

CUSTOMER ACQUISITION PLAN SNAPSHOT

Where you stand, what is working, what is missing, and what to fix first.

YOUR BUILD4 SCORE

71/100

How easily customers can find you, trust you, contact you, receive a consistent response, and be measured. It does not judge the quality of your work.

See page 11 for how we score.

WHAT MAKES UP YOUR SCORE

Can customers find you?
PUBLIC14 / 25

Can customers verify and trust you?
PUBLIC5 / 20

Can customers contact you easily?
PUBLIC20 / 20

Do you have a lead-handling process?
OWNER20 / 20

Do you track what happens to leads?
OWNER15 / 15

WHAT RAISED YOUR SCORE

Website indexed; Google profile; Visible contact; Short quote path; Mobile usability

WHAT LOWERED YOUR SCORE

Local search presence; Service area clarity; Recent reviews; Visible proof of work

WHAT THIS MEANS FOR YOUR BUSINESS

It's the single highest-leverage fix available: it's free, it's the reason competitors are appearing in the local pack and this business isn't, and every other fix on this page compounds on top of it.

HOW EASY IS IT TO FIND AND HIRE YOU?

FIND YOU14 / 25

PROOF OF WORK5 / 20

REQUEST A QUOTE20 / 20

LEAD HANDLING20 / 20

THE THREE THINGS THAT MATTER MOST

1Customers have no verified owned page where they can understand the offer or request a quote

2Capital Junk Removal owns the Google local pack you don't appear in

3A consistent post-job ask is not publicly verified for past customers for referrals or reviews

WHAT YOU ARE DOING RIGHT

Website indexed

Google profile

Visible contact

WHAT IS COSTING YOU CUSTOMERS

Local search presence

Service area clarity

Recent reviews

WHAT TO FIX FIRST

W1—

Claim and fully build out the Google Business

W2—

Add 3-5 real reviews and a before/after photo

W3—

Research and verify qualified local referral

W4—

List specific neighborhoods/zip codes served

BOTTOM LINE

Claim the Google Business Profile and fix the quote-request funnel - together they address the two biggest, cheapest-to-fix leaks in the business.

NEXT

Where competitors are ahead, and where you can move past them.

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Page 1 of 14

YOUR COMPETITORS

Where they are ahead, where they fall short, and what you can do differently.



WHAT A NEW CUSTOMER SEES

Whoever fixes all three first - not just one - becomes the obvious choice instead of one option among several similar-looking ones.

Public research • Silver Spring, MD • Checked September 11, 2026

01 CAPITAL JUNK REMOVAL

AHEAD ON — Claimed, fully-built Google Business.
Appears in the Google local pack for the exact searches this business is trying to win.

OPEN GAP — Site has no visible pricing and a generic multi-page contact flow.

PUBLIC

VISIT SITE

02 MONTGOMERY HAUL AWAY

AHEAD ON — Publishes flat-rate pricing bands.
Ranks organically above this business for "junk hauling Silver Spring".

OPEN GAP — No demolition services listed, so it can't compete on that line of business.

PUBLIC

VISIT SITE

03 DMV DEBRIS SOLUTIONS

AHEAD ON — Visible before/after project photo.
Larger regional player with heavy paid ad presence on the same searches.

OPEN GAP — Generic regional branding with no Silver Spring-specific proof or testimonials.

PUBLIC

VISIT SITE

THE CUSTOMER DECISION, SIDE BY SIDE

DECISION FACTOR	JUNK HAULING	CAPITAL JUNK	MONTGOMERY HAUL	DMV DEBRIS
Google profile visibility	Owner reports	Owner reports	Owner reports	Owner reports
Service-area clarity	Not found	Area: Silver	Area: Silver	Area: DC Metro
Pricing guidance	none	Not recorded	Not recorded	Not recorded
Recent review proof	Not found	12 reviews	8 reviews	15 reviews
Project photos	Not found	Not recorded	Not recorded	Not recorded
Easy quote path	1-2	Not recorded	Not recorded	Not recorded

Found = visible during the standardized review. Could not verify = not enough evidence to call it missing. Not found = not visible.



WHAT YOU ARE ALREADY DOING RIGHT

- Personally owner-operated, which shows
- Offers both junk removal and light demolition
- More proof needed



WHERE THE OPENING IS

None of the three tracked competitors combine transparent pricing, local pack visibility, and visible proof all at once.



WHAT THIS COMPARISON CANNOT PROVE

Public research cannot prove who does the best work, responds fastest, or books the most jobs.

TASKS ADDED TO YOUR 4-WEEK PLAN



W1 —

Claim and fully build out the Google Business Profile



W2 —

Add 3-5 real reviews and a before/after photo strip



W3 —

Research and verify qualified local referral partners

See the dedicated four-week action page for steps, responsibilities, and completion checks.



BOTTOM LINE

None of the three tracked competitors combine transparent pricing, local pack visibility, and visible proof all at once.

NEXT Which jobs are the best fit, and where demand is visible.

BEST JOBS TO PURSUE

Which jobs to pursue, where demand is visible, and what information is still missing.



NOT EVERY JOB SHOULD GET THE SAME ATTENTION

Demand signals below are qualitative - based on what shows up in search results and local listings, not a measured search-volume tool.

Qualitative public demand signals for Silver Spring, MD

01 "JUNK REMOVAL SILVER SPRING

HIGH

Recommended move: Claim GBP and target this exact phrase on the homepage title tag.

Demand signal: High (qualitative - appears as a distinct, frequently-served local search category).

Evidence: Competition: High.

02 SAME-DAY / EMERGENCY JUNK

HIGH

Recommended move: Confirm availability and response standards with the owner before publishing.

Demand signal: Medium (qualitative - competitors advertise same-day language prominently).

Evidence: Competition: Medium.

