Stop paying shared lead fees on Angi, HomeAdvisor, and Yelp

> *"I pay $50 to $150 per lead on Angi and Yelp, but the leads are sold to four other competitors at the exact same time and become price-war auctions."*

Category: lead-management | **Setup Time:** ~90 minutes | **Estimated Hours Saved:** 5 hrs/week | **Direct Software Cost:** $0 / month

SOLUTION SUMMARY

Stop buying shared lead auctions and replace aggregator middleman fees by claiming your Google Business Profile, deploying direct call routing, and automating post-service Google review requests. Shared lead platforms profit by charging multiple contractors for the same homeowner inquiry. Optimizing your local Google Maps 3-pack profile and sending an automated review text link within one hour of job completion builds compounding organic search dominance. Direct calls from Google Maps convert at an estimated 3x the rate of shared leads at zero ongoing per-lead broker cost.

REQUIRED TOOLS & DIRECT WHOLESALE UTILITIES

- **Google Business Profile:** **(Free Tier / Wholesale)**
- **OpenPhone:** **(paid)**

STEP-BY-STEP APPLICATION INSTRUCTIONS

1. **Claim and verify your primary Google Business Profile**
   Claim your exact legal business name, service categories, service area zip codes, and operating hours. Add at least 15 high-resolution job site photos.

2. **Publish direct trackable phone numbers and booking URLs**
   Point your GBP primary number directly to OpenPhone with missed-call text-back enabled. Never route calls through aggregator forwarding numbers.

3. **Trigger an automated review request 1 hour after job completion**
   Send an SMS with your direct Google review shortlink (`g.page/r/.../review`) immediately after invoicing. A quick text converts an estimated ~30% of happy clients.

4. **Gradually lower your aggregator spend as direct volume climbs**
   Track call volume in OpenPhone. As direct Google calls scale up, reduce and pause Angi and Thumbtack spend to protect your operating margins.

5-POINT QUALITY VERIFICATION PROTOCOL

[ ] **Carrier & Webhook Test:** Confirm webhook listener receives test payload and returns HTTP 200 within 500ms.

[ ] **End-to-End Simulation:** Execute live test event from personal device and verify SMS/email delivery.

[ ] **Anti-Spam & Rate Limit Check:** Verify repeated submissions do not trigger duplicate messages to clients.

[ ] **Direct Ownership Audit:** Confirm all API keys, accounts, and credentials belong directly to your practice.

[ ] **Staff Notification Verification:** Verify practice manager/receptionist receives real-time push alert with dial link.

FREQUENTLY ASKED QUESTIONS

Q: Why are shared leads so hard to close?

A: Aggregators sell the exact same homeowner request to 4 to 6 contractors simultaneously. The homeowner gets flooded with calls within seconds, turning the job into a race to the lowest price.

Q: How long does it take for Google Maps to replace aggregator leads?

A: Most local trades start receiving consistent direct inbound calls within 30 to 60 days once they reach 25+ verified 5-star Google reviews and complete all profile fields.