EXPERIENCE REAL SALES GROWTH WITH PAVING LEADS

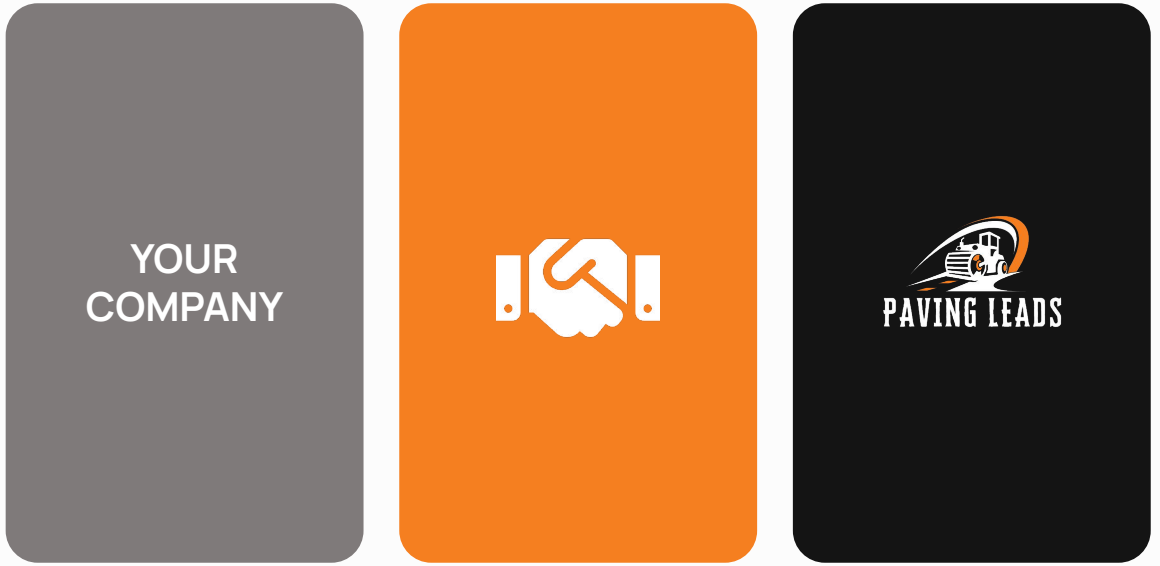
PAVING LEADS

Let's start ↗

A proven customer acquisition system built for paving companies: qualified leads, booked estimates, and closed jobs, with our results tied to yours.

WE WIN
WHEN YOU WIN

Our fee structure is built around your closed jobs, not around sending you a pile of names. If the calendar does not fill and the jobs do not close, we do not get to keep your money.



Aligned incentives :

You WIN, we WIN

BEFORE WE GO ANY FURTHER, HERE IS WHAT THIS IS NOT

→ Read this first

Plenty of agencies sell paving contractors the same thing. We are not that.

Some simple Facebook ads

Boosted posts and a lead form with no qualification behind it.

A list of 'leads'

Names and numbers dumped in your inbox with no intent and no follow-up.

Crazy high retainers

A fat monthly fee whether or not a single job closes.

You hate us, we get a bad review

The way most agency relationships in this trade end.

US VS THEM

Same trade, same ad platforms, a very different deal.

PAVING LEADS	TYPICAL AGENCY
✓ **Only qualified leads and secured estimates**	✗ Random leads and appointments with low intent
✓ **No results = your money back**	✗ You pay them regardless of results
✓ **Aligned interest: you win, we win**	✗ No incentive to bring leads that actually close jobs



WHAT THIS IS

A proven system to fill your calendar with high-quality prospects that actually show up and close.

→ System, not a service

Ads, landing pages, qualification, warm-up, phone calls, follow-up and booking, run as one machine.

OUR PROMISE

To help paving companies just like you use our system to add serious monthly revenue in as little as 60 days.