03 LIGHT DEMOLITION / INTERIOR

HIGH

Recommended move: Give demolition its own dedicated page instead of folding it into junk removal copy.

Demand signal: Medium (qualitative - fewer competitors advertise this service directly).

Evidence: Competition: Low.

04 ESTATE & FORECLOSURE CLEANOUTS

MEDIUM

Recommended move: Add a short estate-cleanout section naming realtors and estate attorneys as a target.

Demand signal: Medium (qualitative - recurring need in an aging local housing stock).

Evidence: Competition: Low.

SERVICE AND CUSTOMER FIT

CUSTOMER	VISIBLE DEMAND	REPEAT POTENTIAL	PROOF NEEDED	RECOMMENDATION
"Junk removal Silver Spring	High	Confirm with owner	Proof not verified	Claim GBP and target
Same-day / emergency junk	Medium	Confirm with owner	Proof not verified	Confirm availability
Light demolition / interior	Medium	Confirm with owner	Proof not verified	Give demolition its own
Estate & foreclosure	Medium	Confirm with owner	Proof not verified	Add a short

Teal = confirmed opportunity Yellow = conditional or unknown Orange = missing evidence

WHERE TO FOCUS FIRST



SILVER SPRING, MD

HIGH — Claim GBP and target this exact phrase on the homepage title tag.



SAME-DAY / EMERGENCY JUNK

HIGH — Confirm availability and response standards with the owner



LIGHT DEMOLITION / INTERIOR

HIGH — Give demolition its own dedicated page instead of folding it into junk



WHAT THE BUSINESS ALREADY HAS

- Residential junk removal
- Light interior demolition
- Appliance & furniture removal



WHAT IS STILL MISSING

- Response standard
- Confirmation and backup
- Lead tracking
- Review requests



WHY THERE IS NO REVENUE FORECAST ON THIS PAGE

Revenue is not forecast without owner-supplied job value, capacity, conversion, and completed-work records.

TASKS ADDED TO YOUR 4-WEEK PLAN



W1 —

Claim and fully build out the Google



W2 —

Add 3-5 real reviews and a before/after



W3 —

Research and verify qualified local



W4 —

List specific neighborhoods/zip codes

The dedicated four-week action page explains where to make each change, why it matters, the steps, and what counts as complete.



BOTTOM LINE

Claim GBP and target this exact phrase on the homepage title tag.

It's the single highest-leverage fix available: it's free, it's the reason competitors are appearing in the local



NEXT How customers currently find you, and where the trail breaks.

HOW CUSTOMERS FIND YOU

What appears in search, what is missing, and where customers lose the trail.

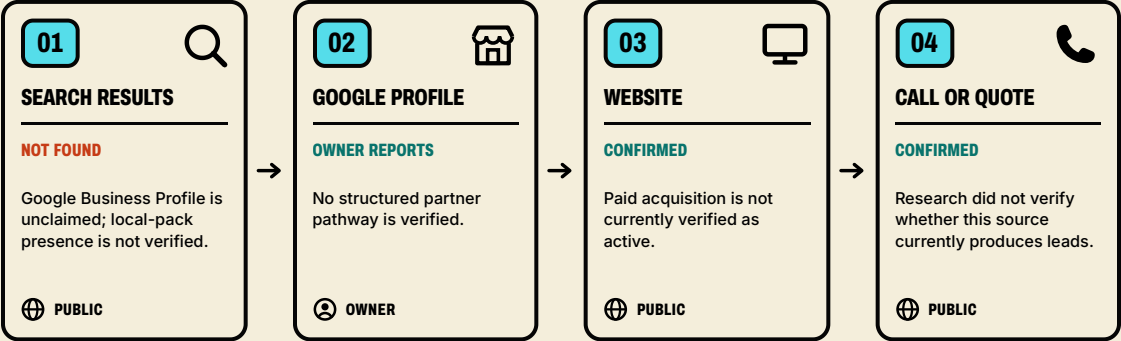


WHAT HAPPENS BEFORE A CUSTOMER CALLS

Local reputation is one of the cheapest, highest-leverage trust signals available, and it's currently this business's biggest visible gap against tracked competitors.

Public search review in Silver Spring, MD

THE CURRENT DISCOVERY PATH



FINDABILITY CHECKS

CHECK	RESULT	SOURCE	WHY IT MATTERS
Website indexed	Confirmed	Public	Request indexing if the site is absent.
Google profile ownership	Owner reports	Owner	Claim or correct the Google profile.
Local-pack presence for core search	Not found	Public	Retest the core local search monthly.
Phone or contact clearly visible on site	Confirmed	Public	Put one contact action above the fold.
Specific service area stated	Not found	Public	Name cities and ZIP codes served.
Core services named clearly	Too general	Public	Lead with the primary service and outcome.

Not found = absent during the defined review. Could not verify = insufficient evidence to call it missing.



WHAT IS WORKING

- Website indexed
- Google profile
- Visible contact



WHERE THE TRAIL BREAKS

- Local search presence
- Service area clarity
- Recent reviews

VERIFY BEFORE MAKING PUBLIC CLAIMS



- ☒ Official business name
- ☒ Exact service-area boundaries
- ☒ Current business hours
- ☒ Primary Google category

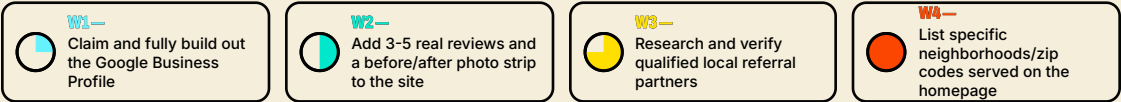
Use the owner's confirmed information. Do not infer these details from directories.



WHY SEARCH POSITION CHANGES

Local results vary by the customer's location, search wording, and time.
This report records the search term, location, and date instead of promising a permanent ranking.

