The High-End Client Playbook

Position your business to win luxury remodeling projects

By the SmallBiz Marketing team
Contractor marketing specialists · 20+ years of marketing experience

smallbizmarketing.net

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Position your business to win luxury remodeling projects.

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PART 1

The essentials

The core steps, in order. Start here.

SECTION 02

Premium clients buy confidence

Luxury homeowners pay more for certainty: that the job will look great, finish on time and be handled professionally.

SECTION 03

Your first 60 minutes

- Look at your website and Google profile as if you were a luxury homeowner
- Remove your three weakest photos
- Write down your average job size and the size you want

SECTION 04

Look premium everywhere

- A clean, modern website with real high-end projects
- Consistent logo, colors and email signature
- Professional, prompt replies

RECOMMENDED TOOL

Wix

Build a premium-looking site with clean templates and large images.

Visit Wix at wix.com →

SECTION 05

Lead with your best work

Show your most expensive, most beautiful projects first. Remove small or dated jobs from your main gallery.

SECTION 06

The consultation

- Arrive on time with a tablet portfolio of similar projects
- Ask about how they live in the space, not only measurements
- Explain your process and timeline clearly
- Set the next step before you leave

SECTION 07

The proposal

- Send it within 48 hours
- Use a clear, branded quote with scope, options and timeline
- Include photos of similar work
- Offer good, better, best options when it makes sense

RECOMMENDED TOOL

Jobber

Branded quotes homeowners can approve online.

Visit Jobber at getjobber.com →

SECTION 08

Follow-up without pressure

- Day 3: check if they have questions
- Day 7: share one relevant project photo
- Day 14: final friendly check-in

SECTION 09

Checklist

- [ ] Website and gallery show premium work
- [ ] Consultation script ready
- [ ] Proposal template branded
- [ ] Follow-up schedule set

PART 2

Going deeper

The strategy behind each step, with frameworks and diagrams.

SECTION 11

Deep dive: what luxury clients worry about

High-end homeowners are rarely worried about price alone. They worry about disruption to their home, missed deadlines, poor communication and finishes that don't match the vision. Your marketing and process should address each worry directly.

Talk about how you protect their home, how you communicate during the project, how you handle changes and how you guarantee your work. These answers matter as much as your photos.

- Home protection and cleanliness
- Communication schedule during the project
- How changes are handled and priced
- Workmanship warranty

SECTION 12

Deep dive: presenting your process

Write down your process in five to seven clear steps and show it on your website and in proposals. A visible process signals experience and reduces anxiety. For example: consultation, design and material selection, written proposal, scheduling, construction with weekly updates, final walkthrough, warranty follow-up.

- Five to seven named steps
- Show it on your website and in every proposal
- Weekly progress updates during the job

SECTION 13

Deep dive: raising your average job size

Bigger jobs come from better positioning and better proposals. Show your largest projects first, offer upgrade options in every quote, and suggest related work, such as a heated floor with a shower remodel. Track your average job size monthly and watch it grow.

- Lead with your largest projects

- Offer good, better, best options
- Suggest natural upgrades
- Track average job size monthly

SECTION 14

The big picture: luxury clients buy certainty

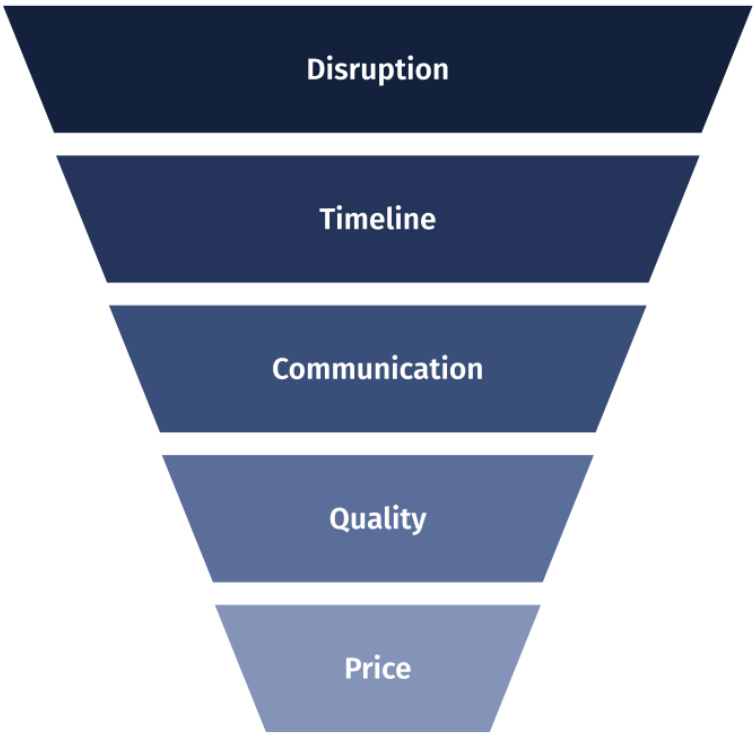
High-end homeowners can afford most contractors. What they're really choosing is who they trust in their home, with their money and their timeline. Every part of your business should say: we've done this many times, and it will go smoothly.