→ In as little as 60 days

+$20K

per month, conservative

+$40K

per month, typical

+$60K

per month, scaling

Added revenue, in as little as :

60 DAYS

Numbers reflect what our paving clients have added after launch. Your ad budget, service area and close rate move the result.

TRUSTED BY PAVING CONTRACTORS

Paving, sealcoating, excavation and general contractors across the US run their lead flow through Paving Leads.

Active clients :

50+

STRATEGY

An exclusive customer acquisition system that drives high-intent sales appointments and qualified leads, exclusively for your company in your service area.

→ Exclusive to your territory

Time to first booked estimate :

7-14 DAYS

Exclusive

One paving company per market. Your leads are never resold.

Qualified

Every lead answers a qualification survey before it reaches you.

Booked

Estimates land on your calendar, not just in your inbox.

Accountable

We track show rate and close rate, and we are paid on results.

THE SALES FLYWHEEL

Every closed job feeds the next one. Outflows create appointments, appointments create customers, customers create testimonials, and testimonials make the next round of ads cheaper.

→ Compounding

Month three costs less per job than month one.



WE BUILT OUR BUSINESS ON ONE PHILOSOPHY

Two kinds of campaigns, run together. One catches people already searching for a paver. The other puts you in front of homeowners and property managers before they search.

Campaign types running at once :

2

HIGH-INTENT CAMPAIGNS

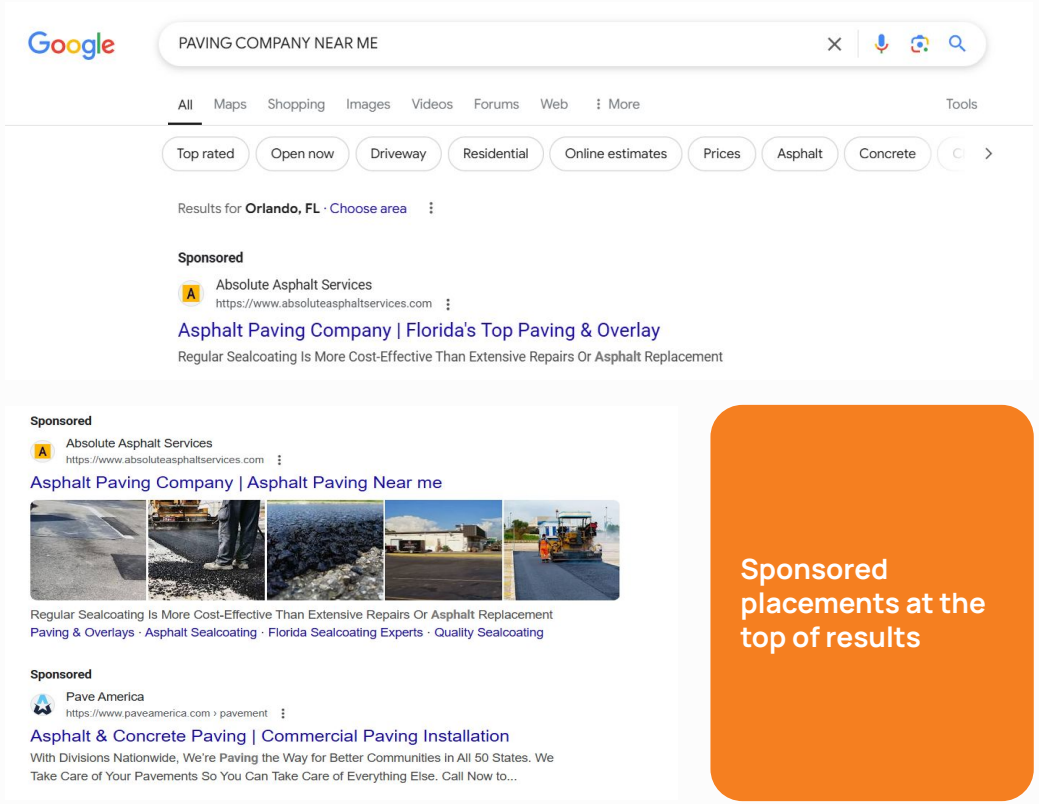
Google Search and Google Maps. People typing 'paving contractor near me' right now.