TASKS ADDED TO YOUR 4-WEEK PLAN



The dedicated four-week action page explains where to make each change, why it matters, the steps, and what counts as complete.



BOTTOM LINE

Local search presence is the most likely place customers lose the trail.
Website indexed is already working - protect it while you fix the gap.

NEXT What the website gets right, and what creates friction.

YOUR WEBSITE

Where visitors encounter friction, what already works, and what to fix.

4

WEBSITE FIXES
Specific website changes identified

1

FIRST BUILD
Priority conversion page recommended

4

ACTION PLAN
Sequenced implementation weeks

WHAT IS WORKING

- Website indexed
- Google profile
- Visible contact
- Short quote path

WHERE VISITORS ENCOUNTER FRICTION

- No verified website or owned conversion page
- There is no verified online quote form.
- There is no verified owned page where real
- There is no verified owned page that states

https://silverspringjunkhauling.com/

THE FIX FOR EACH

01

BUILD A SINGLE CONVERSION PAGE

Customers have a verified destination where they can understand the offer before calling.

02

PUT A SINGLE "GET MY FREE"

Customers can complete a quote request in one visit.

03

ADD 3-5 REAL CUSTOMER REVIEWS

Visitors on the fence get the reassurance they need to book instead of calling a competitor to compare.

04

LIST SILVER SPRING

Visitors immediately confirm coverage instead of leaving to search for a more specific local option.

TECHNICAL BASICS

CHECK	RESULT	SOURCE	NEXT STEP
Indexed	Confirmed	Public	Request indexing, then retest.
Mobile usable	good	Public	Test the quote path on a phone.
HTTPS	Confirmed	Public	Run an HTTPS certificate check.
Load speed	fast	Public	Measure mobile load time.
Conversion tracking	Not found	Owner	Install and test source tracking.

VERIFY BEFORE PUBLISHING

- License and insurance status
- Any promised response time
- Testimonials, names, and permission

Publish only claims the owner can verify.

THE CLEAREST FRICTION

Fix pricing visibility and form friction first - together they're the two biggest reasons an interested visitor leaves without requesting a quote.

WHAT SHOULD STAY THE SAME

OBSERVATION — Website indexed

IMPACT — Customers should keep any working path they already recognize.

RECOMMENDATION — Change only the highest-friction step first.

TASKS ADDED TO YOUR 4-WEEK PLAN

W1—
Claim and fully build out the Google Business Profile

W2—
Add 3-5 real reviews and a before/after photo strip to the site

W3—
Research and verify qualified local referral partners

W4—
List specific neighborhoods/zip codes served on the homepage

The dedicated four-week action page explains where to make each change, why it matters, the steps, and what counts as complete.

BOTTOM LINE

Fix pricing visibility and form friction first to make requesting a quote easier.

Make the smallest verified change first, then test the quote path and track the result.

NEXT The conversion page Build4 would create first.

THE PAGE WE WOULD BUILD

What the improved website should contain, section by section.

THE FIRST SCREEN

RESIDENTIAL JUNK REMOVAL

Junk Removal & Light Demolition in Silver Spring

Tell us what needs to go. We'll give you a flat price before we show up - not.

GET MY FREE QUOTE

★

 Approved proof •

📞

 Clear next step •

📍

 Silver Spring, MD

Publish pricing and response promises only after the owner confirms them.

REQUEST A QUOTE

Name

Phone Number

Service Address

What needs to be

GET MY FREE QUOTE

Four fields. Nothing unrelated to the first response.

THE REST OF THE PAGE

01

★

PROOF OF WORK

Add verified reviews, real job photos, and any confirmed credentials before publishing a proof.

APPROVED PROOF NEEDED

02

👥

SERVICES

Residential junk removal; Light interior demolition; Silver Spring service area.

03

🛡️

WHY CHOOSE THIS TEAM

Confirm credentials, response standards, and approved differentiators before publishing.

04

?

QUESTIONS ANSWERED

How soon can the job be scheduled?; Do you charge by the item or by the truckload?

WHAT EACH SECTION MUST ANSWER

SECTION	CUSTOMER QUESTION	CONTENT REQUIRED
First screen	Am I in the right place?	Service, location, one action
Proof	Can I trust the work?	Real work and approved proof
Services	Do you handle my job?	Specific services and customers
Reasons to choose	Why this company?	Evidence-backed differences
Offer	What happens if I ask?	Offer terms and next step
FAQ	What could surprise me?	Likely questions and honest answers
Form	How much effort is this?	Only necessary form fields
Confirmation	Did it go through?	Receipt and response expectation

WHAT HAPPENS AFTER SUBMISSION

1

1 — REQUEST

Request received

2

2 — CONFIRM

Confirm fit and scope

3

3 — SCHEDULE

Schedule the next step

4

4 — FOLLOW UP

Follow up and record outcome

⚠️

DO NOT PUBLISH UNTIL CONFIRMED

Exact pricing promise

Response-time promise

License and insurance wording

Testimonials and permissions

ℹ️

HOW TO KNOW IT IS WORKING

Tracked calls

Quote-form submissions

Booked jobs

Lead source

Track completed forms, qualified calls, estimates, bookings, and lead source.

TASKS ADDED TO YOUR 4-WEEK PLAN

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★

BOTTOM LINE

This page uses one consistent action: Get My Free Quote.

This concept addresses unclear pricing context and the unverified online quote path.

➡️

NEXT The referral relationships most worth developing.

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REFERRAL OPPORTUNITIES

Who can send customers your way, what to offer them, and how to follow up.



REFERRALS SHOULD NOT DEPEND ON LUCK

The fastest referral wins are the businesses that already touch the same customer right before or after a junk-removal need - real estate agents clearing a listing, property managers turning over a unit, movers finishing a job. None of these require paid advertising, just



Publicly finding a business does not mean it has agreed to send referrals.

