



A Marketing Reseller's Guide to Growth for Home Services SMBs





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INTRODUCTION

The Home Services Visibility Gap is a Marketing Reseller Growth Opportunity

Homeowners are searching, but most don't know who to hire. That's not a gap. It's an opening.

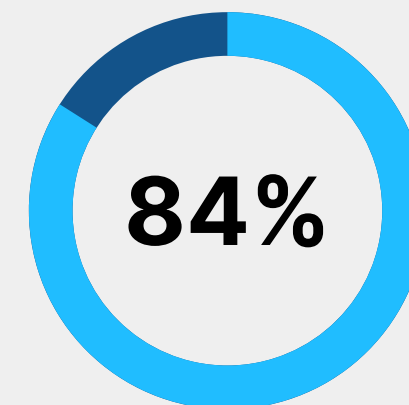
In category after category - HVAC, pest control, plumbing, house cleaning - the majority of consumers start their search without a provider in mind. These are high-intent searches. They're ready to book. It goes to the name that shows up first. The one with visible reviews. The one who looks like a pro in their neighborhood.

That's the advantage resellers can deliver.

Home services SMBs know their trade. What they don't know is how to stay visible online, especially when demand strikes fast. A broken pipe. A busted A/C. These are urgent moments. The business that earns the call is the one that's seen, trusted, and easy to reach on the platforms people already use.

Local presence isn't a bonus. It's the deciding factor.

Today's homeowners, especially Gen Z and millennials, hire based on proximity, proof, and speed. Nearly half say they'll pick a new provider, even for a job they've hired out before, if someone else shows up stronger online. Reviews matter. Response time matters. Familiarity matters.



percent of consumers don't have a provider in mind when they search for home services.

(Source: Google)

Every home repair is a new decision. And every decision is a chance for your SMB client to win. But they can't do it alone.

This is where resellers come in. By offering automated, hyperlocal advertising that puts your clients in front of nearby homeowners at the right time, you don't just help them compete, you help them close. You solve their biggest visibility challenge while unlocking a new, scalable revenue stream for your business.

You don't need to build demand. It's already there. What SMBs need is a partner to help them show up first, fast, and as the expert every homeowner is hoping to find.

This isn't lead generation. It's trust generation. And that's where you win.





INTRODUCTION

High Intent. Low Familiarity. Huge Opportunity.

Percent of consumers without a provider in mind when searching. These are not cold leads. They're open doors.

80%

Appliance Repair

74%

Carpet Cleaning

83%

Decks & Patios

90%

Electrical

84%

Fencing

68%

Home Remodeling

90%

House Cleaning

84%

HVAC Repair

80%

Lawn Care

88%

Locksmith Services

79%

Moving

86%

Painting

83%

Pest Control

76%

Plumbing

80%

Roofing



(Source: Google)





Why Local Matters in a Shifting Home Services Market

The home services category is evolving fast. Homeowners still need help, but the way they choose who to hire has shifted under pressure. Budgets are tighter. Expectations are higher. And nearly every job is booked through a screen.

That's a challenge for home service SMBs. And an excellent opportunity for marketing resellers.

>70%

(Source: Housecall Pro).

More than 70 percent of professionals in the industry expect their business to grow this year and most are focused on what they do best: delivering the work.

What they need is someone to help them get the work. That means showing up strong in digital spaces, even when they're offline, on a job, or buried in a schedule.

That's where you come in.



CHAPTER 1

New Buyers, New Rules

Younger homeowners now drive the market, and they’re making decisions differently. Gen Z and millennials aren’t just spending more on home repairs. They’re also less confident in DIY, more digitally driven, and quicker to switch providers if someone else shows up with better reviews, faster answers, or a clearer online presence.

These buyers don’t need a brand name. They need convenience, credibility, and proximity.

When your SMB client has the right local presence – built and maintained through automated campaigns – they’re no longer one of dozens in a search result. They’re the provider that looks ready, trustworthy, and right down the street.

And that decision happens fast. This isn’t long-form research. It’s mobile-first urgency. Homeowners scroll, skim, compare, and book. You help your clients get chosen.

From Renovations to Repairs: Where the Money’s Moving

High mortgage rates and inflation have shifted homeowner priorities. Large-scale remodels are being delayed. In their place? A rise in essential, lower-cost services like plumbing, HVAC, pest control, and cleaning.



Generational Divide

43%

of Gen Z & millennials plan to spend more on home repairs in 2025.

(Source: Tinnitus)



Younger Homeowners



Making decisions



Spending



Digital discovery

(Source: Tinnitus)



Gen Z & Millennials

Reward brands that show up fast and feel familiar.

(Source: Tinnitus)



Loyalty Gap

1 in 2

younger homeowners will switch providers, even for repeat work.

(Source: Tinnitus)



This pivot favors providers who can act quickly and promote their services in real time. Your ability to offer ready-to-run campaigns, especially for urgent or seasonal services, gives SMBs the agility to respond to demand and stay in front of the customer when it counts.

Local Competition is Heating Up

The home services market is fragmented, but consolidation is accelerating. Private equity and holding companies are snapping up local operators and bundling services. These newly connected businesses often come with professional marketing support, giving them the visibility edge over standalone providers.

SMBs don't need to compete alone. With the right reseller partner, they don't have to.

