

CAMPAIGN KIT · \$67 VALUE

Win More Jobs. Look Like a Pro.

The 30-Day Social Media Playbook for Contractors Who Win on Referrals but Lose Online

Roofing · HVAC · Plumbing · Landscaping · Remodeling · Electrical

WHAT'S INSIDE

◆ 30-Day Caption Bank	Instagram · Facebook · Google Posts
◆ 10 Canva Post Templates	Job site photography, before/after, trust-builders
◆ 5 Project Case Study Templates	Before → After → Results format
◆ Google Business Checklist	15-point optimization for Google Maps dominance
◆ Review Request Scripts	2 texts + 1 email, copy/paste ready
◆ Estimate Follow-Up Sequence	3-email sequence to close more bids

◆ "How to Win on Google Maps"

1-page quick reference guide

Built by Reagan Underwood · Bridge Consultant · DFW Metroplex · reaganunderwood.org

GETTING STARTED

How to Use This Kit

This kit is designed for one thing: getting your business in front of more people without spending hours figuring out what to post. Everything is copy-paste ready. Follow the 3-step setup below, then run the 30-day calendar.

- 01 Set Up Your Canva Templates**
Click the Canva template links in Section 4. Duplicate each template and replace the placeholder logo, colors, and photos with your own. This takes about 20 minutes and you only do it once.
- 02 Claim & Optimize Your Google Business Profile**
Before posting anything, make sure your Google Business Profile is complete. Use the 15-point checklist in Section 5. This is where most of your real leads will come from.
- 03 Post on a Schedule**
Use the 30-day caption bank starting on page 4. Post 4–5x per week minimum. Facebook and Instagram are your primary platforms. Add Google Posts weekly using the same captions.

PRO TIP

Take a before/after photo on EVERY job. Even a quick phone shot. Before/after content is the highest-performing post type for contractors — it proves your work without saying a word.

SECTION 1

30-Day Caption Bank

Copy, paste, and post. Replace [YOUR TRADE], [CITY], and [YOUR COMPANY] with your info. Each caption is written to work on Facebook, Instagram, and Google Posts.

Day 1 Facebook · Instagram	We started another project this week in [CITY] — and we're bringing the same thing we bring to every job: quality work and zero surprises. If you've been putting off that [YOUR TRADE] project, now's the time to reach out. #[CITY]Contractor #[YourTrade] #LocalBusiness #DFWContractor
Day 2 Google Post	[YOUR COMPANY] is now scheduling [YOUR TRADE] jobs in [CITY] and surrounding areas. Free estimates — call or click to get yours today.
Day 3 Facebook · Instagram	Before: old, failing system. After: running perfectly. This is why we do what we do. Swipe to see the transformation. ■ [Attach your before/after photo] #BeforeAndAfter #[YourTrade] #ContractorLife #[CITY]
Day 4 Instagram	5 signs you need to call a [YOUR TRADE] contractor: 1. [Problem sign #1] 2. [Problem sign #2] 3. [Problem sign #3] 4. [Problem sign #4] 5. [Problem sign #5] Ignoring these usually turns a \$500 fix into a \$3,000 emergency. Don't wait. #HomeImprovement #ContractorTips #[CITY]Homes
Day 5 Facebook	We just finished up a project for a family in [CITY] who'd been getting the runaround from other contractors. Called us on Monday, job done by Friday. That's how we operate. Give us a call — we pick up.
Day 7 Facebook · Instagram	Real talk: the difference between a \$500 job and a \$5,000 job is almost always how fast you catch it. If something looks off with your [SYSTEM/AREA], call us before it becomes a bigger problem. #[YourTrade]Tips #HomeOwner #DFWHomes #[CITY]
Day 8 Google Post	New week, new availability. [YOUR COMPANY] has openings this week for [YOUR TRADE] inspections and installs in [CITY]. Call [PHONE] or request an estimate online.

