2026 EXTERIOR REMODELING CONVERSION BENCHMARK INDEX

Why 69% of Exterior Contractors Lose Paid Leads — and How to Fix Every Leak in 72 Hours.

Prepared for owners of $1M–$15M roofing, siding, window, and exterior remodeling companies following your live Brand Audit Scorecard. Grounded in **301 live contractor audits** across Oregon, Washington & Idaho and **$23M+ in verified direct exterior sales**.

48 / 100
Average conversion score across 301 live-audited exterior contractors

48%
Proven virtual 3D close rate vs. 23% industry average (5,000+ meetings)

$42,036
Annual software savings replacing $4,500/mo legacy stacks with Growth OS

EXECUTIVE CORE TAKEAWAY

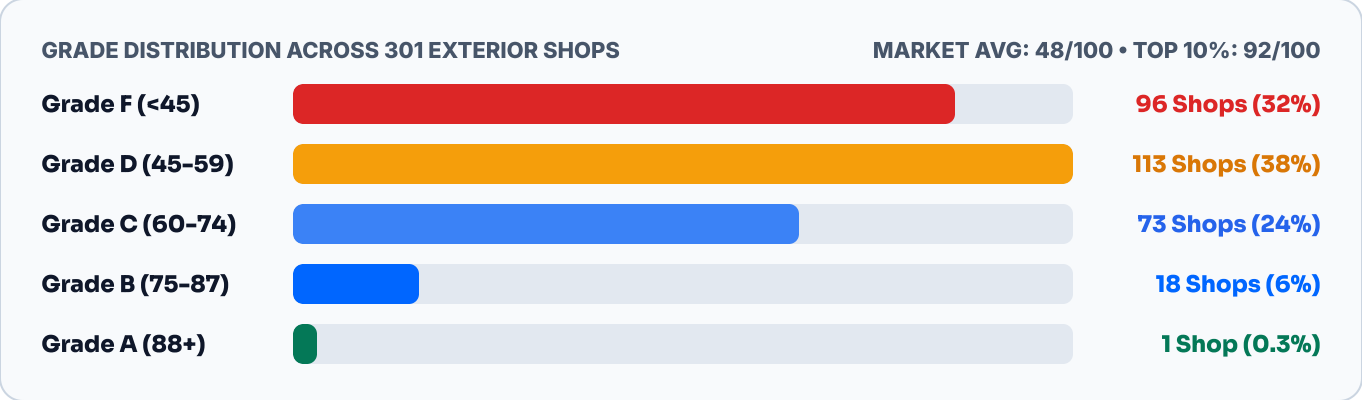
Most exterior contractors do not have a lead-generation problem — they have a **conversion leak problem**. When paid Google, LSA, and Meta clicks land on slow websites with zero 24/7 AI response, no 3D instant quoting, and no follow-up retargeting, 60%+ of ready-to-buy homeowners hire the first competitor who responds. Plugging these 6 leaks takes 72 hours and doubles close rates without buying more ads.

PREPARED BY	**Jason Olinger** — Founder & CEO, XSELLR8 OS (30 Years in Exterior Trades, 1996–2026)
MARKET COVERAGE	301 Exterior Contractors Audited Across Oregon, Washington & Boise, Idaho
PROVING GROUND	Fulltime Contractor ($6.0M+ closed 100% remote at 48% close rate • 100/100 live score)
DIRECT PORTAL	xsellr8.com/sales • Direct Line: (541) 391-8773

WHERE THE MARKET STANDS (N = 301 LIVE CONTRACTOR SCANS)

Only 1 of 301 Contractors Scored Grade A — Creating an Immediate Unfair Advantage.

Across 301 live exterior websites audited on the exact same 100-point rubric across OR, WA, and Idaho, **209 shops (69%) scored a D or F**. Even active Google and Meta advertisers leave massive ad spend on the table due to slow callbacks and outdated quote flows.



AUDIT PILLAR	WHAT HURTS MOST SHOPS	EXACT XSELLR8 OS FIX	TIMELINE
1. 24/7 Lead Response	No instant AI call/text reply; leads waiting >5 min drop 60%+.	Deploy 24/7 JAIN AI Voice, SMS & Chat answering in <60s.	72 Hours
2. Instant 3D Quotes	Manual truck rolls & 3-hour kitchen-table visits kill sales velocity.	8-photo Hover 3D models + 15-min Good/Better/Best closing.	30 Days
3. Ad Follow-Up	Missing Google/Facebook tracking loses 9 of 10 bouncing visitors.	Clean site-wide tracking + automatic local retargeting ads.	72 Hours
4. ChatGPT & AI Search	AI search engines cannot verify services or reviews, recommending rivals.	Publish plain-English AI business guide + verified profile links.	72 Hours
5. Mobile Speed & UX	Slow phone loads and hidden call buttons waste paid mobile clicks.	Fast mobile-first layout with sticky 1-tap call & quote buttons.	72 Hours
6. Local City Rankings	Single homepage cannot rank across surrounding high-value towns.	Launch 5+ city-specific service pages + fresh Google search map.	30 Days