Resellers can level the playing field by offering the same level of ad sophistication and execution speed without the internal headcount or bloated spend. The tools are already there. Automation and local targeting remove the guesswork, maximize budget efficiency, and keep SMBs visible in competitive markets.

Bottom Line

Demand is strong. Loyalty is weak. And the business goes to the provider who's present, trusted, and easy to book. That's what resellers can deliver at scale. You're in the best position to help home services SMBs meet today's expectations and thrive in tomorrow's market.





Staying Top of Mind Wins the Moment

Emergencies don't come with warning signs. Pipes burst. Air conditioners fail. Power flickers out. When it happens, homeowners aren't weighing options, they're acting fast.

In these moments, your client isn't competing on price. They're competing on memory.

The service provider that gets the call is the one who already feels familiar. The name that's been showing up in their social feeds. The one with a clear presence, solid reviews, and a professional offer.

That's what local advertising makes possible, and it's what marketing resellers can deliver at scale.

Familiarity Doesn't Just Happen

The biggest mistake small businesses make? Thinking visibility is a one-time play. Many treat advertising like a fire drill, something to turn on when leads are slow or a big promotion is at stake. But by then, it's often too late.

Homeowners don't pause to research when the water heater fails. They reach for the business they've already seen online. That kind of recall is built through consistency – short-form videos, timely offers, seasonal service reminders, and community-based messaging that runs long before the emergency hits.





CHAPTER 2

Marketing resellers can automate this consistency. With pre-built campaigns tied to calendar events, weather patterns, or service schedules, you can help your clients earn recognition before they ever need to earn the business.

Local Precision Builds the Edge

Homeowners don't want vague ads. They want relevance. Local ads that reference their city, ZIP code, or neighborhood carry more weight than generic messaging. It's not about clever copy. It's all about connection.

You've seen it work:

- "Available in [City] 24/7"
- "Trusted by homeowners in [ZIP Code]"
- "Rated 5 stars by your neighbors"

Hyperlocal creative makes ads feel personal. And when combined with smart automation, it makes high-performing campaigns repeatable and scalable for your business.

Platforms That Drive Recall

Yes, Facebook, Instagram, TikTok, and Amazon are discovery platforms, but they're also memory platforms. Homeowners scroll while watching TV. They see a gutter-cleaning video while shopping for filters. They read a five-star review left by their neighbor.

These moments add up.



TOP PLATFORMS FOR STAYING TOP OF MIND

These aren't just discovery platforms. They're where trust is built before action is taken.

Facebook & Instagram

Consistent presence across age groups.

TikTok

Builds recognition with younger homeowners.

Amazon Ads

High-intent moments, even for service-adjacent needs.



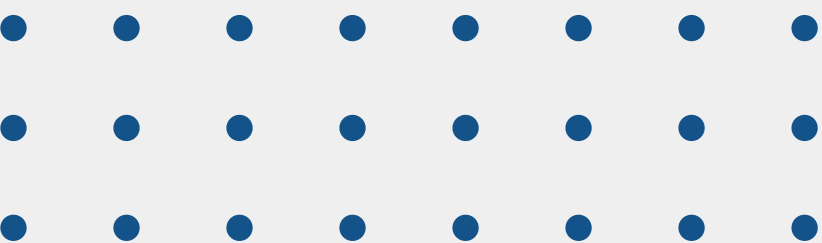
CHAPTER 3

By equipping your clients with campaigns tailored to each platform’s strength, short-form video on TikTok and Reels, local testimonials on Facebook, and high-intent placement on Amazon, you help them build recognition across the full customer journey.

You’re Not Just Driving Awareness. You’re Building Preference.

When your client becomes the familiar name, urgency works in their favor. That’s the power of always-on, hyperlocal advertising. It’s not loud. It’s present.

Resellers who deliver that presence consistently become more than service providers. They become strategic partners in helping SMBs win the moment and their market.





Automation Builds Confidence. Confidence Drives Campaigns.

Most home services providers know their neighborhoods like the back of their hand. They understand which streets are prone to tree root damage, which months HVAC calls spike, which neighborhoods respond fastest to weekend promos. What they don't know is how to turn that local knowledge into effective advertising.

That's where marketing resellers make all the difference. With the right AdTech platform, you can equip your clients to run professional, hyperlocal campaigns without ever opening complex, native ads managers, learning targeting logic, or guessing at copy.

You eliminate the friction and unlock real participation.

Simple Tools Drive Big Results

Your SMB clients aren't marketers. They're operators. They're in crawl spaces, scheduling crews, and handling customer calls. If advertising takes more than a few clicks, it doesn't happen. They're not unwilling, they're just overwhelmed with their daily tasks.

That's why automation matters.



CHAPTER 3

When you offer a platform with intuitive templates, built-in location customization, automated targeting, and simplified publishing, advertising becomes something even the busiest owner can manage. And because every campaign follows best practices, performance improves too.

One plumber launches a prebuilt template for a fall drain-cleaning push. Another schedules a spring AC tune-up ad across Facebook and Instagram. It takes minutes, not meetings. No stress. No missed opportunity.

More Campaigns, Less Oversight

Here's the reality: When advertising feels easy, it happens more often. And when clients see themselves reflected in the campaign – when it feels relevant, local, and under their control – they engage more deeply.

You're not just launching more campaigns. You're building a habit. You're giving SMBs the confidence to show up consistently and the tools to keep going.