INTERRUPTION CAMPAIGNS

Facebook, Instagram and YouTube. Scroll-stopping offers to your exact service area.

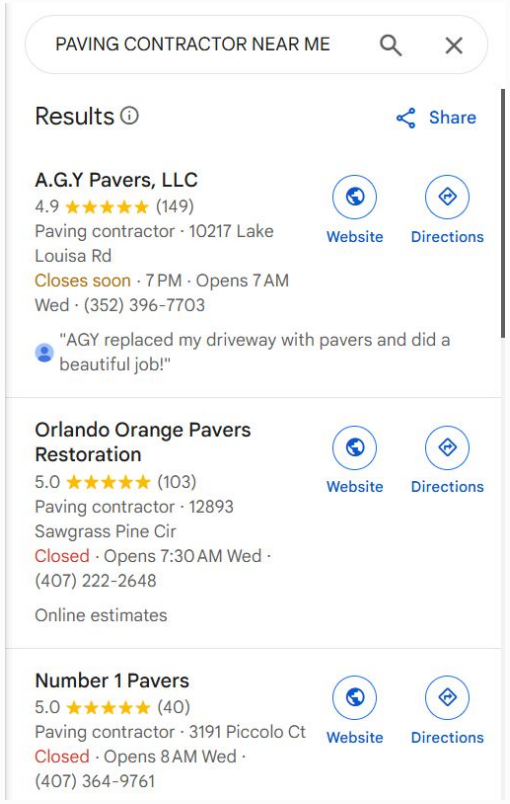
HIGH-INTENT LEADS

→ Google Search campaigns



Sponsored placements at the top of results

→ Google Maps campaigns



Why it works

These people are already looking for a paving contractor today. We make sure your company is the one they call, with a landing page built to convert and a phone number that gets answered.

INTERRUPTION CAMPAIGNS

→ Facebook & Instagram campaigns





Offer-led creative aimed at homeowners and business owners in your service area: custom driveways, sealcoating, limited-time estimate offers.

→ YouTube campaigns



Pave N Save English 1 Youtube V1

Targeting : **Your zip codes only**

FROM CLICK TO CLOSED JOB

Every lead runs through the same pipeline. Anyone who drops out gets retargeted on Facebook and by email until they book or opt out.

Steps, fully automated :