The path a luxury client takes, and where you build trust at each step.

SECTION 15

What luxury clients worry about



dust, noise, strangers in the home

finishing when promised

knowing what's happening

finishes matching the vision

only after the others are answered

Answer the first four and price matters less.

SECTION 16

Where to spend your time first



Presentation and process first.

SECTION 17

Good, better, best pricing

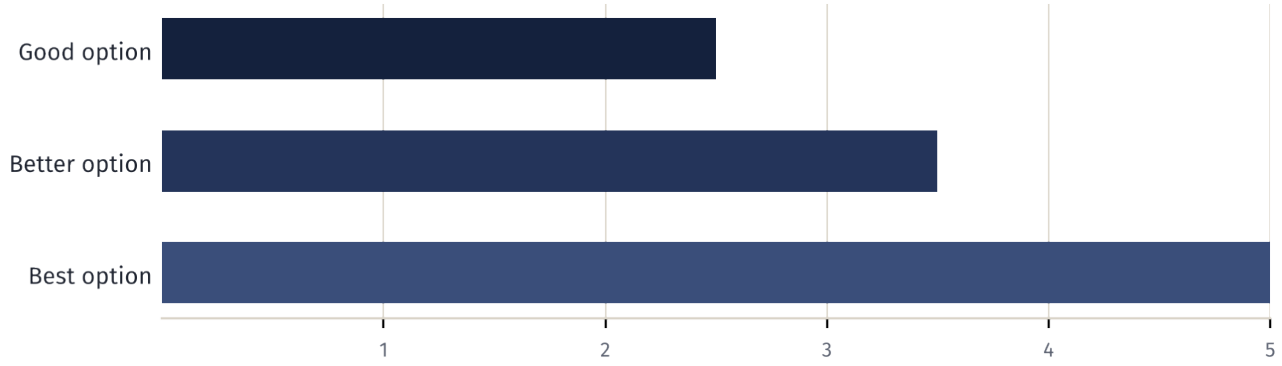


Illustration only: offering three levels lets clients choose to spend more. Many pick the middle or top option.

SECTION 18

Real-world scenario: moving upmarket (illustrative)

This is an illustrative example. Carla wants fewer small repair jobs and more full bathroom remodels.

She removes small jobs from her gallery, leads with her three most beautiful projects, writes out her seven-step process and adds it to her website and proposals. She starts sending branded proposals within 48 hours, with good, better and best options and photos of similar work.

Her inquiries shift toward larger projects, and more clients choose the better or best option.

The lesson: luxury clients respond to confidence, clarity and presentation.

SECTION 19

Troubleshooting: premium positioning problems

Still attracting low budgets	Show only premium projects and describe premium services in your headlines.
Clients push back on price	Offer to adjust scope or materials instead of discounting.
Losing quotes to competitors	Send proposals faster and include photos of similar finished work.

PART 3

Tools you can use today

Examples, templates, worksheets, calendars and trackers.

SECTION 21

Worked example: consultation questions

EXAMPLE

How do you use this space day to day?

What do you love and dislike about it now?

Have you seen any designs or materials you love?

What timeline are you hoping for?

Who else will be part of the decision?

SECTION 22

Worked example: good, better, best options

EXAMPLE

Good: porcelain tile, standard niche, framed glass.

Better: large-format porcelain, two niches, frameless glass.

Best: natural stone, bench and niches, frameless glass, heated floor.

SECTION 23

Worksheet: your premium position

Your target project size

Three showcase projects to lead with

What makes your process premium

Your proposal turnaround promise

SECTION 24

Common mistakes to avoid

- Competing on price with budget contractors
- Showing small repair jobs next to luxury remodels
- Slow or casual replies to inquiries
- Proposals with no photos or clear scope

SECTION 25

FAQ

How do I raise my prices?

Improve your presentation and process first, then raise prices on new quotes gradually.

What if clients ask for a discount?

Offer to adjust scope or materials instead of cutting your price.

30-DAY ACTION CALENDAR

30 days to attract bigger projects

Do one task a day. Tick the box in your head, or print this page and cross off each day as you go.

