CUSTOM ML

Lead Scoring That Actually Works
Built on 2+ years of closed deals — not generic industry rules

+21%
MORE WINNERS

Real-time
SCORING

Generic tools said **home value** mattered most. Our model discovered **home equity, urgency,** and **local sales history** are what actually predict conversions.

THE PROBLEM

A premium roofing company's sales team was treating all leads equally — wasting hours on prospects who would never convert while high-value leads went cold.

⏰ **Hot leads going cold** — no way to know who to call first

🎯 **Reps guessing** — intuition-based prioritization doesn't scale

📊 **Generic CRM scores** — based on industry averages, not their actual customers

GENERIC VS CUSTOM

📋 Generic Lead Scoring
Industry averages

- ✕ Uses home value (weak signal)
- ✕ Basic demographics only
- ✕ Same rules for every business
- ✕ No company-specific patterns
- ✕ Black box — no explanations

🧠 Custom ML Model
Your actual wins/losses

- ✓ Home equity (strongest signal)
- ✓ Property + census + weather data
- ✓ Tailored to YOUR customers
- ✓ Your ZIP code sales history
- ✓ "Why this score?" visible to reps

WHAT THE MODEL DISCOVERED

💰 Home Equity > Home Value

A lead's overall financial position matters more than what their home is worth on paper.

Strongest predictor in the model

📐 Square Footage > Home Value

Home values vary by region, but large homes indicate a particular buyer profile.

Regional pricing noise eliminated

📍 Past Wins Predict Future Wins

Brava sales history in a ZIP code is a strong predictor of future conversions.

Only possible with YOUR data

📈 **+754**
Additional qualified leads/month

⚡ **<30s**
Score ready before rep sees lead