This is where the reseller business model scales. The less time you spend on individual builds, edits, or troubleshooting, the more time you can spend growing your client base and your revenue.

The Payoff

You're not selling ad space. You're offering empowerment at scale. With the right AdTech, your clients go from hesitant advertisers to confident local marketers. They participate more, perform better, and stay longer.

And that's the power of automation: It doesn't just simplify operations. It changes behavior.

When you make advertising feel like part of their routine, rather than a special project, you build momentum. And momentum builds growth for your clients and your business.





Built for Scale

Tiger Pistol enables resellers to connect, create, and publish campaigns at scale for their customers without adding additional resources.



CONNECT

CREATE

PUBLISH

REPORT

Onboard locations and connect local Facebook Business Pages, TikTok accounts, and Amazon accounts using our fast, simple tools.

Fulfillment team completes campaign libraries for customer, then customer can launch campaigns on-demand.

Publish a single campaign or recurring campaigns based on customer needs.

Customer gains access to reporting dashboard and campaign notifications.



Recurring Campaigns

Automate the campaign process and minimize management hours. Tiger Pistol unlocks a seamless path to predictable revenue, empowering marketing resellers with subscription-based advertising automation.



One-time Setup

Customize subscription length, budget levels, and objectives based on go-to-market strategy.



Built In A/B Testing

Each campaign refresh tests a new element (audiences, media, copy, CTAs) with the winner advancing in the next publish for continuous optimization.



Ongoing Automation:

Campaigns automatically refresh at determined intervals.

Agent Branding

Subscription External ID (optional)

Launched

Setup

Package: Starter (\$50)
Campaign Budget: 50
Total Budget: Indefinite

Edit

Objective

Objective: Reach

Edit

Calendar

End Date: None
Next: May 15, 2024

Edit

Audience

Audience count: 6

+ Add

Expand

Media

Media count: 6

Copy From Customer

Expand

Copy

Copy count: 3

+ Add

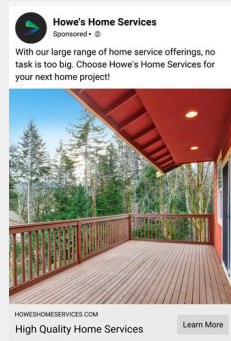
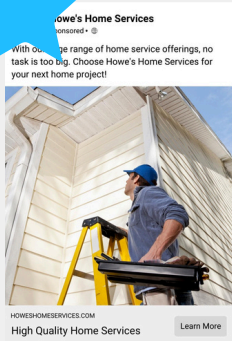
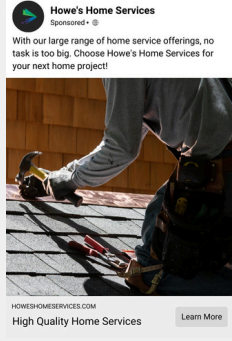
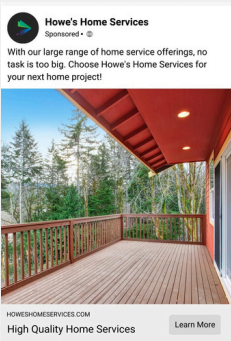
Expand

CTA

CTA count: 3

+ Add

Expand



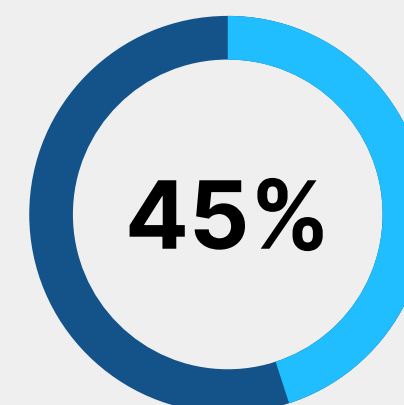


Match the Channel to the Moment

Homeowners aren't passively scrolling. They're actively planning by researching repairs, comparing services, and checking reviews. And they're doing it across the same platforms where they watch videos, read recipes, and keep up with their neighborhood.

That's why channel strategy matters.

Your SMB clients are competing for attention, and they're competing to be the clear choice the moment a decision is made. With the right platform mix and prebuilt creative aligned to each channel's role, marketing resellers equip their clients to stay visible from early research through final booking. This approach ensures SMBs show up where decisions are made – on the platforms homeowners already trust.



of customers discover home service providers through social media.

(Source: Valve + Meter)



CHAPTER 4

Facebook: Build Trust and Stay Top of Mind

For homeowners, Facebook is the modern-day recommendation engine. It's where people ask for advice, read reviews, and compare providers. With its precision targeting and broad demographic reach, it remains the backbone of local advertising.

For SMBs, Facebook works best when it highlights reputation and readiness. Help your clients run campaigns that showcase limited-time offers, seasonal reminders, and rave reviews. Facebook's cost efficiency and geo-targeting make it a powerful everyday presence.

Use Facebook for:



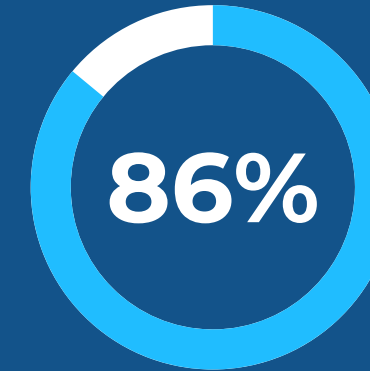
Promoting seasonal services and limited-time offers.