DAY 1 Review website as a luxury client	**DAY 2** Remove 3 weakest photos	**DAY 3** Put best project first	**DAY 4** Write your process steps	**DAY 5** Add process to website
DAY 6 Write home protection policy	**DAY 7** Write communication policy	**DAY 8** Design proposal template	**DAY 9** Add good-better-best	**DAY 10** Add photos to proposal
DAY 11 Write consultation questions	**DAY 12** Practice consultation	**DAY 13** Prepare tablet portfolio	**DAY 14** Set 1-hour reply rule	**DAY 15** Set 48-hour proposal rule
DAY 16 Write follow-up messages	**DAY 17** Update email signature	**DAY 18** Order branded folders	**DAY 19** Review pricing	**DAY 20** Raise one price
DAY 21 Ask a designer to meet	**DAY 22** Show portfolio to designer	**DAY 23** Track average job size	**DAY 24** Review lost quotes	**DAY 25** Improve proposal
DAY 26 Add warranty page	**DAY 27** Ask for reviews on big jobs	**DAY 28** Feature a luxury project	**DAY 29** Review results	**DAY 30** Plan next month

SECTION 27

copy-ready templates

TEMPLATE · COPY AND CUSTOMIZE

Consultation follow-up email

Hi [Name], thank you for showing us your home today. We loved hearing your ideas for the [space]. You'll receive your detailed proposal by [day]. In the meantime, here are photos of two similar projects we completed.

TEMPLATE · COPY AND CUSTOMIZE

Proposal options

Good: [materials and scope]. Better: [upgraded materials and features]. Best: [premium materials, extra features, extended warranty].

TEMPLATE · COPY AND CUSTOMIZE

Weekly client update

Hi [Name], this week we completed [work]. Next week we'll [next steps]. Everything is on schedule for [date]. Photos attached.

TRACKER

Average job size

Month	Quotes sent	Jobs won	Average job size	Notes
Month 1				
Month 2				
Month 3				
Month 4				
Month 5				
Month 6				
Month 7				
Month 8				
Month 9				
Month 10				
Month 11				
Month 12				

SECTION 29

glossary

Positioning	How clients see you compared to other contractors.
Good-better-best	Offering three options at rising price levels.
Scope	The exact work included in a quote.

SECTION 30

Recommended tools

Every tool recommended in this playbook, in one place. Some links may be affiliate links; we only recommend tools we use or would set up for clients.

RECOMMENDED TOOL

Wix

Build a premium-looking site with clean templates and large images.

Visit Wix at wix.com →

RECOMMENDED TOOL

Jobber

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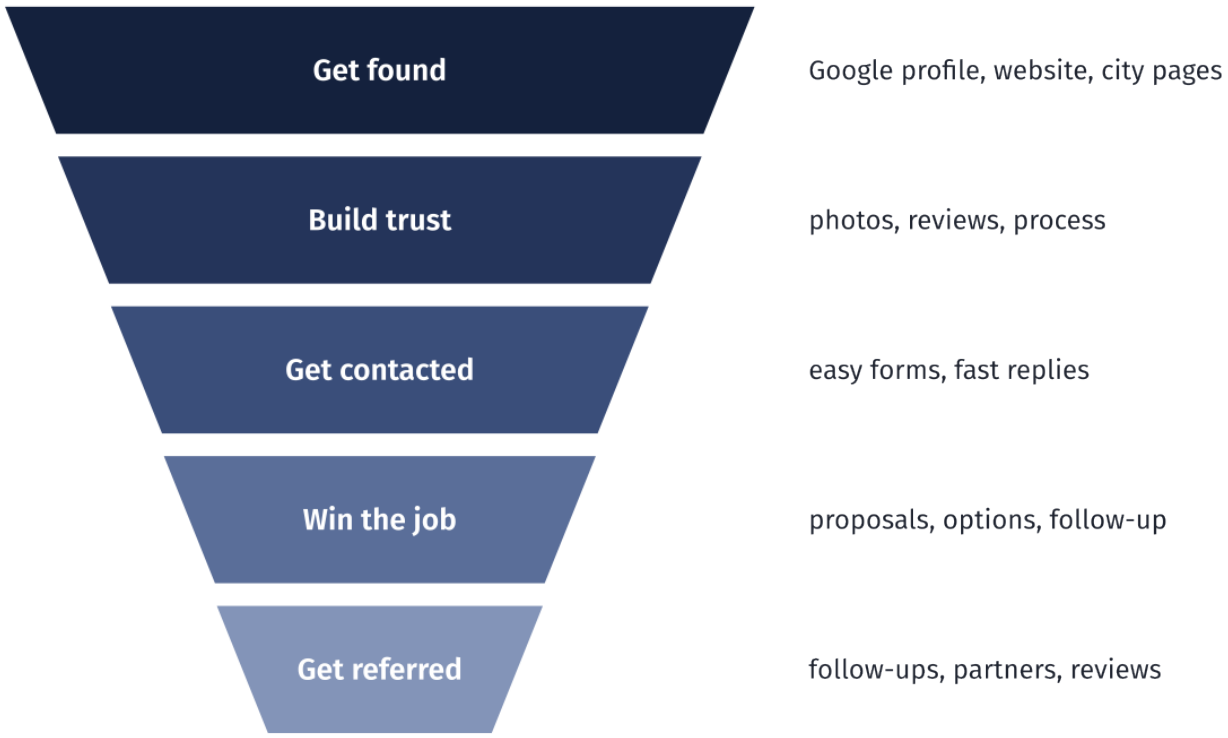
SECTION 31

Bonus: the contractor marketing system on one page

Every playbook in this series fits into one simple system. Homeowners find you, trust you, contact you and refer others. Each part supports the next.