WHERE REFERRALS CAN COME FROM

01



PARTNER RESEARCH 1

Best fit: No supported partner record yet.

Opportunity: Research before outreach.

02



PARTNER RESEARCH 2

Best fit: No supported partner record yet.

Opportunity: Research before outreach.

03



PARTNER RESEARCH 3

Best fit: No supported partner record yet.

Opportunity: Research before outreach.

04



PARTNER RESEARCH 4

Best fit: No supported partner record yet.

Opportunity: Research before outreach.

WHO BELONGS ON THE SHORTLIST



SAME SERVICE AREA

Serves the same confirmed locations



SAME CUSTOMER NEED

Encounters the same customer need



NOT A COMPETITOR

Does not sell the same core service



REAL CONTACT INFO

Has a legitimate business contact route



NO RED FLAGS

Public information does not reveal a clear trust concern



CLEAR MUTUAL BENEFIT

There is a specific reason to help each other

Partner names appear only after a standardized search verifies the business, service overlap, area, and public contact information.



THE PARTNER OFFER

WHAT THE PARTNER GETS

- Claimed & optimized Google Business Profile
- One-page site with pricing, proof, and a one-step quote form
- Simple review-request follow-up message

WHAT THIS BUSINESS COMMITS TO

- Ask every completed job for a Google review
- Follow up personally on the 3 named referral partners
- Respond and set expectations



THE PAST-CUSTOMER ASK

“ Thanks again for choosing Junk Hauling and Demolition Silver Spring. If someone you know needs Residential junk removal, feel free to introduce us. We will confirm fit and explain the next step. ”

Use after satisfaction is confirmed. Do not pressure the customer.

THE OUTREACH SEQUENCE

1

1 - QUALIFY

Send one useful, specific introduction.

2

2 - INTRODUCE

Send one useful, specific introduction.

3

3 - FOLLOW UP

Send one useful, specific introduction.

4

4 - RECORD

Send one useful, specific introduction.



WHAT THIS PAGE DOES NOT ASSUME

- A public listing does not prove interest in a partnership
- A contact does not become a referral until one is received
- Referral revenue cannot be estimated without tracked outcomes
- Existing relationships require owner confirmation

WHAT TO TRACK

PARTNER	TYPE	STATUS	LAST CONTACT	NEXT STEP	REFERRALS	BOOKED
First verified partner	Partner category	Researched	Not contacted	Owner review	0	0

This row starts with the first researched partner; update it after each contact or referral outcome.

TASKS ADDED TO YOUR 4-WEEK PLAN



W1 -

Claim and fully build out the Google Business Profile



W2 -

Add 3-5 real reviews and a before/after photo strip



W3 -

Research and verify qualified local referral partners



W4 -

List specific neighborhoods/zip codes served on the homepage

The dedicated four-week action page explains where to complete each task, why it matters, the steps, and what counts as complete.



BOTTOM LINE

The fastest referral wins are the businesses that already touch the same customer right before or after a junk-removal need - real estate agents clearing a listing, property managers.



NEXT What customers can verify from reviews and completed work.

REVIEWS & LOCAL REPUTATION

What customers can verify, what your reviews reveal, and how to build stronger proof.



PUBLIC PROOF IS PART OF THE DECISION

Local reputation is one of the cheapest, highest-leverage trust signals available, and it's currently this business's biggest visible gap against tracked competitors.



PUBLIC EVIDENCE

YOUR PUBLIC-PROOF SNAPSHOT

4.2

PUBLIC RATING

 PUBLIC

2

REVIEWS FOUND

 PUBLIC

NOT FOUND

REVIEW REGENCY

 PUBLIC

OWNER INPUT NEEDED

REQUEST PROCESS

 OWNER

WHERE THE PROOF APPEARS

EVIDENCE	STATUS	SOURCE
Google rating	4.2	PUBLIC
Review volume	2	PUBLIC
Recent reviews	Not found	PUBLIC
Photos & proof on site	Not found	PUBLIC
Review-request process	Owner input needed	OWNER

**WHAT THE EVIDENCE SUPPORTS**

- Claimed, complete profile
- Volume of recent reviews
- Consistent review requests

**WHAT IT DOES NOT SUPPORT YET**

- Response standard
- Confirmation and backup
- Competitor comparison incomplete

COMPARED WITH TRACKED COMPETITORS

POSITION	BUSINESS	RATING / GOOGLE REVIEWS
This business	Junk Hauling and Demolition	4.2 rating / 2 Google reviews
Comparable 1	Capital Junk Removal	4.6 rating / 12 Google reviews
Comparable 2	Montgomery Haul Away	4.4 rating / 8 Google reviews
Comparable 3	DMV Debris Solutions	4.3 rating / 15 Google reviews

THE REVIEW REQUEST SYSTEM

1

CONFIRM SATISFACTION

 Ask only after the customer confirms the work is complete.

2

SEND THE LINK

 Use the verified public review link and request an honest review.

3

FOLLOW UP ONCE

 Send one courteous reminder if there is no response.

4

RECORD THE RESULT

 Track requested, completed, responded, and permission to reuse.

**READY-TO-USE REQUEST**

" Thanks for choosing Junk Hauling and Demolition Silver Spring. If you were happy with the work, would you leave an honest review?"

Use after satisfaction is confirmed. Do not pressure the customer.

**USE GENUINE PROOF CORRECTLY**

- Ask for an honest review, never a guaranteed positive one
- Disclose incentives if any are offered
- Get permission before reusing names, photos, or job details
- Respond professionally without revealing private information

WHERE TO REUSE APPROVED PROOF

 **FIRST SCREEN**
one strong trust signal

 **SERVICE PAGES**
relevant job proof

 **GOOGLE PROFILE**
current photos and responses

 **QUOTE FOLLOW-UP**
reduce uncertainty after contact

TASKS ADDED TO YOUR 4-WEEK PLAN

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The dedicated four-week action page explains where to complete each task, why it matters, the steps, and what counts as complete.