Day 10 Facebook · Instagram	Customer spotlight ■ "[YOUR COMPANY] showed up on time, finished the job early, and the price was exactly what they quoted. Highly recommend." — [First Name], [CITY] Results like this are why we've been doing this for [X] years. #CustomerReview #[CITY]Contractor #TrustTheProcess
Day 12 Instagram	A lot of contractors will give you a low quote and then nickel-and-dime you at the end. We price it right the first time. What you see on the estimate is what you pay. No surprises. No games. Just good work. #TransparentPricing #[YourTrade] #Contractor #[CITY]
Day 14 Facebook	Halfway through the month — here's a quick look at what we've been working on. [Describe 2-3 jobs briefly]. Proud of this crew and the work we're putting out. ■ [Attach job site photos] #BehindTheScenes #ContractorLife #[CITY]
Day 16 Facebook · Instagram	Seasonal reminder: [SEASONAL TIP relevant to your trade]. Most [CITY] homeowners skip this and end up calling us in an emergency. Get ahead of it now while scheduling is easy. #SeasonalTips #HomeOwner #[YourTrade] #[CITY]
Day 18 Google Post	Did you know? [INTERESTING FACT about your trade or common problem homeowners face]. [YOUR COMPANY] is here to help — free estimates, fast scheduling, guaranteed work.
Day 19 Instagram	We don't just do the job and disappear. After every install, we walk you through exactly what we did, what to watch for, and how to get the most out of it. That's what separates us from a crew that just shows up with tools. #CustomerService #[YourTrade] #[CITY]Contractor #SmallBusiness
Day 21 Facebook	3 questions to ask before you hire ANY contractor: ■ Are they licensed and insured? ■ Can they provide local references? ■ Is the estimate itemized in writing? We answer yes to all three. Always. Call us: [PHONE] #HireRight #[CITY] #ContractorAdvice
Day 23 Instagram	Before/After ■ [Job description — what was wrong, what you fixed, what it looks like now.] This one took [X] hours and made a real difference for the homeowner. Call or DM us if you've got something similar. #BeforeAndAfter #[YourTrade] #[CITY]Homes

Day 25

Facebook ·
Instagram

We work hard to earn 5-star reviews because we know you have options. Here's what our customers say: ■■■■■ "[Paste a real Google review here]" See all our reviews on Google: [Link to your Google Business profile]

#Reviews #[CITY]Contractor #TrustBuilding

Day 27

Google Post

Limited spots available this month. [YOUR COMPANY] is booking [YOUR TRADE] jobs for [Month] now. Call [PHONE] or request your free estimate at [WEBSITE].

Day 28

Facebook

One job at a time, one happy customer at a time. That's been our approach for [X] years and it's not changing. If you need a [YOUR TRADE] contractor in [CITY] you can actually count on, we'd love to earn your business.

#[CITY] #[YourTrade] #LocalContractor #SmallBusiness

Day 30

Facebook ·
Instagram

Month wrap-up: [X] jobs completed, [X] new customers, [X] 5-star reviews. Grateful for every referral and every customer who trusted us this month. Ready to keep building. ■ [Attach a team or job site photo]

#MonthlyWrapUp #ContractorLife #[CITY] #GratefulForYourBusiness

SECTION 2

Project Case Study Template

Use this format for your 5 project case studies. Post on your website, Google Business, and Facebook. Case studies are the #1 trust-builder for contractors — they show your process, not just your results.

PROJECT SNAPSHOT

Customer Location	[City, TX]
Trade / Service	[e.g., Full roof replacement · Shingle to metal]
Project Duration	[e.g., 2 days]
Job Size	[e.g., 2,400 sq ft residential]

THE PROBLEM

What the customer reported	[What they called about / what they noticed]
What we found on inspection	[What you diagnosed — be specific]
Risk if left untreated	[What would have happened without intervention]

THE SOLUTION

What we did	[Step-by-step description of the work]
Materials used	[Brand names, grades, specs if relevant]
Timeline	[Start to finish]

THE RESULT

Final outcome	[What the customer now has / what was solved]
Customer feedback	[Quote or paraphrase from the customer]
Photo caption	[Describe the before/after photos]

SECTION 3

Google Business Optimization Checklist

This is your most important marketing asset. A fully optimized Google Business Profile drives more local leads than any social post. Complete every item below.

