



*Dominate an EXCLUSIVE Territory...
A "Micro-Monopoly". 100% Done & Managed For
You While Saving You 50% to 95% on Marketing*

**Don't Compete. Monopolize. Either You
Control Your Market, Or It Controls You.
90% Compete. 10% Control.**

Introduction

This eBook is a comprehensive overview of how you can **escape the five principle challenges faced by local service businesses**. You'll learn how to reduce your marketing costs by up to 90%, completely ignore the competition - which then means escaping price wars and achieving predictable year over year growth.

How you think about your business, the market, your competitors, and your marketing determines everything about your current and future success. Seems obvious, right? What else is there?

Currently, there's nothing that differentiates you from any of your competitors since everyone is always "looking over the fence at the other guy". Except the top 10%. You CAN be that top 10% - FAST.

The "winner" in the standard competitive scenario of the bottom 90% is generally the business owner who can out-gun everyone in ad spend and is focused on referrals to build a large client base that keeps coming back and refers others. Now consider another angle. The angle of the top 10% in any industry. The monopoly.

I'll use the core elements of the franchise business model as the starting point to demonstrate why, **what you'll learn here, is the most powerful marketing structure in the world.**

The business model we'll deploy for you is not new. In fact, it's the business model used by EVERY large corporation, without a single exception. We've just adapted it to make it possible for your business at a local metro area level.

Back to the franchise model. Let's consider the six strategic elements of a typical franchise model.

First, *franchises have a defined "territory,"* and offer a very specific set of services.

Second, the franchisor can accurately PREDICT sales volumes and revenue within a very narrow range, *which is why people buy franchises.*

Third, the *franchisor is not concerned about competition* because they know that the market demand for their services is very predictable.

Fourth, their services are generally on the higher end of the price spectrum.



Fifth, because of the franchise pricing model, *they don't (can't) engage in price wars.*

Sixth, a franchise location buyer must *commit to a specific amount of marketing spend*, which means that the franchisor knows, very accurately, *what the ROI of his marketing spend is.*

However, the real power of the franchise model is the focus on serving a defined area.

What they **DON'T have, however, is the ability to gain year over year market share** because their marketing, albeit highly targeted, is still very expensive because they pay 100% of the marketing costs for their own brand. Just like you and everyone else.

Again, just like you, they **DON'T have the ability to leverage (access) the customer bases of other businesses serving the same area**, because like everyone else, they're also running solo without the ability to leverage other non-competing brands.

The missing link is the ability to leverage the familiarity and trust of other local - non competing - businesses and real estate agents to get direct and indirect REFERRALS.

Which is what all large corporations do. People buy from people who they know, like, and trust. The rest of this document explains how this translates to your business. Watch the video: [Leverage is Your Secret Weapon](#)

Our strategy is also based on territories, which we call Micro-Monopolies (MICMOs). By definition, therefore, we can only, and EXCLUSIVELY help ONE business exclusively, in any given area. Our service is unlike *all other marketing companies*, who also work for your direct competitors.

Let's dive into the marketing strategy!

The Slow Death Of "Push" Marketing



To fully understand how to grow your business, I thought it was important to first cover how marketing works at an operational level.

There are two very distinct types of marketing, and 99% of business owners focus on the wrong type - it's all they know. *It's also a large part of the reason their cost of new client acquisition is so high.*

What they don't know is that they end up doing BOTH, but the hard (and expensive) way.

Push Marketing

Any type of marketing that seeks to grab attention is called "push marketing," where the objective of the ad is to grab attention. To get the prospect to immediately take action... like "Call Now! 25% OFF!"

You initiate contact, using outbound tactics to reach potential customers to persuade them to act.

This type of marketing is *proactive and seller-driven, focusing on immediate sales* and visibility, and it's often disruptive, aiming to capture visibility, as the top priority.

Push marketing is getting more and more expensive because:

1. *It's getting harder and harder to grab attention online*, which is why it takes on average, 26 instances on any digital platform for the advertiser to achieve "recall" by the prospect (unless it's an emergency service).
2. *People are using ad blockers* and getting more and more information on platforms like *Perplexity, Grok, etc..* A lot more information in great detail - and with no ads.
3. *New privacy and regulatory rules are making it harder to "push" information in front of people* and to get their private information.