6

01

Ads

Facebook, Google, YouTube

02

Opt-in

Landing page with offer

03

Qualify

Short survey

04

Warm-up

AI chat + SMS

05

Call

We phone every lead

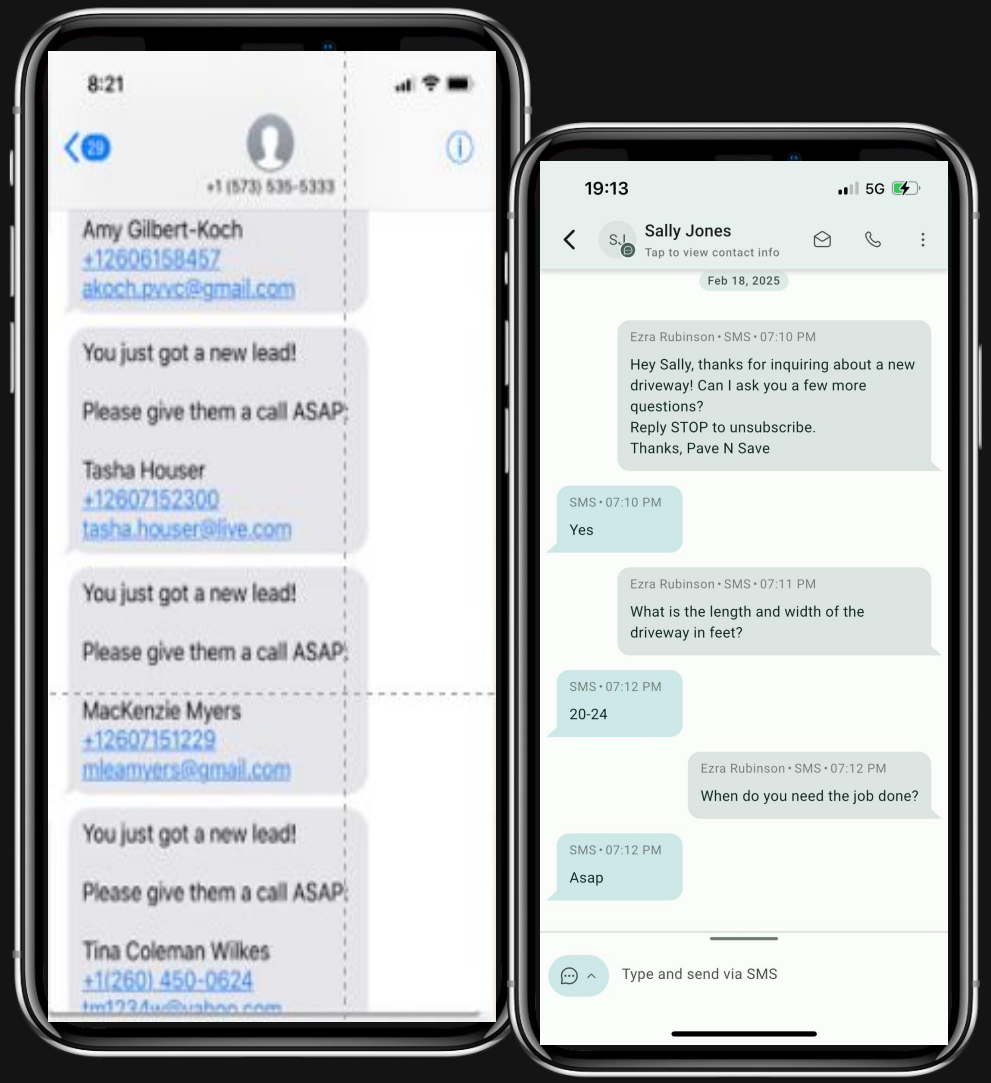
06

Booked

Estimate on your calendar

Retargeting loop

Facebook retargeting ads, 5-step email sequence, show-up SMS and email reminders, case studies and testimonial page.



PAVING LEADS ADS SYSTEM

AI chatbot warm-up

Replies to every lead within seconds, asks about the job, and sets expectations for a call.

We physically call each lead

A real person on the phone, not a text thread left hanging.

