

5 Tips For Gaining a Competitive Edge

All pros strive for quality work, but what separates good from great are things like professionalism, communication, collaboration, and exceptional client service. Here are some tips for earning high marks with homeowners so you can boost your reputation and stay ahead of the competition.

TIP 1

Organise in Place

Instead of digging through notes, folders, emails, and spreadsheets to find what you need, consolidate. From lead management to final invoice, Houzz Pro organises every piece of your business under one roof so you spend less time on back-office work and more time serving your clients.

TIP 2

Build Your Brand

When company branding is consistent across your estimates or proposals, website, and beyond, your business gets an instant credibility boost. Houzz Pro makes it easy to customise your client-facing documents. We'll even build, host, and manage your website so you have one less thing to do.

TIP 3

Collaborate and Connect

Information sharing is the oil that keeps projects running smoothly. Grant team members access to your [project schedule](#) so they know exactly what's happening when, and refer clients to their personalised dashboard for a wealth of information that can answer questions before they're even asked.

TIP 4

Don't Be Afraid to Humble Brag

When hiring homeowners scroll through the Houzz Pro Directory, you want your profile to catch their eye. Make the most of your real estate by posting your best project photos, adding awards (here's how to earn a [Best of Houzz](#) badge), and gathering reviews so prospects know you're the one for the job.

TIP 5

Nurture Client Relationships

Client communication is critical during an active project, but that's just the beginning. Staying in touch is a great way to collect reviews, encourage referrals, and keep loyal clients coming back. Houzz Pro's [email marketing](#) helps you stay top of mind with past clients and build relationships with new ones.