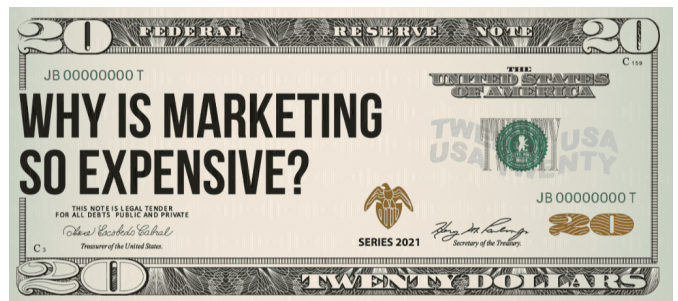
The other type of marketing, which is 100x more effective, is called "Pull Marketing".

Pull Marketing

Pull marketing attracts customers by creating demand and drawing them to the product/service through value-driven, inbound efforts.

The business builds brand awareness or reputation, encouraging customers to seek them out organically.

This strategy is reactive and customer-driven, focusing on long-term relationships and trust.



It relies on VALUE, content, reputation, and visibility to "pull" interest.

How It Works Now

When you apply push marketing strategies, at a high cost per lead, the **primary aim is to get them to buy now**. The **secondary aim is to get them into your pipeline** so you can provide emails, marketing materials, reports, etc., hoping that when the time comes, they'll deal with you. But what VALUE are you ever delivering?

90% of businesses engage in a "pull marketing" strategy strictly based on sheer digital marketing and ad

volume, so the conversion rates are low because they're now engaged in pull marketing with people who are not ready to take action, and they have offered no real value.

So they're paying twice, and to make the process even more expensive, they're not offering anything of value that firmly begins to establish familiarity and trust. **Their service continues to remain a commodity, and they continue to compete against the other 90%.** A 25% off deal with a time limit is NOT value.

As a re-cap, you first use **push marketing to capture a lead**, then you use **pull marketing to attempt to convert those that didn't buy right away.** In effect, you've **doubled your marketing costs** because nurturing is also costly, and 90% of marketing simply barrages the prospect with calls to action and great offers.

How A Micro-Monopoly Bypasses 90% Of Individual Nurturing



When you target a specific area, add a lot of up-front value, you become familiar, trusted and considered to be the local de facto authority and expert. You're ONLY engaged in "pull" marketing because, in effect, **you're "nurturing" a target geo-area of thousands of homeowners at the same time.** They're all in your "pipeline."

60% of inbound contact by a prospect, using pull marketing, will then be from people ready to take action.

Just by changing your strategy, you have not only reduced your direct marketing costs (cost of new client acquisition - CAC) by, on average 50% - but your conversion rate skyrockets.

The rest of this eBook goes into detail about how this works.

Only 1 - 10,000 Home Micro-Monopoly Available Per Service Business



In your metro area, there are **a limited number of 10,000 home, exclusive "Micro-Monopolies" available.**

It's impossible to create multiple monopolies in the same area for the same service.

It's also critical to establish a solid network of trusted businesses serving the same area to ensure the highest level of referrals and to drive market share growth exponentially - for everyone.

What You Can Expect At Your Strategy Session

This meeting will allow us to confirm whether your specific micro-monopoly area remains available and to explore how your business aligns with the potential for significant growth, which is our key focus.



It's also an opportunity for us to get to know each other better because we'll be working together closely.

This could be the perfect fit!

[Book a strategy session now](#)

Now, let's explore this model, the ROI and the costs involved for our services and your marketing.

I'll lead you through the steps and process step by step.

We'll start with a quick introduction to our proprietary software, followed by an overview of the familiar concept of "farming," which will make understanding the mechanics of a Micro-Monopoly much easier.

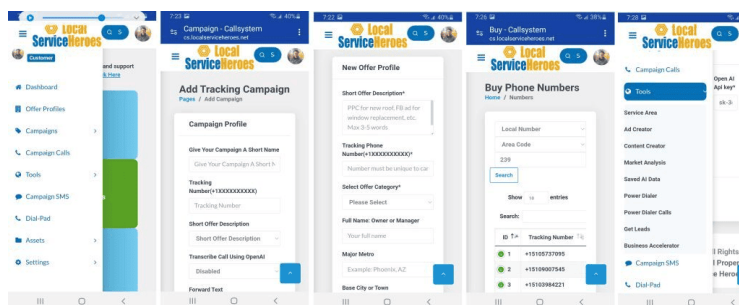
Then we'll take it to the next level and demonstrate how we'll create your Micro-Monopoly.

Technology: LeadNexus AI And Shared Cost Marketing Software

You'll have full access to our proprietary platform, such as **LeadNexus AI: A Phone System Built For Ad Conversions & Sales Optimization** so you can follow along with what we're doing - if you choose to - but not necessary. You'll get all the required reports anyway.

You'll also have access to Shared Cost Marketing (SCM) software on the same platform where you can see your marketing strategy get structured and deployed.

