



Clear Goals For 2024

VIVID VISION

We're attracting the highest quality construction marketers because we utilize weekly workshops mentorships and a peer feedback loop for every department and every employee, allowing us to do our best work.



WHAT SETS US APART

- 🔥 **\$3M+ to \$20M Contractors love working with us.**
- 🔥 **BestLocalContractors.com is a powerful asset for providing value quickly to our clients by featuring them on local lists.**
- 🔥 We are endorsed by several top contractor software companies.
- 🔥 **No employee makes less than 60k.**
- 🔥 401K, Medical, Dental Insurance
- 🔥 **20 Days Minimum Time Off A Year + Holidays**
- 🔥 3.5 Million in Revenue
- 🔥 **10% + 350K in Profit**
- 🔥 We have a cap of 65 Recurring Clients for 2024 to provide our current clients with the best possible service.
- 🔥 We have 100+ five-star reviews, and we add new work examples to our site monthly.

OUR FOUNDATION AND FRAMEWORK

WHAT SETS US APART

We have 30+ employees who love working here because:

- The “Training Trifecta” of weekly workshops, mentorship, and a peer feedback loop in place for every department, and every employee.
- No employee makes less than 60k.
- 401K, Medical, Dental Insurance
- 20 days minimum PTO + holidays
- 1 month yearly travel remote work encouraged for 2+ year employees.



WHERE WE WORK

Our environment has good vibes and sets the mood for being productive and feeling good at work because:

- We're on our way to a 15,000 square foot building or 20,000 with another tenant. (beginning of 2025)
- We have a glass business front and a view of the city or beautiful nature.
- Beautiful greenery and a friendly admin greets everyone who comes in our doors, and they know exactly who they are, why they are there, and what room they're going to.
- The energy is high because everyone has clarity on their goals and feels connected to the bigger picture, and our community/world-changing mission.

WHO WE WORK WITH

Our clients have a strong desire to work with us because:

- We have 65 recurring clients and focus on every account
- We are endorsed by several of their favorite software companies + influencers
- We have amazing branded training systems for them to continue owning their marketing
- Our marketing shows a peek inside of our seamless systems + positive results.



OUR SEO DEPARTMENT

Best Contractor SEO Service in the World

4.3K average retainer

2.5 million revenue

Possible full-time link building person

48 clients (currently 34)

OUR PPC DEPARTMENT

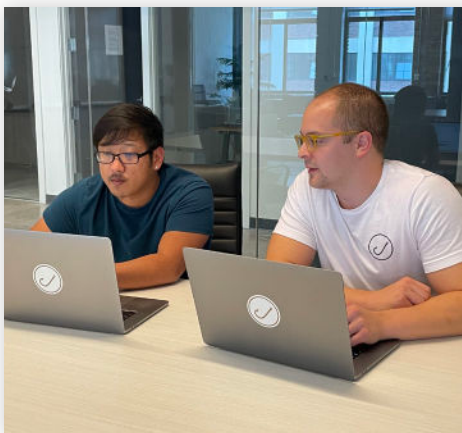
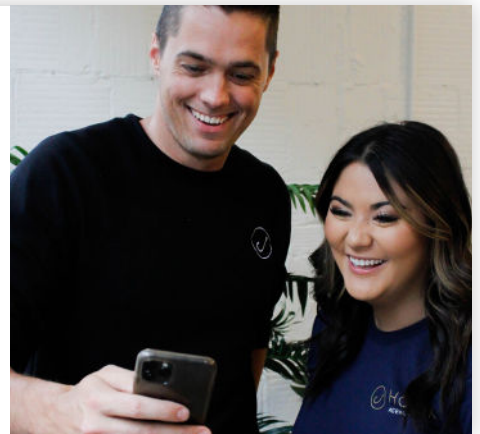
Beating CPL + Quality of any other PPC

1.5K average retainer

500k revenue (41,666 yearly)

28 clients (currently 14)

2 PPC's (Vinnie leading)



OUR WEBSITES

The Gold Standard for the Industry

All of our websites are \$25,000+

Clients can spread out payments over 12 months

Sites built by best in class designers and developers
make our clients 10% more profitable minimum)

HOW WE MAKE IT HAPPEN

MARKETING MEANS LOW OUTBOUND SALES BUT TEN HIGH-QUALITY PROSPECTS WEEKLY

- We work on attraction rather than promotion.
- We have 10 high-quality prospective clients coming in through our websites every week.
- If we do any outbound effort it's around BestLocal and identifying the best contractors in each key niche and locations.



We care about culture a lot at Hook Agency - we want dedicated employees who all are working hard to get more leads for our clients and change their lives for the better.