REAL BEFORE-AND-AFTER PROOF: FULLTIME CONTRACTOR (BEND, OR)

From Grade D (48/100) to Grade A+ (100/100) in 72 Hours — Backing a 48% Remote Close Rate.

We did not build XSELLR8 OS in a Silicon Valley lab. We built and proved it inside our own operating exterior company across Oregon and Washington — closing **$6.0M+ 100% remotely** with zero 3-hour kitchen-table pitches.

STAGE 1 ▪ GRADE D

48 / 100

What Was Hurting the Score

- No 24/7 AI answering calls, texts, or web leads
- No 3D remote quote flow (long home visits only)
- Invisible when homeowners asked ChatGPT or Google AI

STAGE 2 ▪ GRADE C+

78 / 100

Fixes Still Needed

- Missing AI business guide and verified profile links
- Missing local city pages for nearby service towns
- Incomplete follow-up ad tracking across pages

STAGE 3 ▪ GRADE A+

100 / 100

How XSELLR8 Fixed It

- ✓ Turned on 24/7 JAIN AI (<60s) + Hover 3D quoting
- ✓ Launched 12 Oregon & Washington city pages + AI guide
- ✓ Wired clean follow-up ads backing a 48% close rate

Day-1 Software & Margin Economics

$4,500/mo
Typical legacy CRM, dialer, estimating & ad-tool bloat

$997/mo
XSELLR8 Growth OS all-in-one (0% wholesale telecom markup)

+$42,036/yr
Immediate Day-1 software savings before closing 1 extra job

MARGIN PROTECTION LAW (ZERO RACE-TO-THE-BOTTOM DISCOUNTING)

Every Good / Better / Best 3D proposal built through XSELLR8 OS targets **40%+ gross margin** (with a strict **30% net floor** after our optional 10% Done-For-You performance fee). Homeowner deposits clear directly into *your* company bank account first.

PRESCRIPTIVE ACTIVATION PLAN

Choose Your Speed — Plug Every Leak Without Pausing Your Crews.

Whether you want our Done-For-You 3D Closing Desk to prove the math on your existing leads first, or you want to consolidate your entire software stack on Day 1, every partner track includes unified White-Glove Setup.

FASTEST START • RECOMMENDED

Track 1: 60-Day Sales Pilot

$0/mo for 60 days

- ✓ $1,997 White-Glove Setup ($1,000 credited back as $500 × 2 closed jobs)
- ✓ 24/7 JAIN AI + Hover 3D quoting + remote closing desk
- ✓ 10% fee billed ONLY after homeowner deposit clears

STEADY LEAD FLOW

Track 2: Dedicated Closing Pod

$1,997/mo

- ✓ Dedicated remote closing pod + full XSELLR8 OS
- ✓ $1,997 White-Glove Setup + 10% performance fee
- ✓ Built for 30–80+ monthly exterior leads

MULTI-CREW SCALE

Track 3: Growth Partner

$3,997/mo

- ✓ VP-level sales ops, priority closing capacity & full OS
- ✓ $1,997 White-Glove Setup + 10% performance fee
- ✓ 72-Hour Brand & Local SEO Dominance add-on ready

PHASE	WHAT GOES LIVE	MEASURABLE OUTCOME
Hours 1–72	24/7 JAIN AI Voice/SMS/Chat + Clean Ad Tracking + AI Search Business Guide	Instant <60s response; paid clicks stop leaking immediately
Days 4–14	Hover 3D 8-Photo Capture + Good/Better/Best Proposal Templates + Unworked Quote Reactivation	First remote 3D estimates presented without truck rolls
Days 15–60	15-Minute Remote Closing Desk + 5 Local City Search Pages + Review Velocity Engine	Close rate climbs toward 48% at 40%+ protected gross margin

Ready to Fix Your Score & Test the 60-Day Pilot?

Compare all 3 tracks online now, watch the 78-second walkthrough, or step inside our interactive 3D Closing Room live.

Direct Line: (541) 391-8773 • Live Closing Room: jain-xsellr8-concierge.xsellr8-jain.workers.dev/room/xsellr8

View Pricing & Activate →