

RevLocal Success Story: Pro Home Inspection Services, Inc. – South Carolina Coast

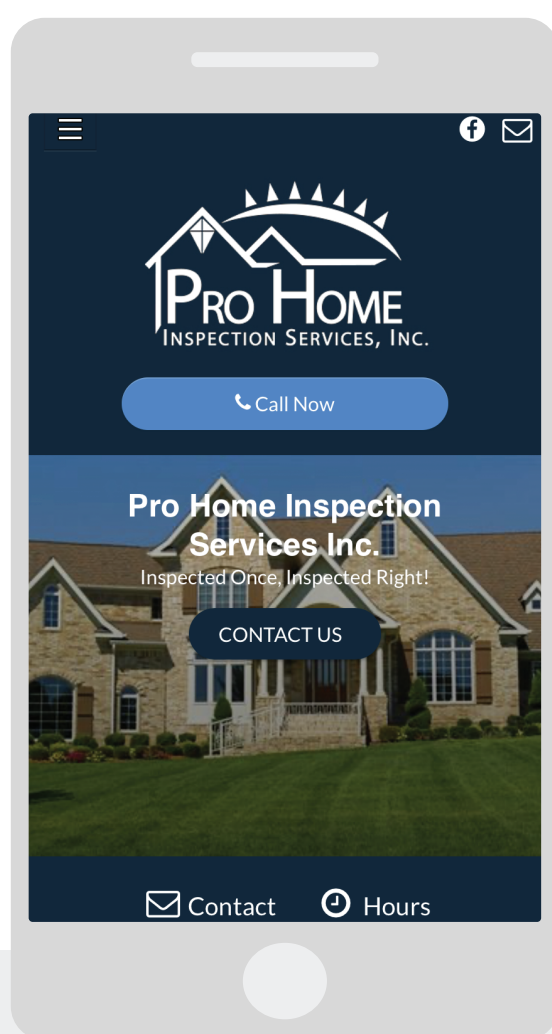


Kurt Flaherty
Digital Marketing Consultant

Digital Marketing Works for Home Inspection Businesses

As a home inspection business owner, improving your business’s online presence is essential. When a prospective customer needs your services, it’s vital that they can find you online.

When Kurt Flaherty, a digital marketing consultant from Atlanta, reached out to the owner of Pro Home Inspection Services, Inc., he knew that customers were going to need this business after the COVID-19 outbreak subsided.



How RevLocal Helped

While looking at the business’s online presence, Kurt noticed that Pro Home Inspection Services, Inc. was not ranking well in search results, meaning customers weren’t finding this business.

At that moment, Kurt called the owner of Pro Home Inspection Services, Inc. to discuss their digital presence.

Instead of pushing the owner, Kurt went a different route. Over the following weeks, Kurt took the time to build a relationship with the owner by:

- Checking in through call, text and email
- Asking how he was doing on a personal level
- Offering assistance during this challenging period

Kurt’s drive to help and his caring nature were the deciding factors for the owner of Pro Home Inspection Services, Inc. to choose RevLocal.

After a quick explanation of our digital marketing services, the owner felt that local search was the top priority to help consumers find his business. Kurt also recommended including our Brand Expander paid advertising plan to get in front of more consumers in the local area.

Although consumers aren’t searching for home inspectors due to COVID-19, this “downtime” gives our team at RevLocal an opportunity to start improving and optimizing the business’s online presence.

From Kurt himself -

“If you think RevLocal can help your business, I am here for you, and if not, that’s okay! I am here to help you with what’s going on in our industry and the digital world.”

Things to Think About

As a home inspection company during this time, important things to communicate to your customers are:

1. A change in your hours of operation.
2. How customers can reach you during this time.
3. Adjustments to your services or products.
4. The ways you are supporting your community.