The five stages of contractor marketing and the tools for each.

SECTION 32

Bonus: your weekly marketing hour

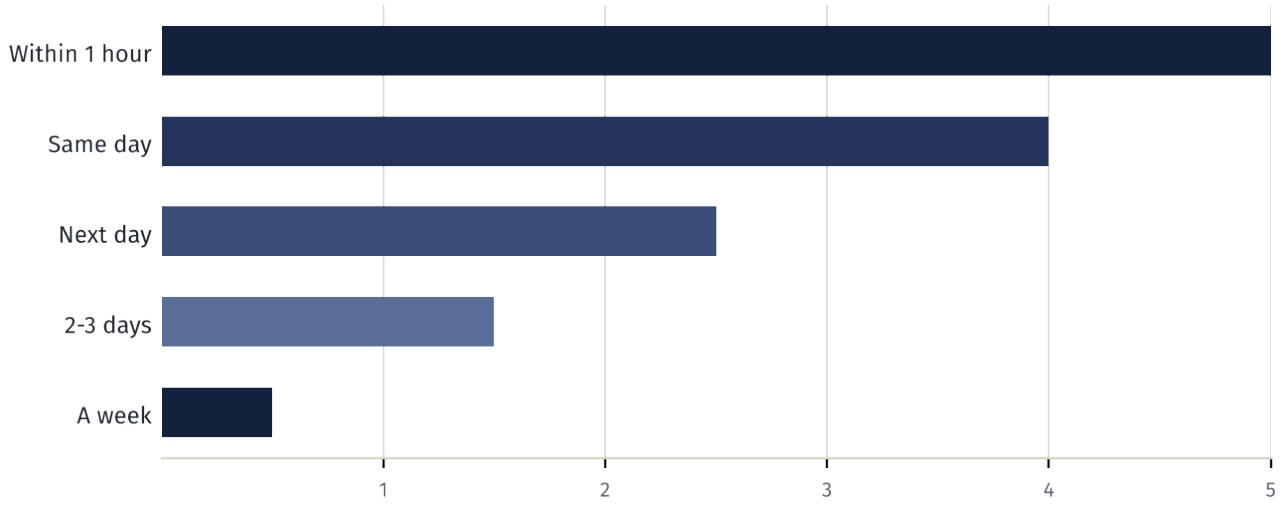
You don't need a marketing department. One focused hour a week, done consistently, beats occasional bursts of effort.

- First 15 minutes: answer every new lead and message
- Next 15 minutes: send review requests for finished jobs
- Next 15 minutes: upload new project photos to your website and Google
- Last 15 minutes: work on one improvement from your current playbook

SECTION 33

Bonus: how fast to reply to a lead

Homeowners often contact several contractors at once. The first professional reply makes a strong impression.



Our view of how reply speed affects your chances of winning the job, rated 1 to 5. Based on experience, not a study.

SECTION 34

Bonus: master checklist

- [ ] Website with a page for each main service
- [ ] Contact form on every page
- [ ] Google Business Profile complete and active
- [ ] Review request after every job
- [ ] Real project photos added monthly
- [ ] Pages for your top cities
- [ ] Job management software for quotes and payments
- [ ] Follow-up with past clients and partners
- [ ] One marketing hour every week

SECTION 35

Bonus: when to get help

Doing it yourself works if you have the time. If your calendar is full of jobs, it's often worth having a professional set up the foundation so you can focus on the work you do best. SmallBiz Marketing builds premium contractor websites and Google setups and can run your monthly marketing for you.

ABOUT SMALLBIZ MARKETING

SmallBiz Marketing builds premium websites and Google visibility for home-improvement contractors. Our team brings 20+ years of marketing experience, and every playbook is built from the same systems we use for client websites.

Rather have it done for you?

We build premium websites and Google setups for contractors, live in 5 days. Tell us about your business through the contact form at smallbizmarketing.net/contact.

Contact us →

Contractor website	$2,495
Website + Google setup	$3,495
Monthly growth plan	$995/mo

Some links in this playbook may be affiliate links. We only recommend tools we use or would set up for clients. Tool features and pricing change; check each company's site for current details.