**BOTTOM LINE**

Claim the Google Business Profile this week, then ask every satisfied customer for a review at the moment the job wraps up - not after.

 **NEXT** How to get more leads and book more of them.

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HOW TO GET MORE LEADS—AND BOOK MORE OF THEM

Where to advertise, what customers should see, what to say, and how to turn inquiries into scheduled work.

WHERE TO FOCUS FIRST

1 — GOOGLE BUSINESS
Potential: High. Fit: Strong. Speed: Fast.
STRONG

2 — REFERRAL PARTNERSHIPS
Potential: High. Fit: Strong. Speed: Medium.
STRONG

3 — LOCAL PAID SEARCH ADS
Potential: Medium. Fit: Medium. Speed: Fast.
MEDIUM

Use one clear offer and send each customer to the page that matches what they searched for or saw.

GOOGLE SEARCH: CAPTURE ACTIVE DEMAND

SET IT UP THIS WAY

- Create a Search campaign for leads
- Target confirmed service locations only
- Group different services separately
- Match each ad to the closest service page
- Track completed quote forms and calls
- Review search terms and exclude poor matches

START WITH THESE PHRASES

Residential junk removal Silver

Residential junk removal near me

Light interior demolition Silver

Light interior demolition near me

Appliance & furniture removal Silver

Appliance & furniture removal near me

EXCLUDE IRRELEVANT SEARCHES

jobs • salary • DIY • free • rental • unserved

Exclude a service term only when the business does not offer it.

EXAMPLE SEARCH AD
Junk Removal & Light Demolition
Silver Spring, MD - Request a Quote
Tell us what needs to go. We'll give you a flat price before we show.
Service + location + useful next step

FACEBOOK + INSTAGRAM: SHOW THE RESULT

- Use real completed work
- One service per ad
- Target confirmed locations
- Use a matching page
- Track qualified inquiries

EXAMPLE COPY

“ Tell us what needs to go. We'll give you a flat price before we show up - not after. ”

BEFORE → COMPLETED WORK → NEXT STEP

NEXTDOOR: BE USEFUL, NOT PUSHY

- Identify the business
- Be useful and specific
- Use real work
- Confirm service area
- Never pose as a customer

COMMENT REPLY

“ I'm with Junk Hauling and Demolition Silver Spring. We handle Residential junk removal in Silver Spring, MD. Send the basic details so we can confirm. ”

Do not pose as an unaffiliated customer.

TURN THE CLICK INTO A BOOKED JOB

1 MATCH
Match the service

2 PROVE
Show relevant proof

3 SIMPLIFY
Use a short form

4 CONFIRM
Confirm the next step

5 FOLLOW UP
Follow up and record

The recommended service page on Page 6 supplies the destination. This section explains how to send the right customer to it.

TRACK ONLY WHAT HELPS YOU DECIDE

Advertising source

Booked or not

Campaign

Advertising cost

Service requested

Job value — if supplied

Qualified or not

Reason not booked

Estimate sent

Start with complete records. Add performance rates only after the underlying counts are available.

NEED A SIMPLER WAY TO MANAGE LEADS?

Build4 can auto-log each lead's source and status from your site, ads, and referrals into one queue. Ask your Build4 contact to turn it on.

TASKS ADDED TO YOUR 4-WEEK PLAN

W1 —
Claim and fully build out the Google Business

W2 —
Add 3-5 real reviews and a before/after photo strip

W3 —
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W4 —
List specific neighborhoods/zip codes served

The dedicated four-week action page explains where to complete each task, why it matters, the steps, and what counts as complete.

BOTTOM LINE
Google Search captures active demand; the Google profile supports local visibility. It's the single highest-leverage fix available: it's free, it's the reason competitors are.

NEXT Your prioritized four-week action plan.

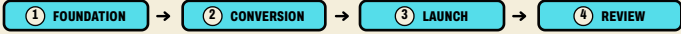
YOUR PRIORITIZED 4-WEEK ACTION PLAN

What to do, where to do it, why it matters, and what counts as complete.



DO THE WORK IN THIS ORDER

Prepare the destination and tracking before spending for traffic. Build each channel, test the customer path, then use real lead and booking records to decide what to change.



Do not launch an ad until its page, contact path, response owner, and conversion tracking have been checked.



25% OF PLAN

WEEK 1 — FIX THE FOUNDATION

The business becomes findable and easy to act on for the first time.

1 CLAIM AND FULLY BUILD OUT THE GOOGLE BUSINESS

- WHERE: Website and Google profile
- WHY: Build the destination before traffic.
- DO THIS: Claim and fully build out the Google Business Profile.
- OWNER SUPPLIES: Access and approved business facts
- DONE WHEN: Action 1 is published or logged
- REVIEW: Record completion, result, and next action

2 ADD PRICING TABLE AND SINGLE ABOVE-THE-FOLD QUOTE

- WHERE: Website editor
- WHY: Give this new destination proof before customers rely on it.
- DO THIS: Add pricing table and single above-the-fold quote form to the homepage.
- OWNER SUPPLIES: Website access and approved copy
- DONE WHEN: Page and form pass mobile testing
- REVIEW: Test form receipt and source capture



50% OF PLAN

WEEK 2 — BUILD THE TRUST SIGNALS

New visitors see real proof instead of a bare contact form.

