





Pay-Per-Appointment Program

With the Pay-Per-Appointment Program, you pay when an appointment is successfully scheduled

PGM
LeadConnect

How It Works

-  **Qualified homeowner leads delivered to your team**
You receive leads from homeowners actively looking for services in your market.
-  **Appointments are confirmed and tracked**
Leads are managed through your CRM or call center to confirm scheduled appointments.
-  **You pay for confirmed appointments**
A fixed cost applies when an appointment is successfully set.
-  **Simple monthly billing**
Appointments from the previous month are billed monthly.

What You Get

- ✓ **Pay for real opportunities** - Your marketing costs are tied to confirmed homeowner appointments.
- ✓ **Predictable marketing costs** - A fixed price per appointment helps you plan and scale your marketing budget.
- ✓ **Steady pipeline of service calls** - Maintain a consistent flow of homeowner appointments.
- ✓ **Built for service-based businesses** - Ideal for contractors with smaller ticket projects and faster sales cycles.

Connect with the PGM LeadConnect team to learn how the Pay-Per-Appointment Program can support your growth.