PROFILE BASICS

- ☐ Business name matches your signage exactly (no keyword stuffing)
- ☐ Primary category is set correctly (e.g., 'Roofing Contractor', 'HVAC Contractor')
- ☐ All relevant secondary categories added
- ☐ Phone number is local (not a tracking number as primary)
- ☐ Website URL is active and loads correctly on mobile
- ☐ Business address is correct and matches your other listings

PHOTOS & MEDIA

- ☐ Logo uploaded (square format, 500x500px minimum)
- ☐ Cover photo is a high-quality job site or team photo
- ☐ At least 10 project photos uploaded (before/after preferred)
- ☐ Photo captions added with city + trade keywords
- ☐ Team photo or owner photo uploaded

CONTENT & POSTS

- ☐ Business description written (750 characters, includes city + trade)
- ☐ Services section fully filled out with descriptions and prices (or "call for pricing")
- ☐ At least 1 Google Post published in the last 7 days
- ☐ Q&A; section seeded with 3–5 common customer questions + your answers

REVIEWS

- ☐ Review request process in place (use the script in Section 4)
- ☐ Every review responded to — positive and negative
- ☐ Response to negative reviews is professional and solution-focused
- ☐ At least 10 total reviews (goal: 25+ within 90 days)

SECTION 4

Review Request & Follow-Up Scripts

Send these the same day you finish a job — response rates drop dramatically after 24 hours. Replace [BRACKETS] with your info. Your Google review link is in your Google Business dashboard under 'Get more reviews.'

TEXT MESSAGE — Send Same Day

Hey [First Name], this is [YOUR NAME] from [YOUR COMPANY]. We just wrapped up your [job type] — wanted to make sure everything looks good! If you have a minute, a Google review would mean a lot to us: [GOOGLE REVIEW LINK]. Thanks again — we really appreciate your business.

TEXT MESSAGE — 3-Day Follow-Up

Hey [First Name] — just checking in to make sure everything is holding up well after your [job type]. If you're happy with the work, we'd be grateful for a quick Google review: [GOOGLE REVIEW LINK]. Any issues at all, just text me back and we'll make it right.

EMAIL — Review Request

Subject: How did we do, [First Name]? Hi [First Name], Thank you for trusting [YOUR COMPANY] with your [job type] project. It was great working with you and we hope everything looks exactly how you envisioned it. If you have a moment, leaving us a Google review helps other homeowners in [CITY] find us and helps our small business grow. It only takes about 60 seconds: [GOOGLE REVIEW LINK] If anything isn't right, please reply to this email before you post anything — we stand behind our work and will make it right. Thanks again, [YOUR NAME] [YOUR COMPANY] [PHONE]

SECTION 5

Estimate Follow-Up Email Sequence

Send these after you deliver an estimate. Most contractors send one quote and never follow up. These 3 emails will separate you from the pack.

EMAIL 1 — Send 2 Days After Estimate

Subject: Your estimate from [YOUR COMPANY] — any questions? Hi [First Name], Just wanted to follow up on the estimate I sent over for your [job type]. Happy to walk through any part of it or answer questions — no pressure at all. We have availability in [timeframe] if you'd like to get it scheduled. [YOUR NAME] · [PHONE]

EMAIL 2 — Send 5 Days After Estimate

Subject: Still thinking it over? Hi [First Name], Totally understand if you're comparing options — that's smart. If you want, I can clarify anything on the estimate or talk through the scope of work. We also offer flexible scheduling to work around you. Just reply here or call me directly: [PHONE]. [YOUR NAME]

EMAIL 3 — Send 10 Days After Estimate

Subject: Closing the loop Hi [First Name], I don't want to keep filling your inbox, so this will be my last follow-up. If the timing isn't right or you went another direction, no hard feelings at all. If you're still considering it, I'm happy to revisit the estimate or adjust the scope. Either way, we're here when you need us. [YOUR NAME] · [YOUR COMPANY] · [PHONE]

SECTION 6

How to Win on Google Maps

Google Maps is where local jobs are won or lost. When a homeowner in your area searches '[trade] near me,' the top 3 results get 80% of the calls. Here's how to be one of them.

01

Reviews Are the Algorithm

Google ranks businesses with more reviews higher. Your goal: 25 reviews in 90 days. Use the review request scripts in Section 4. Send a request to every satisfied customer the same day. One extra review per week adds up faster than you think.

