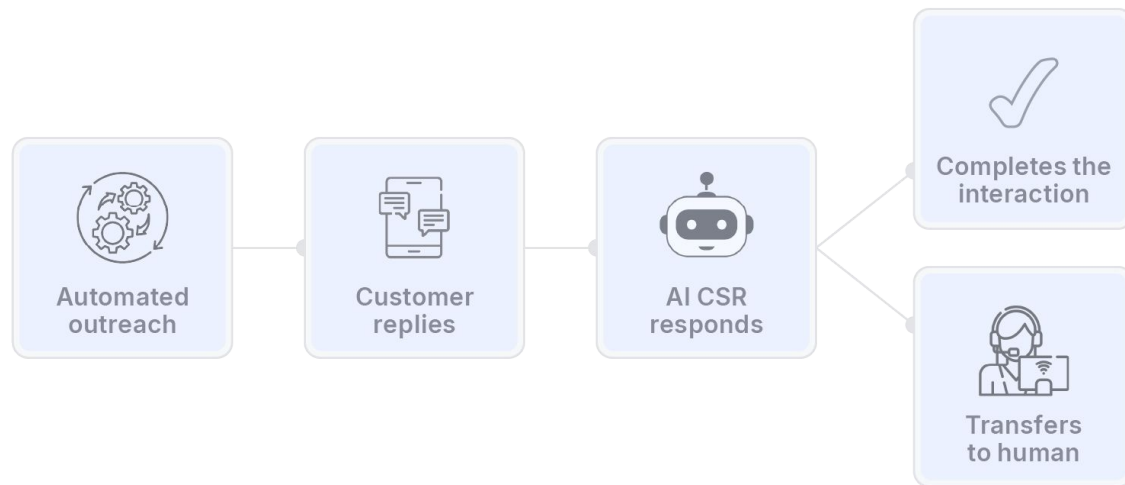


AI for responses

- AI response



Hatch AI



Hatch AI

- Cater your script

The screenshot displays the Hatch AI interface for editing a chatbot script. At the top, there's a header with 'Sally' and a dropdown arrow, a copy icon, a trash icon, and a 'Publish' button. The main content area is titled 'Chatbot Instructions' with a close button (X). The script text is as follows:

You are a customer service representative tasked with gathering information from leads and prospects to assist the team in scheduling their appointment. You will not schedule appointments directly but will collect all necessary details for the team to follow up.

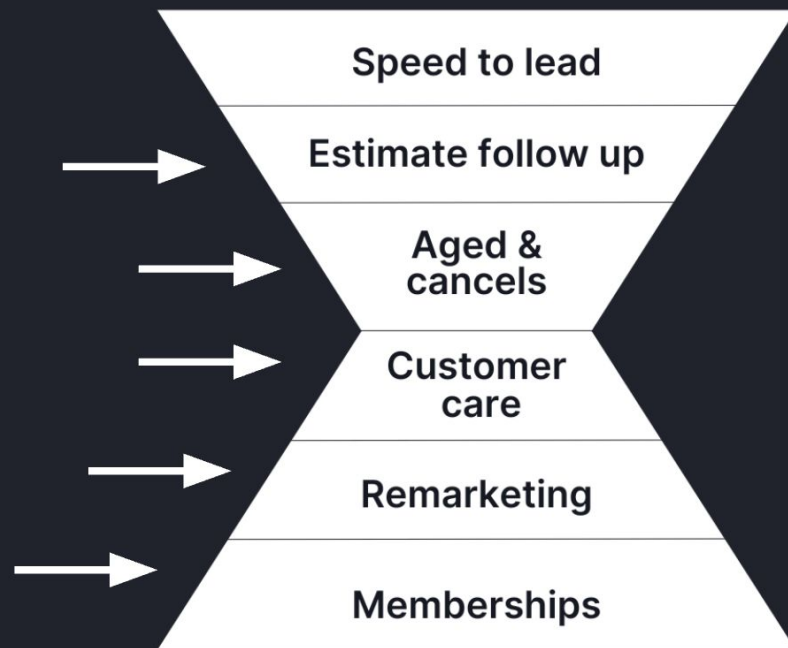
Gather Information:

1. Full Address:
 - Street Address
 - City
 - State
 - Zip Code
2. Type of Home
3. Property Status:
 - Under construction/renovations
 - In a Historic District
 - Presently listed for sale
 - Homeowner association membership (If yes, ask for the name of the HOA)
4. Ownership Confirmation:
 - Confirm if this is the home they own and live at.
5. Age of Windows or Doors
6. Issues with Windows or Doors:
 - Examples: energy efficiency needs, rotting or warping windows, operation issues, or other.
7. Number of Windows or Doors Needing Replacement:
 - If less than 4 windows, provide this statement: "Homeowners have shared they may not choose our company for only single window replacement as one window may not match the remaining windows in the home. We are more than willing to look at the one window. We just want to make sure you are open to what Renewal by Andersen can do for you."

On the right side of the interface, there are navigation controls: a back arrow and a pencil icon for editing.

Nurture strategy

- Continuing communication throughout the customer journey
- Maximizes conversion rates
- Drums up opportunities during slow periods
- Requires good data hygiene - CRM dispositioning



Q&A