Highlighting customer reviews, high ratings, and testimonials.



Staying visible across demographics with affordable daily budgets.



of consumers read reviews for local businesses. This includes

95%

of 18- to 34-year old consumers.

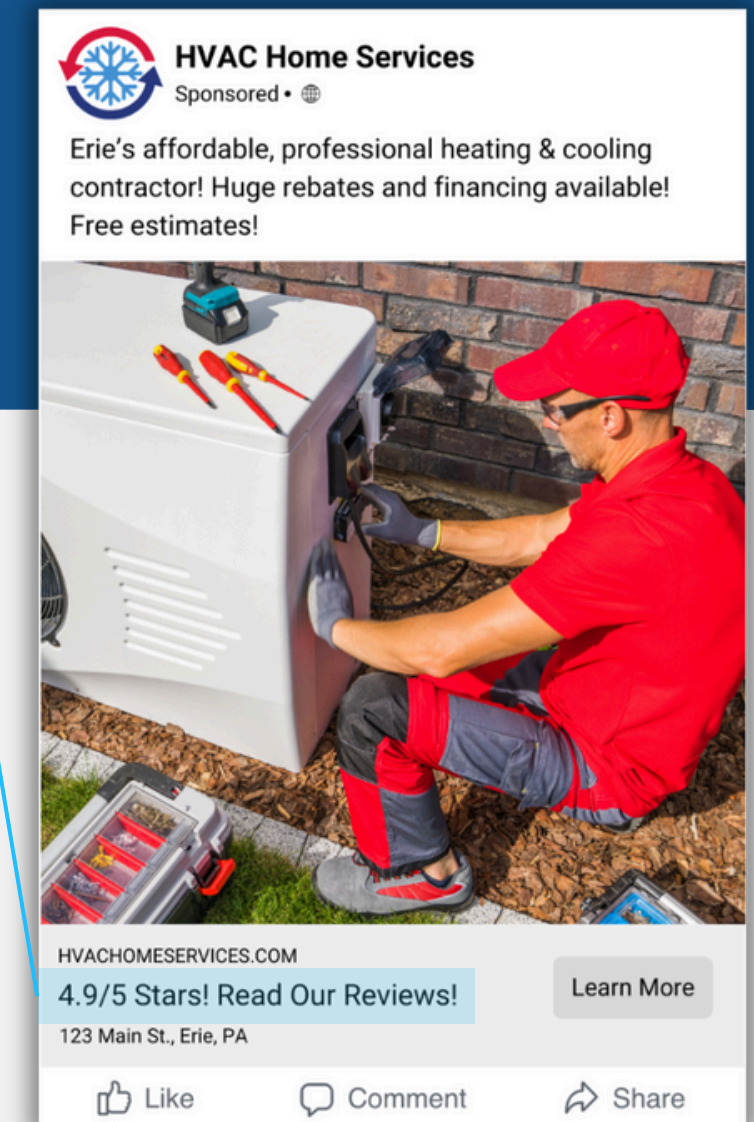
(Source: BrightLocal).

HVACHOMESERVICES.COM

4.9/5 Stars! Read Our Reviews!

123 Main St., Erie, PA

Great reviews? Make them part of discovery. Use automation to dynamically insert location ratings.





VERTICAL

Why?

150% Higher Click-Through-Rate

90% Higher Completion Rate

80% Increase in Completion Rate

58% Higher Reach

Instagram & TikTok: Engage with Motion, Win with Personality

Younger homeowners live on video. They don't just want to read about a service, they want to see it. Reels and TikToks that show how a service works, highlight before-and-after results, or lean into community quirks get attention fast.

Instagram offers tight targeting and easier production. TikTok trades polish for storytelling, and rewards consistency. Together, they let your clients showcase what makes them different, useful, and trustworthy.

Resellers who automate short-form video campaigns remove a major creative hurdle for SMBs and help them show up with confidence.

Use Instagram and TikTok for:

- ✓ Service demos and before-and-after transformations.
- ✓ Relatable content that meets the needs of your audience.
- ✓ Engaging younger, digital-first audiences.





CHAPTER 4

Amazon Sponsored Display: Tap Into High-Intent Moments

Amazon isn't just a store. It's a signal. When someone's shopping for pest traps, AC filters, or water damage kits, they're already thinking about the job.

That's where Amazon Sponsored Display comes in. Even if your client doesn't sell products on Amazon, their service ad can appear right where homeowners are signaling intent.

There's just a one dollar daily spend, and targeting is built around actual shopping behavior. For SMBs, it's a quiet but powerful way to catch attention early in the decision cycle.

Strategy Wins When It's Platform-Specific

Each channel serves a purpose. Facebook drives trust. Instagram and TikTok deliver emotional connections. Amazon captures intent. When your platform automates campaigns tailored to each channel's strength, SMBs gain the tools to turn visibility into real connections.

That's how resellers deliver value beyond fulfillment. You make it easy for clients to show up in the right place, with the right message, at the right time.

And in home services, timing changes everything.