02

Post Weekly

Google rewards active profiles. Post at least once per week using the captions from Section 1. Google Posts expire after 7 days — set a recurring reminder to post every Monday morning. Takes 3 minutes. Makes a real difference.

03

NAP Consistency

NAP = Name, Address, Phone. Your business name, address, and phone number must be IDENTICAL across Google Business, your website, Facebook, Yelp, and any directory listing. Inconsistency kills your local ranking. Check all of yours today.

04

Photos Signal Activity

Upload new photos every 2–4 weeks. Job site photos, team photos, completed project shots. Profiles with recent photos rank higher. Add your city name in the photo file name before uploading (e.g., 'roof-replacement-granbury-tx.jpg').

05

Answer Questions Fast

When someone asks a question on your Google profile, answer it within 24 hours. Google tracks responsiveness. Also: pre-load 5 common questions in the Q&A section so customers find answers before they even ask.

06

Service Area Matters

In your Google Business settings, set your service area to include every city you actually work in. List 8–12 specific cities/towns. This directly expands where your profile appears in search results.

SECTION 7

Canva Template Guide

Your kit includes templates organized into master files and folders. Start with the Master Square File — it's the primary access point. Use the folder links to browse all assets by type.

CANVA TEMPLATE LINKS

Mas ter Squ are	https://www.canva.com/d/k9LqkeK0O66qgS9
Mas ter Stor y	https://www.canva.com/d/RmWjDNFsf3ogsTj
Sup port ing Stor y	https://www.canva.com/d/aPecCf24VZ31C9N
Mas ter File s F old er	https://www.canva.com/folder/FAHDlce06mM
Stor y Fil es F old er	https://www.canva.com/folder/FAHDITv0HJw
Arc hive Fol der	https://www.canva.com/folder/FAHDle-sW_k

Templat e 01	Before/After Split	Side-by-side comparison layout. Replace left image with 'before' photo, right with 'after.' Add job type and city in the text overlay.
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Template 02	Job Site Action Shot	Full-bleed photo background with bold headline. Best for team photos or in-progress shots. Add your logo to the bottom right.
Template 03	5-Star Review	Dark background, large star rating graphic. Paste a real Google review into the quote field. Add customer first name + city.
Template 04	Tip / Educational Post	Clean, numbered list format. Works for '5 signs you need a new roof' style posts. Replace list items with your trade tips.
Template 05	Service Promo	Bold headline with lime accent bar. Use for seasonal promotions, limited availability, or new service announcements.
Template 06	Project Spotlight	Magazine-style layout with room for 2 photos + project details. Great for case study posts.
Template 07	Team Introduction	Personal/human post template. Add your photo and a short bio. Posts like this get high engagement and build trust.
Template 08	Checklist Post	Checkbox design for 'homeowner tips' style content. Easy to customize with any trade-specific advice.
Template 09	Story Format — Promo	Vertical 9:16 format for Instagram and Facebook Stories. Bold CTA with your phone number.
Template 10	Story Format — Before/After	Vertical 9:16 split screen. Optimized for Stories and Reels cover images.

WHAT'S NEXT

Ready to Hand This Off?

You now have everything you need to run your own marketing for the next 30 days. But if you'd rather have it handled — the posting, the follow-ups, the Google profile, all of it — that's exactly what our AI-powered services are built for.

AI Lead Follow-Up Agent**\$297/mo**

Automatically follows up with every estimate request by text and email. Never lose a lead to slow response time again.

AI Social Manager**\$297/mo**

We post for you. Your content, your brand, your captions — scheduled and published every week without you lifting a finger.

AI Google Profile Agent**\$197/mo**

Manages your Google Business profile — weekly posts, review monitoring, Q&A; responses, and monthly reporting.

Full Stack — All 3 Agents**\$597/mo**

Everything above, running together. The complete automated marketing stack for a growing contractor.

BONUS SECTION

30 Additional Captions (Days 31–60)

Your kit includes a full second month of content — 30 additional captions ready to post. Replace [PHONE], [CITY], and [TRADE] with your info.