1 ADD 3-5 REAL REVIEWS AND A BEFORE/AFTER PHOTO STRIP

- WHERE: Google profile and website
- WHY: Make outreach easy to act on.
- DO THIS: Add 3-5 real reviews and a before/after photo strip to the site.
- OWNER SUPPLIES: Approved photos and customer proof
- DONE WHEN: Approved proof is published
- REVIEW: Record requests, posts, and responses

2 ASK EVERY JOB-COMPLETION CUSTOMER FOR A GOOGLE

- WHERE: Google profile and website
- WHY: Turn finished jobs into visible proof for the next customer.
- DO THIS: Ask every job-completion customer for a Google review.
- OWNER SUPPLIES: Approved photos and customer proof
- DONE WHEN: Approved proof is published
- REVIEW: Record requests, posts, and responses



75% OF PLAN

WEEK 3 — OPEN THE REFERRAL CHANNEL

At least one referral relationship is actively in motion.

1 RESEARCH AND VERIFY QUALIFIED LOCAL REFERRAL

- WHERE: Build4 referral board
- WHY: Create a repeatable follow-up process.
- DO THIS: Research and verify qualified local referral partners before beginning outreach.
- OWNER SUPPLIES: Exclusions and relationship context
- DONE WHEN: Named contacts and messages are logged
- REVIEW: Review replies, opt-outs, and next steps

2 ADD A SIMPLE DONATION-PARTNER MENTION

- WHERE: Website editor
- WHY: Add a low-effort way for a referral partner to send business.
- DO THIS: Add a simple donation-partner mention to the post-quote message.
- OWNER SUPPLIES: Website access and approved copy
- DONE WHEN: Page and form pass mobile testing
- REVIEW: Test form receipt and source capture



100% OF PLAN

WEEK 4 — TIGHTEN THE FUNNEL

The funnel is measurably tighter than it was 30 days ago.

1 LIST SPECIFIC NEIGHBORHOODS/ZIP CODES SERVED

- WHERE: Website editor
- WHY: Expand after the core path works.
- DO THIS: List specific neighborhoods/zip codes served on the homepage.
- OWNER SUPPLIES: Website access and approved copy
- DONE WHEN: Page and form pass mobile testing
- REVIEW: Test form receipt and source capture

2 REVIEW THE FIRST MONTH'S QUOTE REQUESTS

- WHERE: Website editor
- WHY: Use real results to close remaining gaps.
- DO THIS: Review the first month's quote requests for remaining drop-off points.
- OWNER SUPPLIES: Website access and approved copy
- DONE WHEN: Page and form pass mobile testing
- REVIEW: Test form receipt and source capture



Review search terms



Follow up on open estimates



Request reviews after satisfaction



Record source and booking outcome



Need one place to manage the process? Build4 CRM is available on request.



BOTTOM LINE

Foundation before traffic, conversion before scale, referral and measurement last - each week depends
It's the single highest-leverage fix available: it's free, it's the reason competitors are appearing



NEXT How Build4 calculates your score.

HOW WE CALCULATE YOUR BUILD4 SCORE

AND WHY IT MATTERS

YOUR BUILD4 SCORE

71/100

The same score shown on Page 1. It measures whether customers can find, verify, contact, and receive a dependable response from the business—and whether the business can see what happened.

WHAT MAKES UP THE SCORE

Findability14 / 25

Public Trust5 / 20

Contact Path20 / 20

Lead Handling20 / 20

Measurement15 / 15

EVIDENCE COVERAGE

90/100

APPLICABLE POINTS CHECKED

90 of 100 applicable points had enough evidence. Missing owner answers reduce coverage, not the score.

ABOVE 70% — ENOUGH DATA TO INTERPRET

THE FIVE FIXED AREAS

1 FINDABILITY / 25 Points

Can customers find the business and understand its services and locations?

PUBLIC

2 PUBLIC TRUST / 20 Points

Can customers verify reputation and completed work before contacting?

PUBLIC

3 CONTACT PATH / 20 Points

Can customers call or request a quote without unnecessary friction?

PUBLIC

4 LEAD HANDLING / 20 Points

Is responsibility, confirmation, and estimate follow-up defined?

REQUIRED OWNER

5 MEASUREMENT / 15 Points

Can the business record source, status, next action, and booking outcome?

REQUIRED OWNER

EXACTLY HOW POINTS ARE ASSIGNED

RESULT	WHEN IT APPLIES	POINT TREATMENT	COVERAGE
VERIFIED	The public check or owner answer meets the stated rule	Full points	Included
PARTIAL	The rule defines a specific incomplete condition	Half points only when disclosed	Included
NOT FOUND OR OWNER REPORTS NO	A standardized public search finds no required public element, or the owner confirms it is not in place	Zero points	Included
COULD NOT VERIFY / DATA NEEDED	The source was inaccessible, ambiguous, or the owner says I don't know	Not scored as zero	Reduces coverage

BUILD4 SCORE =

points earned from checked items ÷ possible points from checked items × 100

EVIDENCE COVERAGE =

checked applicable points ÷ all applicable points × 100

THE 70% RELIABILITY RULE

70% is a disclosed Build4 reliability rule—not an industry or platform standard. When coverage is below 70%, the score still appears, but this page states MORE DATA NEEDED before the score can be treated as highly reliable.

Missing evidence is not silently scored zero

The coverage percentage stays visible

New verified information triggers a recalculation

PUBLIC SEARCH + COMPETITOR RULES

Use verified primary service and service location

Use the first three eligible non-sponsored local businesses returned by the defined searches

Exclude directories, aggregators, duplicates, and businesses without service overlap

Compare rating and review volume with the eligible-set median

Do not claim a comparison when fewer than three eligible businesses remain

Query, date, eligible businesses, exclusions, and sources are stored with the report.