Use Amazon Sponsored Display for:



Targeting buyers during product consideration



Supporting seasonal spikes in demand



Creating low-cost awareness aligned with real-time needs



Performance That Proves Itself

When SMBs ask if local advertising is worth the investment, resellers can lead with data. Hyperlocal campaigns, automated for speed and precision, consistently deliver better outcomes, with lower costs, higher engagement, and steadier performance over time.

For marketing resellers, these results create a competitive edge. They support stronger retention, better conversations with prospects, and a more scalable service model.

Performance Follows Participation

Participation isn't just a metric. It's a multiplier. Resellers using Tiger Pistol's local advertising platform consistently see:

- ✓ Lower costs than Facebook benchmarks.
- ✓ Higher engagement rates with localized creative.
- ✓ Increased revenue.

**Lower costs.
Steadier returns.
Every quarter.
Every category.**



CHAPTER 4

Reach Campaigns: Stronger Visibility, Smarter Spend

In Q1 2025, home services campaigns launched through Tiger Pistol averaged a \$4.72 CPM. Facebook's home services benchmark for the same quarter came in at \$9.84. That's a 52% improvement in cost efficiency when reaching local audiences. These results reflect the power of local relevance and smart automation, delivering visibility where and when it matters most.

Tiger Pistol Home Services Campaigns vs. Facebook Home Services Campaigns CPM, Q1 2025

(Sources: Varos, Tiger Pistol Internal Data)



Traffic Campaigns: More Clicks, Greater Value

In the same quarter, Tiger Pistol campaigns averaged a \$0.58 CPC, compared to \$0.90 for Facebook's home services benchmark. That's a 36% improvement in cost per click.

Campaigns built with location-specific creative and launched from the SMB's own page consistently drive more meaningful engagement.

Tiger Pistol Home Services Campaigns vs. Facebook Home Services Campaigns CPC, Q1 2025

(Sources: Varos, Tiger Pistol Internal Data)





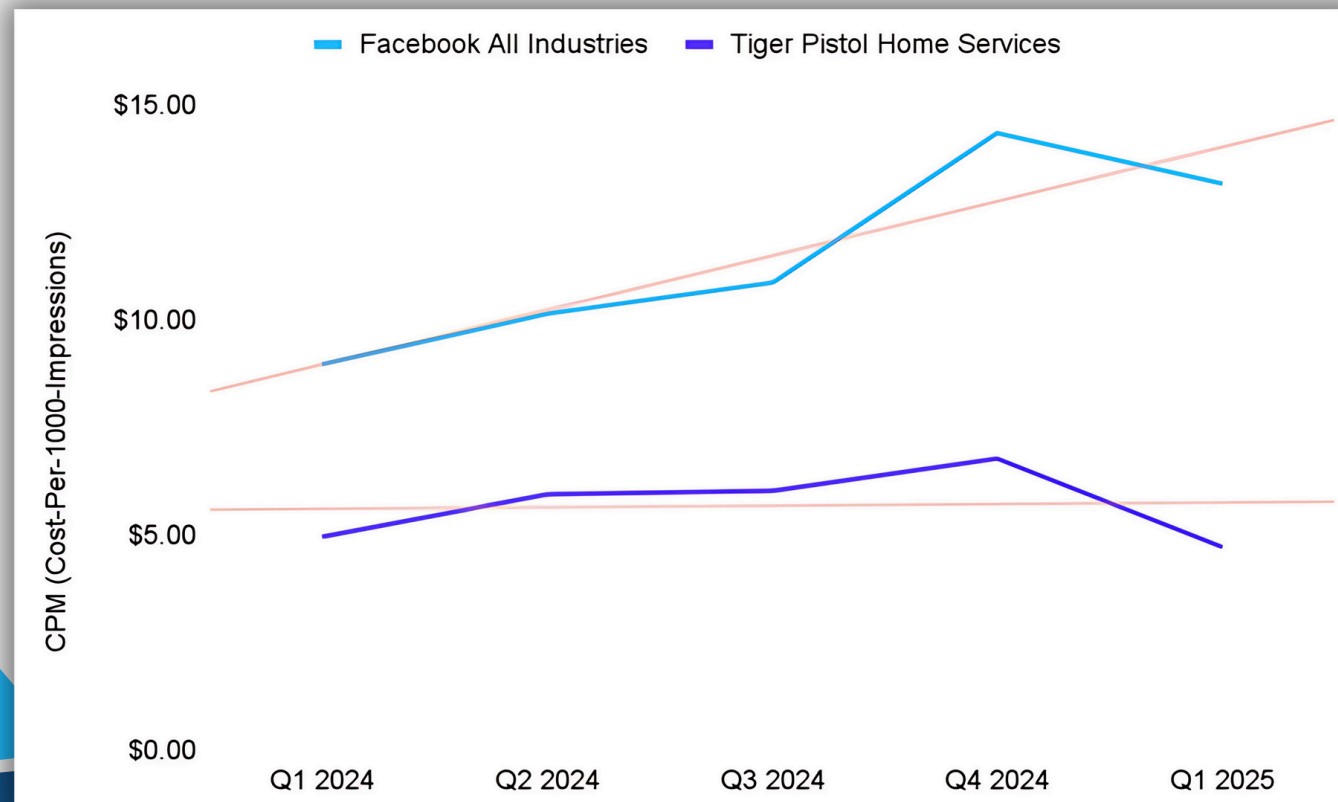
CHAPTER 4

Quarterly Trendline: Performance You Can Count On

Ad costs often fluctuate with the season. Resellers who offer stability create a foundation for smarter planning and better forecasting. In Q4 2024, Facebook's average CPM for home services spiked to \$14.35. Tiger Pistol held steady at \$6.77. By Q1 2025, Facebook CPMs hovered at \$13.16, while Tiger Pistol dropped back to \$4.72.