Complete with stats and campaign performance analysis. As mentioned, our process is 100% done-for-you.



Without any hyperbole, what you discover here will unquestionably alter your world view of marketing - and your financial future on exit.

Now let's move on to how geo-target marketing "farming" works.

Even Basic Geo-Marketing (Farming) Generates The Highest ROI

Consider this practical reality. If a homeowner received a postcard, flyer, door hanger, and a special local report from you every few weeks, over about 8-10 weeks, and they've also been referred to your services by local businesses they're already familiar with (more on this later), they would absolutely remember your name and brand. *Everything in marketing begins with familiarity. Then trust follows, then follows action.*



Understand that only 4 instances of physical marketing lead to easy recall of your name and brand.

However, in digital marketing, 26 instances are required... just for recall - i.e. familiarity!

With standard digital marketing campaigns, even after 26 exposures, they still won't trust you or see you as the local expert or as having any kind of authority. Nor have you delivered any up-front "value." You're still a price-based commodity.

In your Micro-Monopoly area, however, they'd develop a *high level of familiarity and trust in you (very quickly)* because of your *demonstrated local and industry expertise* through your regular reports - which we also create for you. In addition to indirect and direct referrals by your marketing partners.

That makes YOU the *authority* in the area. You'll also be *the most convenient* to call. Especially *since you're omnipresent* - always at their fingertips.

Convenience is also a major factor in sales and marketing. Which is why 70% of people engage the first business they call. The key is to be the first one they call *every time*. *To be top of mind (familiar) and trusted.*

Even under the standard (although very expensive and inefficient) farming model, (without our strategy) 30% of business does go to established "farmers". That is **a fact, not an estimate**. The reasons are because the "farmer" is:

1. **Omnipresent** - therefore *familiarity* is reinforced.
2. **Trusted** since 87% percent of people *trust* physical advertising over digital.
3. Perceived as the **authoritative local expert**. Perceived *expertise* is a key component in the consumer decision making process.
4. **Easily recalled** in memory.
5. Since you're omnipresent, you also become **convenient**.

Which means as a “farmer” you have *closed the sales loop*. **Familiarity, trust, perceived expertise, authority, easy recall, and familiarity**. Why would they call anyone else? *They don’t*.

Without our strategy, you’d be missing out on the indirect and direct referrals from other businesses the homeowner trusts, which leads to about 76% of the homeowners in the territory automatically trusting you. MUCH better than 30%.

Watch the detailed, step-by-step “[How We Explode Your Market Share](#)” video on the website for full details.

Even with the high cost of marketing and admin under the conventional farming model, without our services, it's still worth it because the leads are all 1st party, not paid for 3rd party leads. Nor would you need to pay any referral fees, online ads, or even for any SEO.

However, it's still very expensive, so “farm areas” without our help are typically too small, and too labor intensive to execute this strategy.

Why Is Predictive Market Analysis & Nurturing A Business Killer?



There are service providers who use hundreds of data points trying to predict homeowner purchase behavior, even in local areas. Your marketing agency is likely using them too.

But targeting and nurturing leads like this results in 1% to 3% conversion, and often over a much longer horizon than you want.

Whether you're only using digital or conventional farming or micro-targeting strategies based on predictive data, all approaches are complex, expensive, and time consuming, and where the technology service providers make the most money - because they are selling their services to EVERYBODY.

The kicker is, that you don't need any sophisticated predictive data, when the ONLY data that you need to know, is what percentage of homeowners will engage your services in any given year, in your area? Which takes us back full circle, to why people by franchises! That data is easily available, and you can see it in a table here: [Initial Revenue Target Increase](#).

If everyone is using the same or similar systems and data, deploying the same strategies (farming or otherwise), where's your competitive advantage? It then comes down to spending more money on your marketing just to out-do your competitor.

When you own a Micro-Monopoly, you have an **ABSOLUTE advantage** because our **service is “Exclusive”**. *Your marketing expenses will DROP year over year while your gross sales go UP.*

Guaranteed Sales - No Guesswork Or Data Required

Franchisers KNOW what percentage of homeowners, in a prescribed territory, will engage the services they offer. Here's the link again for your services: [Initial Revenue Target Increase](#).

For example, if 10% of homeowners engage your services every year, in a Micro-Monopoly of 10,000 homes, 1,000 service calls are made each year.

This business is split between all the competing service providers. You already know how much business you're getting in any given area, which becomes your starting point towards “monopolizing” that specific market.

By hyper-focusing on a specific territory and leveraging the familiarity and trust of other local businesses, you can PREDICTABLY **grow your market share exponentially** - which means constantly growing revenue.