WHAT EACH AREA CHECKS

AREA	CHECKS	BASIS	WHY IT MATTERS	THIS REPORT
1 FINDABILITY	Google profile accuracy; website indexed; services and locations clear; eligible local visibility	Google Business Profile and Search guidance + standardized Build4 search	Customers cannot evaluate a business they cannot find or understand	14 / 25
2 PUBLIC TRUST	Rating; review volume and recency; genuine work proof; public responses	Public profiles + eligible competitor median + disclosed Build4 proof rules	Customers look for current, verifiable evidence	5 / 20
3 CONTACT PATH	Visible phone; working form; clear CTA; mobile use; readable contrast and labels	Direct public tests + WCAG 2.2 AA where applicable	Extra friction can stop an inquiry before it starts	20 / 20
4 LEAD HANDLING	Response owner and backup; confirmation; response standard; estimate follow-up	Required owner answers + disclosed Build4 operating rules	An inquiry needs responsibility and a next action	20 / 20
5 MEASUREMENT	Source; status; next action; booked or not booked; lost reason	Required owner answers + disclosed Build4 operating rules	The business needs records to know what to continue or correct	15 / 15

PUBLISHED STANDARDS USED WHEN APPLICABLE

G GOOGLE BUSINESS PROFILE

Real-world business name, accurate address or service area, and appropriate code categories

Q GOOGLE SEARCH CENTRAL

Indexability, clear useful content, descriptive titles, and accessible resources

V CORE WEB VITALS

When field data exists: LCP ≤ 2.5s, INP ≤ 200ms, CLS ≤ 0.1 at the 75th percentile

A WCAG 2.2 AA

Normal text contrast of at least 4.5:1 and programmatically usable labels where applicable

Standards checked September 11, 2026 • Build4 Score v1.0

WHY THESE WEIGHTS

Findability carries 25 points because a customer must first discover and understand the business. Trust, contact, and lead handling each carry 20 because any one can stop the path to a booking. Measurement carries 15 because it supports improvement after opportunities begin.

DISCLOSED BUILD4 WEIGHTING RULE

THIS SCORE DOES NOT MEASURE

Quality of completed work

Revenue potential

Customer lifetime value

Profitability

Employee performance

Guaranteed leads or bookings

BOTTOM LINE

The Build4 Score is a repeatable customer-acquisition system check. Its value comes from fixed rules, visible evidence, and honest limits—not from pretending every unknown is a fact.

VETTED LOCAL REFERRAL SHORTLIST

REFERRAL GROWTH SHOULDN'T DEPEND ON LUCK

Focus on nearby businesses that meet the same customers at a natural handoff point before or after a cleanout, hauling, or light-demolition job.

PROTECT TRUST

RECOMMEND ONLY A CLEAR FIT

A useful introduction solves a real customer need and gives both businesses a simple, credible reason to stay in touch.

LOOK FOR TIMING

MEET CUSTOMERS AT THE HANDOFF

The best partners hear about cleanouts, move-outs, renovation debris, or property turnover immediately before the work is needed.

START PRACTICAL

MAKE THE FIRST STEP EASY

Begin with one local contact, explain the jobs you handle, and ask how they currently solve hauling or cleanup requests.

WHAT MAKES A REFERRAL PARTNER USEFUL

Use these six checks before investing time in a relationship.

01 SAME SERVICE AREA

They regularly serve customers in Silver Spring and nearby communities.

02 SHARED CUSTOMER MOMENT

Their customers need hauling, cleanout, or light-demolition help at a predictable point.

03 DIFFERENT CORE SERVICE

They complement the work instead of competing for the same job.

04 COMPARABLE SCALE

A local owner or small team can make decisions without a long vendor process.

05 CLEAR CONTACT ROUTE

A public business email, phone number, or contact form makes an introduction practical.

06 BENEFIT FOR BOTH SIDES

Each business can help the customer complete the next step without promising special terms.

HOW TO START THE FIRST CONVERSATION

Lead with the customer need and ask for a brief conversation.

01 · CHOOSE THE RIGHT CONTACT

Use the public business email, contact form, office phone, or appropriate local channel.

02 · NAME THE CUSTOMER TRIGGER

Explain the cleanout, move-out, renovation, or property-turnover jobs you can reliably handle.

03 · ASK ABOUT THEIR WORKFLOW

Learn how they currently solve hauling and cleanup requests and where customers tend to get stuck.

04 · AGREE ON ONE NEXT STEP

Ask permission to exchange introductions, share service details, or follow up after a suitable job.

Keep the arrangement simple: define the job types each business handles, the best contact method, and what a good customer introduction should include.

LOCAL CATEGORIES TO PURSUE FIRST

3 practical categories - start with one contact

No specific local business has enough public information to recommend yet. Use the categories below to identify an owner-accessible first contact.

WHERE TO LOOK FOR THE FIRST RELATIONSHIP

No specific business is recommended from the public information available today. Start with these three local categories and qualify the person you can actually reach.

INDEPENDENT REAL ESTATE AGENTS

Agents handling estates, move-outs, and homes that need clearing before photos or settlement may need a reliable cleanout contact.

SMALL PROPERTY MANAGERS

Local managers may need turnover cleanouts, abandoned-item removal, or quick estimates between tenants.

LOCAL REMODELERS

Small renovation crews without their own hauling capacity may need debris removal or selective demolition support.

Start with one category, contact one local owner, and learn what customers ask for before trying to build a larger referral network.

THE 30-DAY REFERRAL OPERATING SYSTEM

TURN PARTNER RESEARCH INTO RELATIONSHIPS

A qualified name is only the start. This page defines the outreach cadence, owner handoff, outcome tracking, and replacement rules that keep the referral system useful.

WHERE THE NEXT QUALIFIED PARTNERS COME FROM

Build4 does not pad the report with famous institutions or oversized companies. The reserve grows by looking for realistic, owner-accessible businesses in four adjacent customer moments.

- BEFORE THE JOB

Realtors, organizers, movers, and estate professionals.
- DURING THE JOB

Small contractors, cleaners, handymen, and trades.
- AFTER THE JOB

Repair, restoration, storage, and property services.
- NEARBY MARKETS

Qualified local operators inside the practical service radius.