Quarterly CPM Comparison – Facebook All Industries vs. Tiger Pistol Home Services

(Sources: Birch, Tiger Pistol Internal Data)

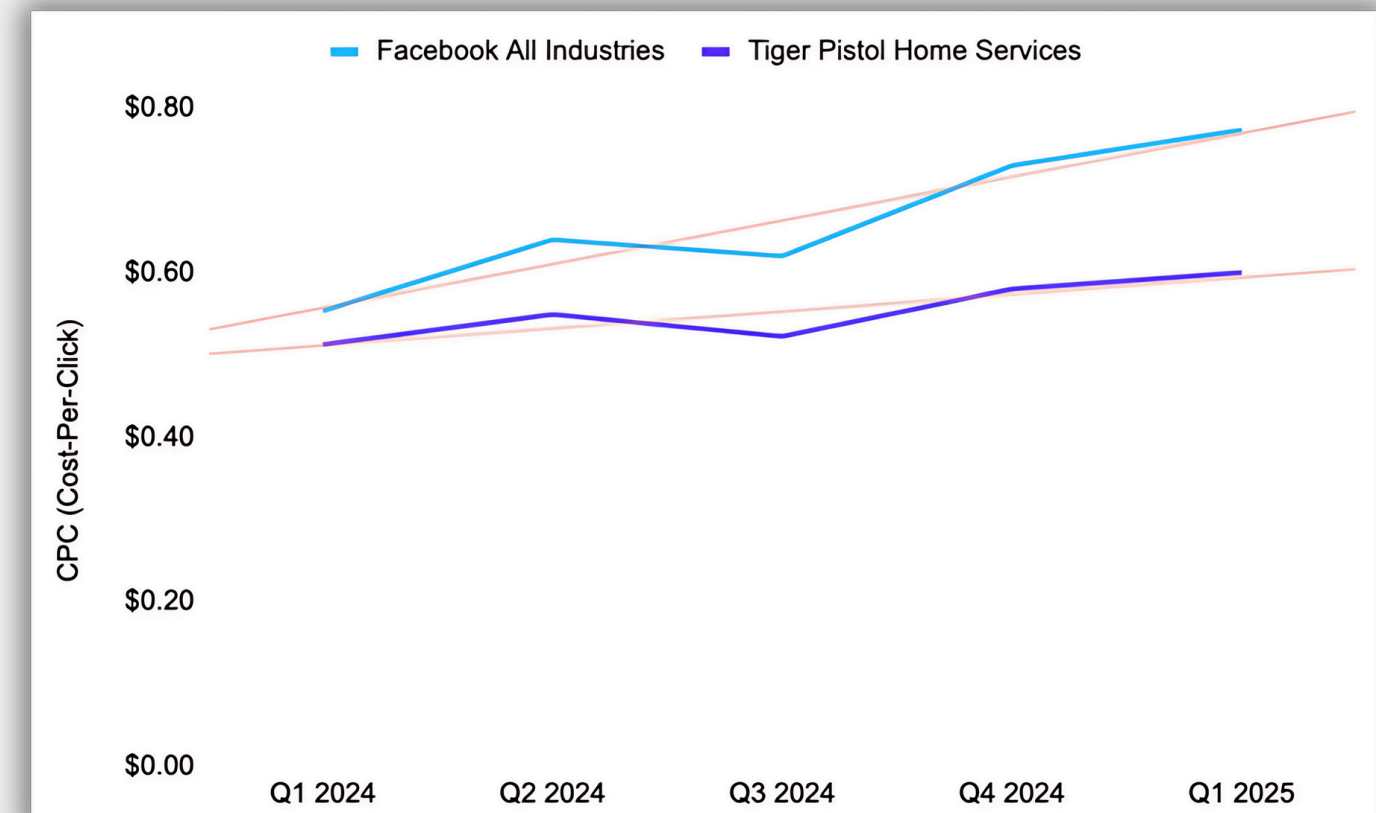


CPC remained just as steady. While Facebook's all-industry CPC rose from \$0.55 to \$0.77 over five quarters, Tiger Pistol held between \$0.51 and \$0.60.

This kind of consistency supports confidence at scale, for both the reseller and their clients.

Quarterly CPC Comparison – Facebook All Industries vs. Tiger Pistol Home Services

(Sources: Birch, Tiger Pistol Internal Data)