WE'VE GROWN TO 3.5 MILLION REVENUE IN 2024 AND 10% PROFIT

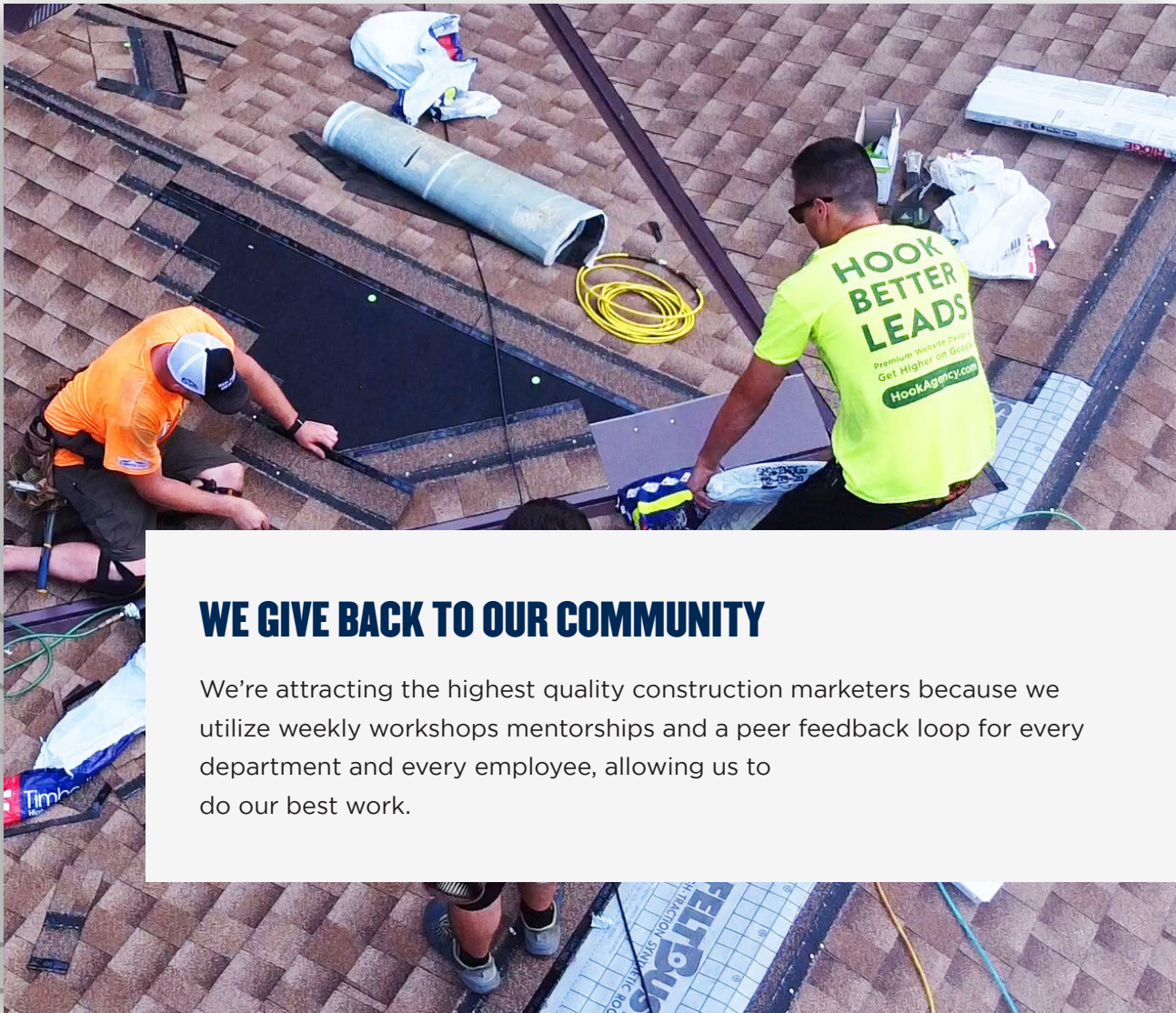
- Hook Agency just knocked out a 3.5 million revenue year with a 10% profit.
- We have 30 amazing employees making no less than 60k
- On hand, we have ten bi-weekly payroll buffers/prudent reserves
- No one client is more than 5% revenue so we aren't controlled by large clients but rather what's best for all clients.

OUR TEAM LEADS WITH AN EMPOWERINGLY SUPPORTIVE MINDSET

- We work off a true idea meritocracy — ideas with the greatest merit win.
- Leaders have an 'Empoweringly Supportive' mindset and every leader has read 'Dream Manager' and is encouraging their team towards their long-term personal and professional goals.

WE UTILIZE TACTICS TO WORK AS EFFICIENTLY AS POSSIBLE

- We are 5x-ing and 10x-ing monthly return on investment for all 2+ year clients. (If we don't believe this is possible, we understand what leads to that, and feel comfortable not taking on that client.)
- We offer full clarity on those numbers and both partners agree on the formula we produce for them.
- Clients love telling their business owner friends about us and get rewarded with \$1k off for doing so. This happens multiple times a month because we have systems to remind them of this benefit.



WE GIVE BACK TO OUR COMMUNITY

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WE WORK WITH THE MOST TRUSTED REFERRAL PARTNERS AND INFLUENCERS

- We have a system for partnering with software companies like CRM's, they are happy to send us business and we are getting 5-10 referrals monthly from software companies and influencers.
- Salespeople are focused on stoking referrals vs. doing cold outreach.
- We produce content with each referral partner yearly.
- We have a page on our website with each partner endorsing us on video.
- We have systems for rhythmically sending our partners business.
- We only work with construction software companies + influencers that have similar missions and values and are modernizing the roofing industries.

The Agency is now streaming live on Hulu.