FRAMING PANEL MANUFACTURER

HIGHER PURPOSE HOMES: UP AGAINST PICTURE FRAMERS. $372K IN WON WORK IN 12 MONTHS.

A Four Corners wall-panel framer had never worked with a marketing agency. A year later, Facebook and the website were feeding more jobs than one crew could install.

473	$26	5X	$372K
Facebook leads since launch	average cost per lead	more leads per month after scaling	in won jobs from Facebook and the website

Ads live Oct 2025. Results through Oct 14, 2026. Source: Meta Ads Manager, Google Search Console and the HPH GoHighLevel lead metrics sheet.

ABOUT THE CLIENT

Off-site framing for the Four Corners. Higher Purpose Homes builds wall and floor panels in Bayfield, Colorado and ships them across the Four Corners. Co-owners Nick Lemmer and Ethan Deffenbaugh sell mostly to owner-builders. They started with one portfolio project, no testimonials and an old website.

THE CHALLENGE

01
First marketing agency ever

No ads, no system, no data. Just a good product and a shop that needed to stay busy.

02
A product nobody searches for

Builders don't Google "panelized framing," and many are wary of anything that sounds like prefab.

03
Long, slow sales cycles

Leads take 6 months to 3 years to close, so every month without new leads costs a year later.

> “Framing companies don't have websites for the most part around here. We're going to be up against companies that frame pictures.”
>
> Nick Lemmer, co-owner, early in the HBM partnership

OUR STRATEGY: THE GROWTH BLUEPRINT

Website first, then ads at $10 a day, then scale the moment the numbers proved out.

A Website That Explains Panels

State and county pages. #1 on Google for "prefab framing near me."

Facebook Ads for Owner-Builders

Homeowner and contractor campaigns, scaled 3x in June 2026.

CRM With Lead Tiers

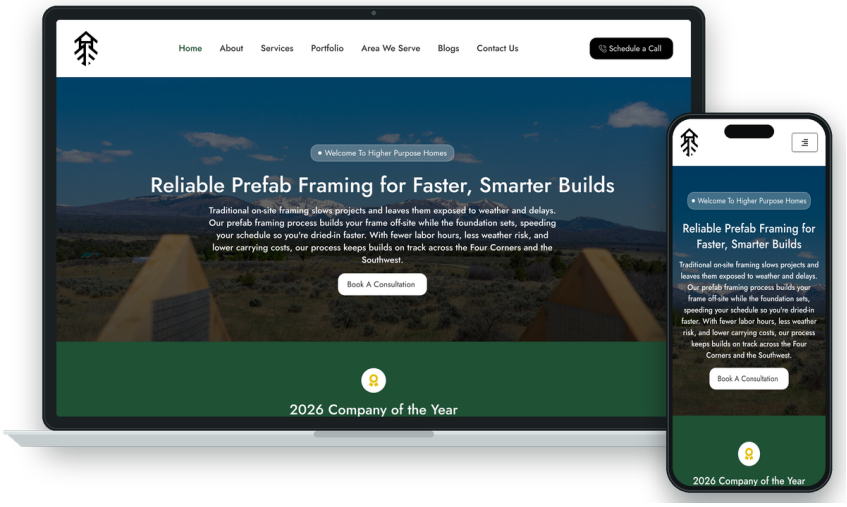
A to D lead grades so sales calls the best buyers first.

Proof Content

Panelized vs stick-frame ebook sales sends to every serious lead.

THE PARTNERSHIP

BEFORE HBM	STARTED	WITH HBM	SERVICES
Never hired an agency	**August 2025**	**14 months**	**Website, SEO, Meta ads, CRM**



higherpurposehomes.co on desktop and mobile

BENCHMARKS: BEFORE HBM VS NOW

METRIC	BEFORE HBM	NOW
Google impressions (Jul 14 to Oct 11)	3,440 in 2025	**27,700 in 2026 (+705%)**
Google clicks (same window)	90 in 2025	**322 in 2026 (+258%)**
Average Google position	37	**9**
Facebook leads per month	0, never advertised	**82 (Jun to Sep 2026)**
Won jobs from Facebook and the website	0	**3 jobs, $372K**

Google: Search Console, Jul 14 to Oct 11, 2026 vs the same dates in 2025. Leads: Meta Ads Manager. Won jobs: HPH GoHighLevel lead metrics sheet, Oct 11, 2026.

IN THEIR OWN WORDS | FROM OUR WEEKLY CALLS

"I feel like you guys do a good job. You listen."

Nick Lemmer, co-owner
Bi-weekly call, March 2026

"It's way better than we were before working with you guys."

Nick Lemmer, on SEO growth
Bi-weekly call, March 2026

"I think they're spot on. You guys clearly have an understanding of what we're trying to accomplish."

Nick Lemmer, on the contractor ads
Bi-weekly call, April 2026

"I like what we're seeing. It's giving me hope for our future right now."

Ethan Deffenbaugh, co-owner and head of sales
Bi-weekly call, June 2026

"This new campaign is working."

Ethan Deffenbaugh
Bi-weekly call, July 2026

"The changes that have been made thus far are excellent, and it's already starting to make it a lot easier for me to understand who we're dealing with. It's saving me time."
Ethan Deffenbaugh, on the lead grading system
Bi-weekly call, September 2026

THE RESULTS

FROM UNKNOWN TO BOOKED OUT

$160K
framing job won from a single Facebook ad

12.9X
return on all-time Facebook ad spend from that one job

82
leads a month at under $30 each after scaling

+705%
more Google impressions year over year, average position 37 to 9

BEFORE HBM

0 AD LEADS

First time working with a marketing company

AFTER 12 MONTHS

BOOKED OUT FOR THE YEAR

New shop, new hires, 473 leads and $372K in won jobs

"We're feeding a lot of leads, which is awesome. So, something's working, right?"

Nick Lemmer, six months in

"We're getting a massive amount more leads now that we upped our spend."

Nick Lemmer, eight months in

"We're hiring because we're slammed."

Nick Lemmer, ten months in

THE TIMELINE

Oct 2025
New website live. First Facebook ads at $10 a day.

Jan 2026
First ad-era job: a $112K framing package from the website.

Feb 2026
Moves into a bigger shop to handle the volume.

Jun 2026
Ad budget scaled. Leads jump from 20 to 91 a month.

Jul 2026
$160K job closes from a Facebook ad.

Aug 2026
Install crew booked out for the year. Hiring begins.

IN THEIR WORDS

"This is why that service that you guys are providing is so valuable to us. It's not taking my time to do ads other than reviewing the ads that you guys provide."

Nick Lemmer, co-owner, Higher Purpose Homes

READY FOR RESULTS LIKE THESE?

You've built the reputation. We'll make sure the right buyers find it.

Book Your Free Growth Audit