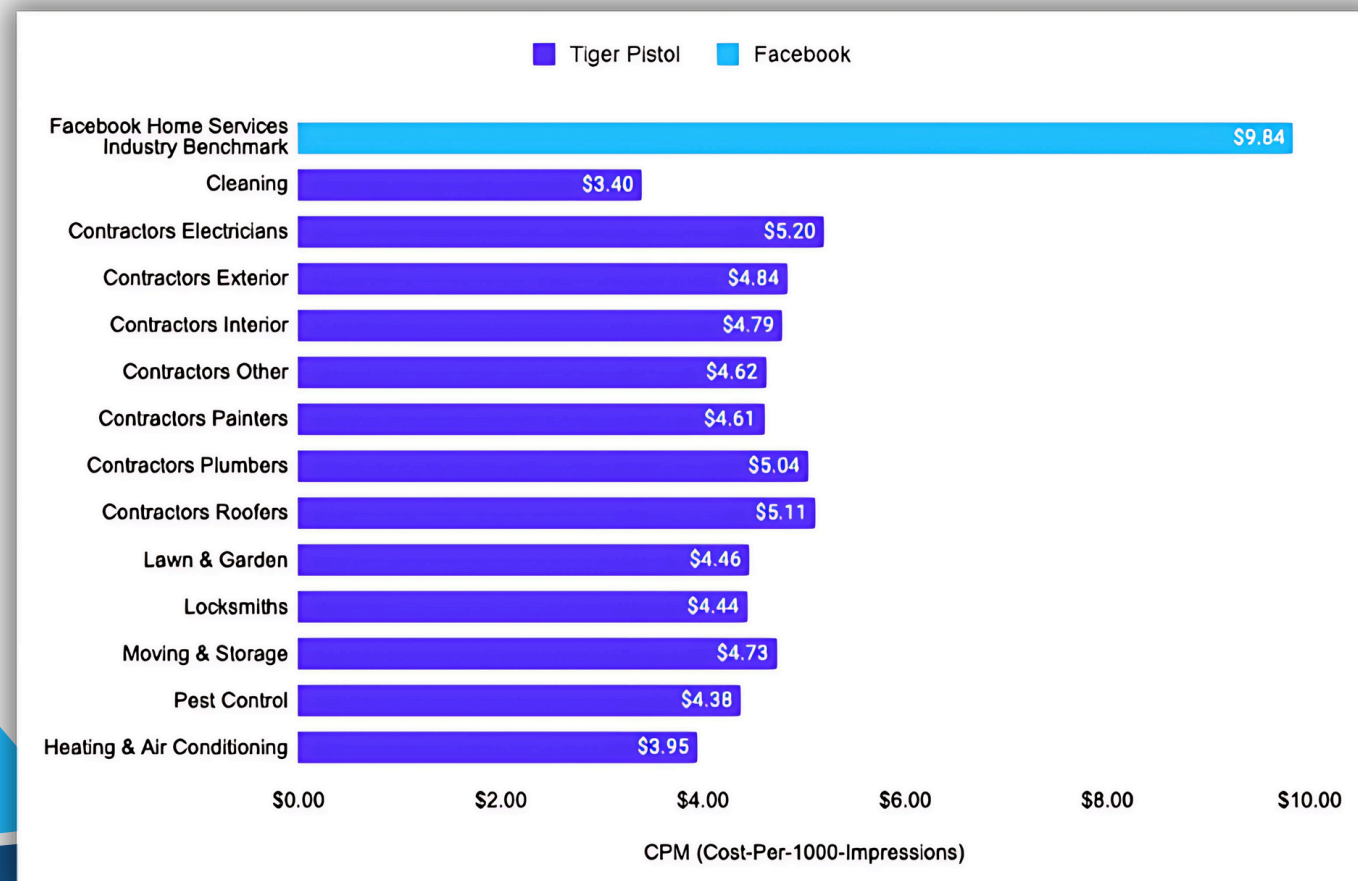
CHAPTER 4

Category by Category: Strong Results Across the Board

Tiger Pistol's local execution model outperformed Facebook benchmarks across every major home services category, including HVAC, pest control, painting, plumbing, and more.