Cap 31 FB · IG	Nothing beats a fresh start. Finished a roof replacement in [CITY] this week. If your shingles are curling or leaking, it might be time to act. Free estimates and fast scheduling — call/text [PHONE].
Cap 32 FB · IG	Signs of trouble? Dripping pipes and puddles around your water heater? It's easier to fix now than after a burst. We handle emergency plumbing for [CITY] homeowners. Call [PHONE] for quick service.
Cap 33 FB · IG	Storm got you stressed? Wind and hail can wreck a roof. We're inspecting storm-damaged homes in [CITY] today and tomorrow. Book your free inspection: [PHONE].
Cap 34 FB · IG	Upgrade your comfort. Ready for an HVAC tune-up before summer hits? Prevent breakdowns with a simple maintenance visit. Serving [CITY] and surrounding areas. Schedule at [PHONE].
Cap 35 FB · IG	Tiny cracks, big problems. Cracks in driveways and walkways don't get smaller — get them fixed before they grow. We specialize in concrete repair. Free estimates: [PHONE].
Cap 36 FB · IG	No more leaning fences. Replace that sagging fence with one built to last. We just wrapped up a fence install in [CITY]. Check out the transformation on our feed. Call [PHONE].
Cap 37 FB · IG	Protect your investment. Roof maintenance can add years to your home. Our checklist shows what to watch for. See today's post and call us if you need help: [PHONE].
Cap 38 FB · IG	Energy bills creeping up? Your HVAC system may need cleaning or a tune-up. We offer seasonal service to keep your home efficient. Call [PHONE] for an appointment.
Cap 39 FB · IG	Your dream kitchen awaits. Remodeling doesn't have to be stressful. Check out our latest kitchen renovation in [CITY]. Start your remodel journey: [PHONE].

Cap 40 FB · IG	Safety first. Nothing is more important than proper electrical work. Avoid DIY disasters — our licensed electricians serve [CITY]. Get a quote at [PHONE].
Cap 41 FB · IG	Say goodbye to outdated bathrooms. We turn dated baths into spa-like retreats. See the before-and-after in our latest post. Ready for yours? [PHONE].
Cap 42 FB · IG	It's not just a fence — it's curb appeal. We're booking spring fence installs in [CITY]. Reserve your slot now: [PHONE].
Cap 43 FB · IG	Five stars don't lie. Quick, professional and clean — that's what our last customer said about our team. Read the full review below and call us at [PHONE].
Cap 44 FB · IG	Beat the rush. Summer is peak season for A/C breakdowns. Schedule your tune-up now and stay cool all summer. Book at [PHONE].
Cap 45 FB · IG	Hearing strange noises? Your water heater may be on its last leg. Our experts can diagnose and replace it fast. Contact us: [PHONE].
Cap 46 FB	Winter is coming. Don't let a failing furnace ruin your holidays. Schedule an inspection today for peace of mind. Reach us at [PHONE].
Cap 47 FB · IG	Is your deck dangerous? Loose boards or unstable rails are safety hazards. We build and repair decks in [CITY]. Call for a free quote: [PHONE].
Cap 48 FB · IG	Better insulation, lower bills. Proper attic insulation keeps your home comfortable year-round. Ask about our insulation services: [PHONE].
Cap 49 FB · IG	Don't ignore slow drains. They're often early signs of bigger issues. We offer drain cleaning and camera inspections. Schedule at [PHONE].
Cap 50 FB · IG	Ready to expand? We complete room additions that look like they were always part of your home. Discuss your dream project at [PHONE].
Cap 51 FB · IG	We're your neighbors. Locally owned and operating in [CITY] for over 10 years, we treat your home like ours. Contact us at [PHONE].

Cap 52 FB · IG	Out with the old. Remove that outdated carpet and upgrade to durable flooring. Check our latest flooring project and call [PHONE].
Cap 53 FB · IG	Fix it before it floods. Roof leaks never stop on their own. We've got solutions for every budget. Call [PHONE].
Cap 54 Google	Annual HVAC maintenance prevents surprise breakdowns. Book yours with our friendly techs: [PHONE].
Cap 55 FB · IG	Catch problems early. Our free home inspection identifies issues before they cost you. Schedule yours today: [PHONE].
Cap 56 FB	Weekend warriors, beware. DIY repairs often lead to bigger headaches. Let our professionals handle your next project. Call [PHONE].
Cap 57 FB · IG	Keep it cool. Summer is brutal in Texas. Our energy-efficient HVAC installs will save you money. Call for a free estimate: [PHONE].
Cap 58 FB	Finish that project. We fix what the last contractor left undone. Honest, reliable service in [CITY]. Call [PHONE].
Cap 59 Google	Don't wait until it's leaking. Now's the time to schedule roof maintenance. Protect your home — call [PHONE].
Cap 60 FB · IG	Everything under one roof. From plumbing to remodels, we handle it all. Check our service list and call [PHONE] for personalized help.