Follow-up systems

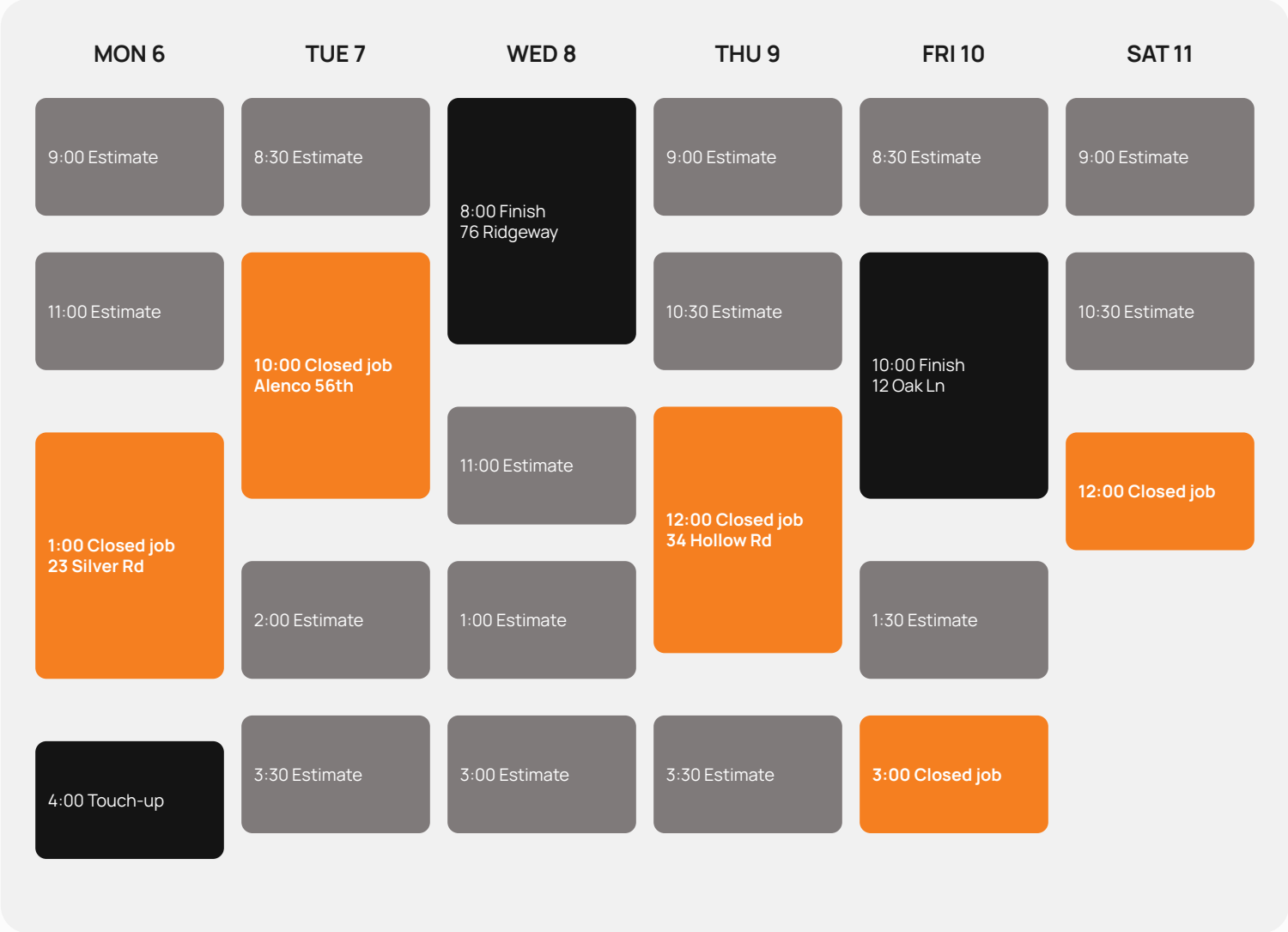
SMS, email and retargeting until they book, so no lead goes cold.

→ That's part of our secret sauce

YOUR CALENDAR WILL LOOK LIKE THIS

A typical week after month one: estimates every day, closed jobs marked in orange, and finishes scheduled around them.

- Estimate
- Closed job
- Finish / touch-up



AD SPEND IS YOUR CHOICE

You control the budget. Most clients start with Better. If you want to scale fast, our top clients go with Best.

→ Paid directly to the ad platforms

Which option sounds best for you?

GOOD · BETTER · BEST

GOOD

$30

a day

Steady flow of estimates in one service area.

BETTER

$70

a day

The option most clients choose. Fills the week.

BEST

$100+

a day

For companies ready to add crews and scale fast.

METRICS WE TRACK DAILY

You see the same dashboard we do. Nothing is hidden behind a monthly report.

Reporting cadence :

DAILY

01

Customer growth rate

Growth rate of new paying customers per day.

02

Outflows per day

How many new outreach touches go out every day.

03

Qualified leads

Leads moved from marketing-qualified to sales-qualified.

04

Weekly booking rate

Appointments booked divided by total outflows.

05

Weekly show rate

Appointments that showed up divided by appointments booked.

06

Monthly close rate

Deals closed divided by total appointments.

MEDIA PLAN

What $1,000 of monthly ad spend turns into, using conservative benchmarks from our paving accounts.