CPM by Subcategory, Q1 2025, Facebook Home Services Benchmark vs. Tiger Pistol

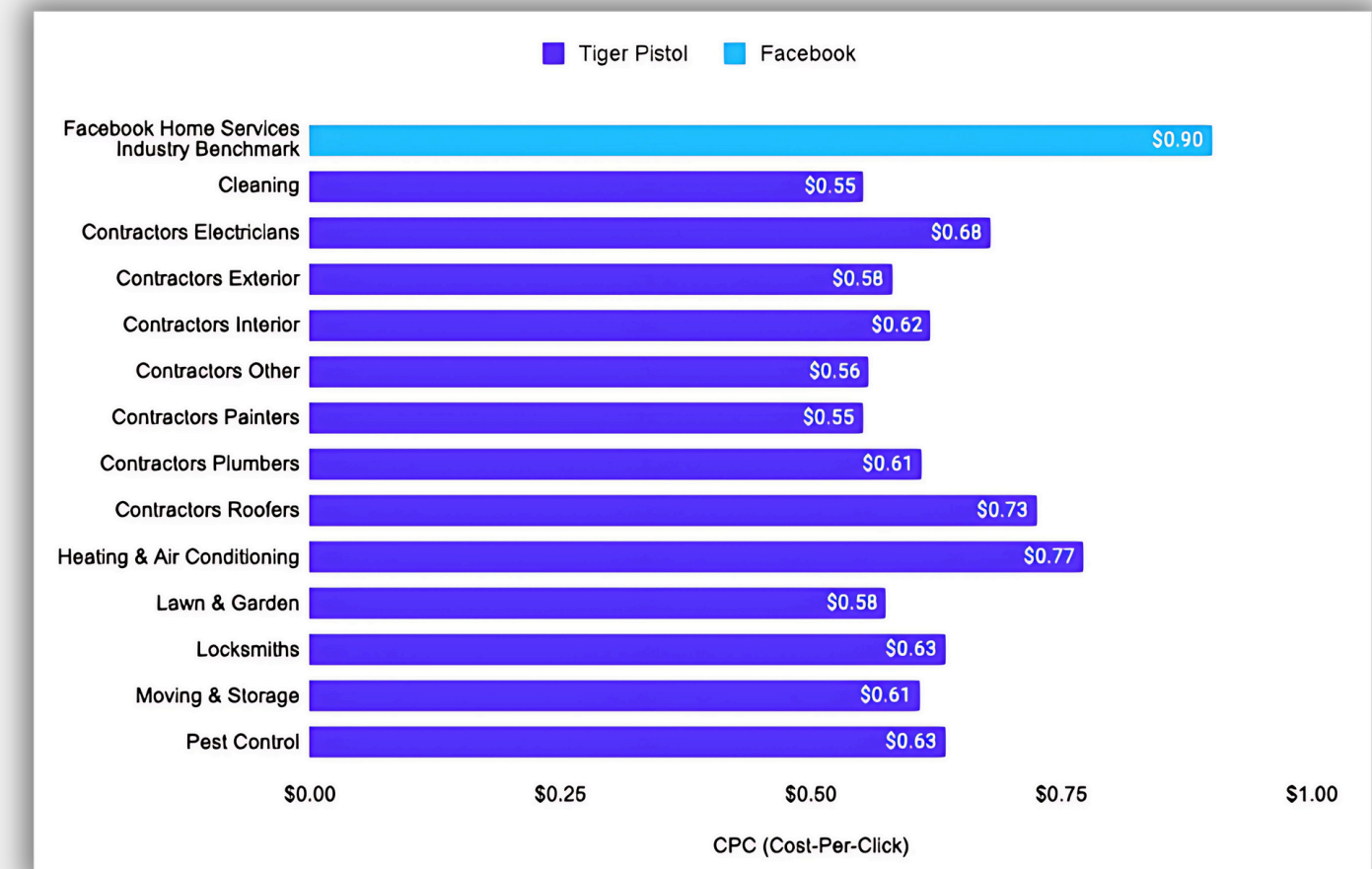
(Sources: Birch, Tiger Pistol Internal Data)



Tiger Pistol campaigns also delivered lower CPC across all service types. Every dollar travels further. Every click drives more value. These results aren't isolated to one niche. They reflect a repeatable, scalable model that performs across segments.

CPC by Subcategory, Q1 2025, Facebook Home Services Benchmark vs. Tiger Pistol

(Sources: Birch, Tiger Pistol Internal Data)





CHAPTER 4



Why it Works

Local relevance drives stronger performance. Campaigns that run from the SMB's own business page, with geography-based targeting and best-practice templates, perform better because they feel personal, timely, and credible.

Marketing resellers who build programs around this model offer more than execution. They deliver measurable value and marketing that feels made for the business.

The Takeaway

Efficient CPM. Strong CPC. Cost control across quarters. Outperformance across verticals.

This isn't a theory. It's a track record.

With a platform designed for hyperlocal execution, marketing resellers can lead with performance, scale with confidence, and offer clients something powerful, results that grow their business and yours.



All generations name Facebook as the top social media platform for home service discovery.

(Source: Tinuiti)





CONCLUSION

Scalable Growth Starts with Local Relevance

Every chapter in this playbook leads to a single, strategic outcome: marketing resellers grow faster and retain clients longer when they offer automated, hyperlocal advertising solutions built for real-world performance.

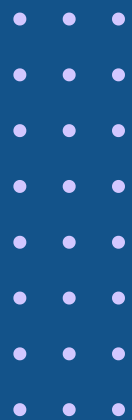
This approach is easier, and it's smarter. It delivers lower costs, better engagement, and more consistent outcomes across platforms and categories. But beyond performance, it delivers something even more valuable: confidence.

Confidence for your clients, who now have the tools to show up like pros in their local markets. Confidence for your team, with streamlined operations that eliminate complexity. And confidence in your business model, knowing your offer works at scale.

Participation Follows Simplicity

When local campaigns are simple to launch, clients lean in. They recognize the value because they see their business reflected in the creative. They understand the process. They experience the results.

And once the campaigns start running, they build momentum, which leads to more participation, deeper engagement, and longer client relationships.





CHAPTER 4

Automation Unlocks Efficiency

Every element of the Tiger Pistol platform, from prebuilt creative to platform-specific strategy, is designed to minimize manual lift and maximize output. This allows resellers to expand offerings, grow client volume, and deliver higher-margin programs with less operational strain.

With smart automation at the core, your business becomes more scalable, more profitable, and more resilient.

Local Relevance Drives Results

Across every chart and benchmark, one truth remains clear: campaigns that feel local perform better. When ads speak to a ZIP code, a neighborhood, or local needs, they connect. They build trust, inspire action, and generate real outcomes for SMBs.

Marketing resellers who prioritize this level of relevance deliver more than ad fulfillment. They become strategic partners to the businesses they serve.

The Path Forward

There's growing demand for home services. There's opportunity in every local market. And there's a clear, proven path to serving both through scalable, automated, high-performance local advertising.

The tools are ready. The demand is real. The results are measurable. And for marketing resellers, the next chapter is growth.





Let's Talk

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