

Direct Connect Program

Pay for qualified leads. Control your marketing spend.

The Direct Connect Program gives you access to homeowner leads based on the services and locations you choose. You pay a fixed cost per lead, giving you predictable marketing costs and control over your budget.

You decide where to grow. We deliver the leads.

How It Works



Choose your markets and services

Select the zip codes and project types you want to target.



Receive qualified homeowner leads

Leads are delivered directly to your team and can flow into your CRM for easy follow-up.



Pay per valid lead

You pay for leads that meet program validation criteria.



Simple monthly billing

All valid leads from the prior month are billed monthly.

What You Get

- ✓ **Full budget control** - Set marketing spend based on your growth goals.
- ✓ **High-intent homeowner leads**- Connect with homeowners actively looking for home improvement services.
- ✓ **Flexible lead management** - Work leads through your existing sales process.
- ✓ **Lead validation protection**- Invalid leads can be returned for credit based on program criteria.

Connect with the PGM LeadConnect team to learn how the Direct Connect Program can support your growth.