Monthly budget	Est. CPC	Est. clicks	Est. leads	Est. CPL	Est. CVR	Appts booked %	Appts booked	Projects closed %	Projects closed	Est. revenue	Est. profit	Est. ROI
$1,000	$1	1,000	100	$10	10%	30%	30	30%	10	$50,000	$25,000	25X

Return on ad spend :

25X

Estimates only. The plan assumes a $5,000 average job. Your average ticket, close rate and service area change every number here, which is why we track them daily.

OUR PACKAGES

Three ways to work with us. Every package includes exclusive territory, daily reporting and the results guarantee.

→ Most popular: Appointment Vertex

Setup fee :

$0

Leads Flow

$997

/month

Facebook and Google Ads lead generation system, custom landing page, automated syncing to Google Sheets and your phone.

Appointment Vertex

$1,497

/month

Everything in Leads Flow, plus our custom-built AI Vertex and a personal appointment-setting team.

Partnership

50/50

shared spend

We invest with you 50/50 on marketing spend and handle everything from lead generation to appointment booking. All you do is close.

TYPICAL 60-DAY RESULTS

What a paving company on the Better ad-spend tier sees in the first two months.

200
Pre-booked appointments

50
Qualified quotes given

10-20
Jobs guaranteed

Closed jobs, guaranteed :

10-20 IN 60 DAYS

10-20 CLOSED JOBS GUARANTEED

Six steps from this call to closed jobs on your books.

If we miss the number :

MONEY BACK

01 Schedule call

02 Demo

03 Onboarding call

04 Launch campaigns

05 Vertex™

06 Closed jobs

PAVING LEADS OUTCOMES

There are only three ways this goes. Two of them cost you nothing.

It works out

You add 10-20 closed jobs in 60 days and we keep going.

It doesn't work

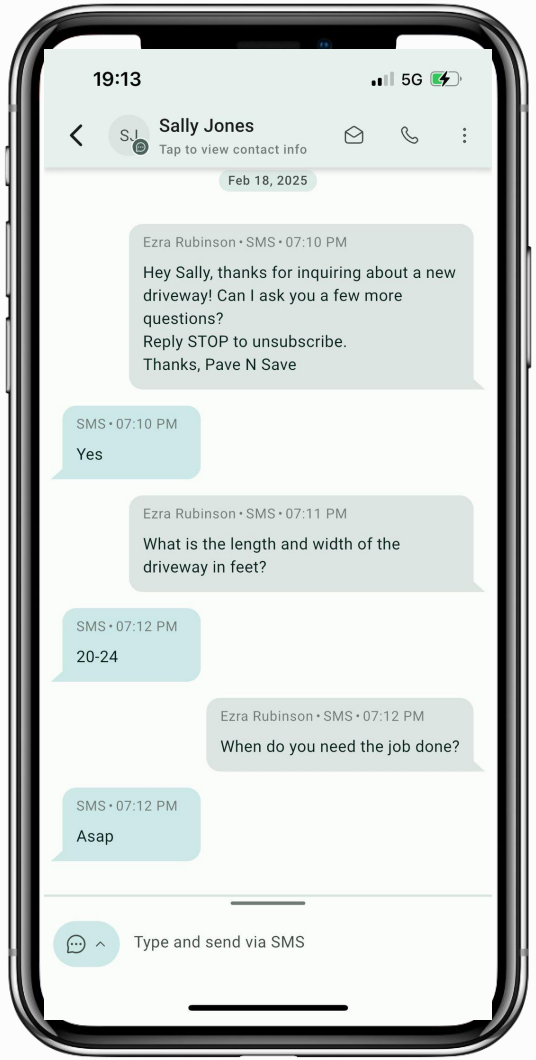
We send your money back. No arguments.

You do nothing

And stay exactly where you are today.

Risk on your side :

ZERO



THANK YOU FOR YOUR TIME AND ATTENTION

Company	Phone	Website	Next step
Paving Leads	617-279-3357	pavinglead.com	Book your onboarding call

PAVING LEADS