The same way a franchisor KNOWS how much business a franchisee can get in any given area, we KNOW how much business you'll get - a lot MORE than a franchisee could ever dream of using with the standard “out of the box” franchise marketing methods.

Here's the link again for the step-by-step video on how our strategy is operationalized: [How We Explode Your Market Share](#). Which leads me to the next important point.

There Are Two Parts To The Micro-Monopoly Strategy

The strategy is actually very simple. In part one, we ensure you become omnipresent FAST; we'll also ensure you demonstrate “over the top” expertise, which for the homeowner translates into *incredible value, familiarity, and trust, while reducing your marketing costs by up to 90%.*



We leverage the established trust in the client base of real estate agents and other (non-competing) local and familiar businesses - and every participant shares marketing expenses. Below, I explain how that works.

Part two of this strategy demonstrates that, if done right from day one, a Micro-Monopoly is a “gold mine”.



What We Do & Why We Can Guarantee Results

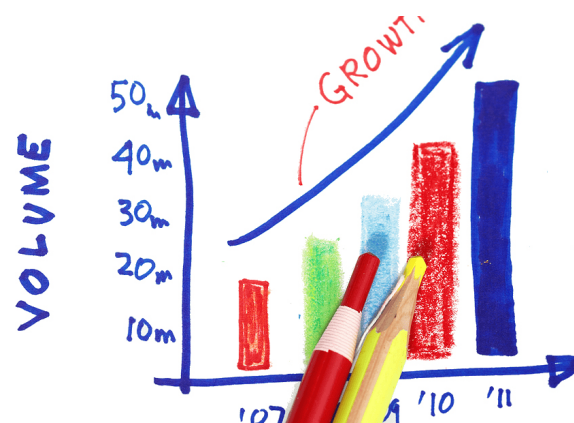
In terms of the marketing campaigns in your Micro-Monopoly, our **services include handling the strategic planning and analysis, ad campaign creation, distribution, tracking, and optimization.** We also provide all research and value-added reports branded to you for distribution in your market and to all your existing customers!

We ensure that you're constantly delivering VALUE to EVERYONE in your target market.

In order to reduce the time required to generate results (in typical farm areas) by up to 75%, we implement a **"Turbo-Spin-Up"** marketing campaign strategy. This strategy also drives direct and indirect referrals - which leads to even more business, putting sphere-of-influence (SOI) marketing on steroids.

All marketing is tailored to you, your brand, and your geo-area. We don't apply "blanket solutions." You, and your market, are both unique.

By leveraging local, established, and trusted real estate agents and other (non-competing) businesses, we're able to reduce your cost of new client acquisition (CAC) expenses by up to 90%.



Our collaborative marketing software (SCM) facilitates this process to streamline complex, high-volume campaign creation, management and deployment.

How We Leverage Trusted Local Companies For Your Benefit

The sample postcard below demonstrates just one of 100+ marketing strategies, all of which are multi-faceted and designed at all times to *build familiarity (easy recall,) trust through value, and convenience so when they're ready - you'll be the ONLY choice in their minds.*

Please Note: *The home service businesses in the sample postcard are actual companies serving the Pittsburgh area, but we do NOT have any client relationship with them at the time of this writing, nor do we endorse them. It's simply an example. The real estate brokerage is fictitious.*

1. As the primary advertiser, in this example, the real estate agent is **offering VALUE through a market report** and giving a clear and explicit "call to action" to get the report. You can ALSO offer value as the non-primary advertiser, well beyond a "special deal." That's part of our service.

2. In this example, **three other local businesses appear with the agent**. Statistically, 80% of homeowners will know, like, and trust at least one of the other businesses or the agent. **This transfers trust to EVERYONE as an indirect referral** - like an endorsement.

3. **Each of the other businesses also have an offer**, so the homeowner may not need your services (yet) but will call one of the services they do need now. Nevertheless, you're reinforcing your familiarity, trust, and expertise.

4. **Each marketing partner benefits from "transferred" trust as an indirect referral**. The home owner thinks "Well, Higgins painting did a great job for me last year, so if they like and trust Jane Smith, I'll give her a call." This applies to all marketing partners in all combinations.



5. In this case, **marketing expenses are shared** by 4 of you. If the card has 2 sides, it could be up to 8, or even 10 business owners. Of course, this is a "postcard" example. There are many other marketing types. In this case, **the cost of a \$1,400 campaign down to about \$175 each**.

Which means **stretching a \$1,400 marketing budget to about \$11,200 of targeted exposure**. No one will ever be able to compete with you!