BONUS SECTION

30 Headline Hooks

Use these punchy headlines in your Canva templates, Google Ads, Stories, and boosted posts. Pair each with a job site photo for maximum impact. Replace [TRADE] with your specific service.

01	Roof Done Right	[TRADE] · [CITY, TX]
02	Leak? We've Got You	[TRADE] · [CITY, TX]
03	Storm Damage? Act Now	[TRADE] · [CITY, TX]
04	Built to Last	[TRADE] · [CITY, TX]
05	Free Home Inspection	[TRADE] · [CITY, TX]
06	Your HVAC Experts	[TRADE] · [CITY, TX]
07	Fencing Reimagined	[TRADE] · [CITY, TX]
08	Remodel Your Home	[TRADE] · [CITY, TX]
09	Five-Star Service	[TRADE] · [CITY, TX]
10	Emergency Plumbing Now	[TRADE] · [CITY, TX]
11	Save on Energy	[TRADE] · [CITY, TX]
12	Restore & Renew	[TRADE] · [CITY, TX]

1 3	Local Pros You Trust	[TRADE] · [CITY, TX]
1 4	Time to Upgrade	[TRADE] · [CITY, TX]
1 5	Comfort Starts Here	[TRADE] · [CITY, TX]
1 6	Don't Delay Repairs	[TRADE] · [CITY, TX]
1 7	Fix It Fast	[TRADE] · [CITY, TX]
1 8	Prevent the Flood	[TRADE] · [CITY, TX]
1 9	Transform Your Space	[TRADE] · [CITY, TX]
2 0	Safe & Sound	[TRADE] · [CITY, TX]
2 1	No More Leaks	[TRADE] · [CITY, TX]
2 2	Ready for Storms	[TRADE] · [CITY, TX]
2 3	Tune-Up Today	[TRADE] · [CITY, TX]
2 4	Decks Done Right	[TRADE] · [CITY, TX]
2 5	Peace of Mind	[TRADE] · [CITY, TX]
2 6	Fence the Future	[TRADE] · [CITY, TX]

27	Fresh Start Now	[TRADE] · [CITY, TX]
28	Local & Licensed	[TRADE] · [CITY, TX]
29	From Dull to Dazzling	[TRADE] · [CITY, TX]
30	We Do It All	[TRADE] · [CITY, TX]

BONUS SECTION

12 Seasonal Promo Scripts

Drop these into Template 05 (Service Promo) in Canva or post as text. Each includes a badge label, service, offer, and service area — fully ready to publish.

SPRING SPECIAL	Spring Roof Inspection	Limited slots · Free gutter cleaning included
SUMMER SPECIAL	A/C Tune-Up Special	15% off if scheduled before May 1
24/7 RESPONSE	Storm-Damage Repair Hotline	Free estimates · Fast dispatch
APRIL ONLY	New Fence Installation Discount	Book in April — free gate upgrade
LIMITED TIME	Bathroom Remodel Promotion	Free design consult · Financing available
\$99 SPECIAL	Plumbing Leak Detection	Fee waived if repairs are booked
REBATES AVAILABLE	Energy-Efficiency Upgrade Package	HVAC replacement rebates available now
FALL SPECIAL	Fall Heating System Check	10% off service contracts
SAVE \$500	Concrete Driveway Resurfacing	\$500 off projects over \$5K
THIS MONTH ONLY	Emergency Electrical Service	No after-hours fee this month
SAVE 20%	Kitchen Makeover Sale	Save 20% on cabinetry with full remodel
BONUS OFFER	Attic Insulation Special	Free duct sealing with attic insulation install

BONUS SECTION

12 Educational Tip Topics

Use these with Template 04 (Educational List) in Canva. Each topic includes 5 ready-to-use tips. Educational posts build authority and get saved and shared more than any other content type.

