

# Supporting Growth for a National Foundation Repair Platform

## Challenges

A national foundation repair platform **operating across 40+ U.S. states** partnered with PGM LeadConnect to grow its network of regional contractor brands. By acquiring leading regional companies and scaling them through centralized operations, **the company aimed to overcome the challenges of a highly fragmented industry**, where many contractors lack access to scalable marketing infrastructure.

### Key challenges included:

- ✗ Inconsistent lead flow across markets
- ✗ Limited scalable marketing channels
- ✗ Difficulty supporting growth across multiple contractor brands

## Solutions

PGM LeadConnect provided a scalable lead generation platform designed to support national expansion.



**High-intent homeowner lead generation across multiple markets**



**Performance optimization tied to project revenue outcomes**



**Scalable marketing infrastructure supporting contractor growth**

## Results

The partnership supports consistent lead flow across dozens of contractor brands while aligning marketing performance with project revenue growth.