FROM SHORTLIST TO CONVERSATION

Each contact is researched and approached as a real local relationship, with a relevant reason to connect.

- 01

VERIFY

Confirm the business is active, local, appropriately sized, and publicly reachable.
- 02

PERSONALIZE

Connect the introduction to a customer moment both companies already serve.
- 03

CONTACT

Send a concise introduction through the best verified public business route.
- 04

FOLLOW THROUGH

Record the response, agree on a sensible next step, and keep the relationship warm.

WHAT A PARTNER HEARS

We help Junk Hauling and Demolition Silver Spring handle Residential junk removal in Silver Spring, MD. When that need comes up for one of your customers, may we give you a simple public handoff route? We will confirm fit, explain the next step, and keep you informed.

Why this works: It is specific, low pressure, and useful. The partner understands who is a fit, when to make an introduction, and that their customer will be treated professionally.

EVERY REPLY CREATES A NEXT STEP

- INTERESTED

Confirm the best introduction method and the customer situations to watch for.
- NOT RIGHT NOW

Ask permission to reconnect later and record the timing or condition they named.
- NOT A FIT

Close the loop respectfully and replace them with the next qualified local option.

A PARTNER IS LENDING YOU THEIR TRUST

- CLEAR FIT

They know exactly which customer situations should prompt an introduction.
- FAST ACKNOWLEDGEMENT

The referred customer hears back quickly and knows what happens next.
- PROFESSIONAL DELIVERY

Communication, scheduling, and completed work protect the partner's reputation.
- CLOSED LOOP

The partner is thanked and, when appropriate, knows the introduction was handled.

YOUR ROLE ONCE THE DOOR OPENS

- KEEP THE OFFER CURRENT

Tell Build4 when capacity, service area, pricing, or the ideal job changes.
- RESPOND LIKE THE RELATIONSHIP MATTERS

Prioritize partner introductions and make the first customer interaction easy.
- DELIVER AND THANK

Do excellent work, thank the source, and share feedback that improves future fit.

WHAT GOOD LOOKS LIKE AFTER 30 DAYS

These are process targets, not promises of referral volume.

- 10 CONTACTS COMPLETED

Every selected partner receives a relevant, verified introduction.
- EVERY OUTCOME RECORDED

Replies, opt-outs, timing, and next steps stay visible.
- BEST RELATIONSHIPS IDENTIFIED

The strongest conversations receive a sensible follow-through plan.

WHAT THIS CREATES FOR YOU

- A LIVING NETWORK

Named relationships, not a one-time list.
- CLEAR HISTORY

Every contact, response, and next step recorded.
- REPEATABLE GROWTH

A process that can expand as capacity grows.

THE WEEKLY OPERATING CADENCE

- REVIEW THE QUEUE

Check attempts, replies, opt-outs, and dates before sending another message.
- RESOLVE OWNER DECISIONS

Approve exclusions, sensitive relationships, and any proposed special term.
- FOLLOW UP ONCE

Use the agreed timing and public route. Stop when permission is absent.
- REPLACE FAILED FITS

Return to the gated reserve instead of lowering the evidence standard.

WANT US TO BUILD THE SYSTEM?

Use the plan yourself, or have Build4 turn the strongest opportunity into a launch-ready customer-acquisition system.

THE PLAN IS YOURS EITHER WAY

You do not need Build4 to use this report. Follow the four-week plan yourself, share it with your team, or give it to another provider. If you would rather not do the work, the buildout below turns the strongest opportunity into finished assets and a tracked outreach process.

★ NO PRESSURE · ONE CLEAR OPTION

\$100 ACQUISITION BUILDOUT

WEBSITE, ADS, AND OUTREACH BUILT TOGETHER

Build4 would build a single fast-loading page with upfront pricing and a one-step quote form, wired directly to a claimed Google Business Profile.

\$100

ONE-TIME

BUILD MY \$100 ACQUISITION SYSTEM

build4.app/#buildout

THE THREE PARTS WE BUILD

01 GOOGLE BUSINESS PROFILE

Claimed & optimized Google Business Profile

02 FOCUSED CONVERSION WEBSITE

One-page site with pricing, proof, and a one-step quote form

03 REFERRAL + PARTNER OUTREACH

Build4 contacts 10 selected local referral partners on your behalf and records every attempt, response, and next step.

EVERYTHING INCLUDED

- ✓ One mobile-ready conversion page on the existing website
 - ✓ Launch date agreed after account access is verified
 - ✓ Google Ads campaign structure; advertising spend excluded
 - ✓ Up to 20 researched local partners in the handoff
 - ✓ One organized handoff of completed assets
- ✓ One revision round after the first proof
 - ✓ Basic form and call-source tracking setup
 - ✓ 10 selected partner contacts; one initial attempt each
 - ✓ Attempts, replies, opt-outs, and next actions logged
 - ✓ Customer owns the approved final assets

WHAT WE NEED FROM YOU

- Verified website and account access
- Confirmed services, service area, capacity, and proof
- One consolidated revision request
- Relationship history and outreach exclusions
- Approval before launch or special terms

WHAT THE \$100 DOES NOT INCLUDE

- Domain, hosting, software, advertising, or platform fees
- Extra pages, asset production, or revisions beyond one round
- Ongoing campaign management or repeated partner follow-up
- Unapproved discounts, fees, exclusivity, or private contacts
- Guaranteed leads, sales, referrals, rankings, or revenue

THREE FINISHED PARTS YOU CAN PUT TO WORK



FINISHED ASSETS ARE YOURS



LEAD TRACKING IS CONFIGURED



LAUNCH STEPS ARE DOCUMENTED

Before work begins, Build4 confirms scope and access. The launch date is agreed only after access is verified; cancel before work begins for a full refund.

✓ YOUR NEXT MOVE Use the plan yourself, or choose the scoped one-time buildout when you are ready.