5 Signs You Need a New Roof

1. Missing or curling shingles
2. Granules filling your gutters
3. Sagging roofline
4. Daylight visible through attic
5. Age over 20 years

When to Replace Your Water Heater

1. Unit is over 10 years old
2. Rust or corrosion around the tank
3. No consistent hot water
4. Rumbling or popping noises
5. Visible leak at the base

Spring HVAC Maintenance Checklist

1. Replace air filters
2. Clean the outdoor condenser unit
3. Check refrigerant levels
4. Inspect all ductwork for leaks
5. Schedule a pro tune-up

Emergency Plumbing Tips

1. Know where your shut-off valves are
2. Avoid chemical drain cleaners

3. Insulate pipes before winter
4. Fix small drips immediately
5. Call a pro for any sewage backup

7 Things to Check Before Remodeling

1. Set a realistic budget
2. Pull the required permits
3. Verify contractor credentials
4. Gather design inspiration
5. Plan your timeline upfront

Common Fence Problems & Fixes

1. Rotting or cracked posts
2. Leaning or uneven panels
3. Loose hinges and hardware
4. Insect or termite damage
5. Fading or peeling paint

How to Improve Indoor Air Quality

1. Change HVAC filters regularly
2. Clean vents and registers
3. Use a dehumidifier in humid months
4. Install air purifiers
5. Schedule annual duct cleaning

Preparing for Storm Season

1. Inspect roof and gutters now
2. Trim overhanging tree branches
3. Secure outdoor furniture

4. Test your sump pump
5. Review your homeowner's insurance

When to Call an Electrician

1. Breakers tripping frequently
2. Burning smell from outlets
3. Buzzing or flickering lights
4. Warm or discolored switches
5. Home is over 30 years old

Winterizing Your Home Checklist

1. Insulate attic and exposed pipes
2. Seal drafts around doors/windows
3. Service your heating system
4. Test smoke and CO detectors
5. Reverse ceiling fans for warmth

Energy-Saving HVAC Tips

1. Install a programmable thermostat
2. Seal duct leaks throughout home
3. Keep up with regular maintenance
4. Consider a zoning system
5. Upgrade to a high-efficiency unit

Questions to Ask Your Contractor

1. Are you licensed and insured?
2. What is the project timeline?
3. Do you provide itemized estimates?
4. Who will be on-site daily?

5. What warranties do you offer?

BONUS SECTION

Canva Bulk Create Quick-Start Guide

Your kit includes a CSV data file (Canva_BulkCreate_ContractorKit.csv) that lets Canva auto-populate all 10 templates with real content in minutes. This single feature saves hours of manual editing.

- 01 Open a template in Canva**
Go to any of your 5 Canva template packs using the links in Section 7. Click to duplicate the template into your own Canva account.
- 02 Click 'Apps' in the left sidebar**
Search for 'Bulk Create' — it's a native Canva app, no install needed. Click it to open the Bulk Create panel.
- 03 Upload the CSV file**
Click 'Upload CSV' and select Canva_BulkCreate_ContractorKit.csv from your download folder. Canva will read the columns automatically.
- 04 Connect data to template fields**
Click each text element in your template, then click 'Connect data' and choose the matching column (e.g., connect your headline text to the 'Headline' column).
- 05 Generate all designs**
Click 'Continue' → 'Generate X designs.' Canva creates one unique design per row in the CSV — up to 50 ready-to-post graphics in a single click.
- 06 Download or schedule**
Select all generated designs → Download as PNG or MP4. Or connect Canva to your social scheduler (Later, Buffer, Meta Business Suite) to schedule directly from Canva.

WHAT'S IN THE CSV 5 Before/After variants · 5 Job Site headlines · 5 Review quotes · 12 Educational tip topics · 12 Seasonal promos · 6 Project spotlights · 3 Homeowner checklists · 5 Story promos · 5 Story before/afters · 30 Headline hooks · 30 Additional captions Total: 118 pre-built content variations across all 10 template types.

Book a free 20-minute call to talk through the right fit for your business.
reaganunderwood.org · 940-636-3712 · Book at calendar.app.google/8mhXKxikkfcXBUdb7