6. In some cases, you will not be the primary advertiser, but **join another local business's campaign**. Literally, for pennies, you become omni-present. Each time, you'll **provide a call to action and offer some type of value**.

7. You're advertising with your **"service team", (NOT your own business team)** which clearly **demonstrates VALUE, local expertise, and trust** to get the job done.

Typically, real estate agents and service businesses promote their own "team" of agents or employees.

What real value does that bring to the homeowner? The fact is... none. With this method, **you and your service team represent a lot of perceived value, familiarity, and trust** to the homeowner.

10 Benefits of Owning An Exclusive Micro-Monopoly Instead of a "Farm"

70% of top producers IN ANY INDUSTRY rely on sphere-of-influence (SOI) over paid leads.

A Micro-Monopoly turbo-charges that strategy, and with us, it's done-for-you, while slashing new client acquisition costs by up to 90%.

No referral fees or lead expenses, and all leads are first party, with most being high-intent.

1. **Omnipresence** in your market.

2. Predominantly **high-intent leads** with little to no nurturing.

3. You and your brand become the **de facto local expert**.

4. **80% of business in a "mature"** (established) Micro-Monopoly **go to the Micro-Monopoly owner**.

5. **100% first party leads** that you own. No lead costs or referral fees.



6. **Untouchable brand differentiation** in your local market.

7. It's **predictable and scalable** since the purchase data by homeowners for any service in any area is rock-solid year over year predictable.

Which is why franchises can be created and sold.

8. We **leverage real estate agents and other local businesses**, their trust, and their direct and indirect referrals.

9. Your **established Micro-Monopoly will be very difficult and very expensive to penetrate** by your competition because they will not have the strategy or access to leveraged marketing.

Nor will they be able to replicate or reverse-engineer your technology, marketing strategy "omnipresence", trust, authority, or expertise. It's like building a moat around your Micro-Monopoly.

10. **Your marketing costs DROP year-over-year**, dropping client acquisition costs through the floor.

Working with Us - Aside From Our No Risk Guarantee - Is a Smart Plan

With our hyper-accelerated "Turbo-Spin-Up" program, within 2-3 months, it'll seem like "you've always been there" as the local, familiar, authoritative, and trusted expert.

1. **100% done-for-you.** All-In-One.
2. **No software to learn.**
3. **No admin.**
4. **Lowest cost per lead - by far,** as marketing ROI against revenue.

With no admin time for you, this also factors heavily into your overall profitability.

5. **Assigned a dedicated Micro-Monopoly Account Manager (MMAM).**
6. **Custom reports** (branded to you) provide an incredible stream of value demonstrating your local expertise, building trust and credibility as the de facto local expert and authority in your Micro-Monopoly market.
7. We **leverage the established trust and referrals of participating local businesses.**
8. We **reduce the cost of advertising by up to 90%.**
9. We provide and **manage all lead tracking and call routing with notifications and transcripts** using our proprietary **LeadNexus AI Performance Tracking software**, so your team never misses an opportunity.
10. **Marketing campaign performance reports**, so we can **continue optimizing campaigns** for you.
11. Each campaign is **individually tracked and analyzed; then optimized** for performance.

How We Define Your Micro-Monopoly (MICMO)

Your Micro-Monopoly will contain 10,000 residential units. No high rises. We'll work together to define an area that you're familiar with and already serve. An area that you want to dominate as a monopoly.

You CAN own several areas if you decide to build a larger empire.

The caveat in all cases is that we can ONLY CREATE ONE MICRO-MONOPOLY for any given service in any given area.



Which, by definition, limits the number of areas and the number of service providers for whom we can create Micro-Monopolies.

15 Services Available For Micro-Monopolies

Service	Average Service EBITDA Margin	% Owners Hiring Service	Average Current Sales Example	Target Sales Increase Example	Notes
Painting	25%	22%	\$1,200,000	\$180,000	Interior painting for a 1,500 sq ft home averages \$2,000–\$3,000.
Plumbing	20%	27%	\$1,500,000	\$225,000	Typical repair (e.g., leak fix, pipe replacement) costs \$500–\$2,000.
Flooring	20%	15%	\$900,000	\$135,000	Hardwood or tile for 500 sq ft averages \$2,500–\$4,000.
Landscaping	15%	32%	\$1,000,000	\$150,000	Basic project (e.g., sod, plants) costs \$1,000–\$2,500.
Lawn Care	15%	36%	\$360,000	\$54,000	Single mowing/fertilization visit averages \$140; higher CAC due to recurring jobs.
Siding & Gutters	20%	18%	\$740,000	\$111,000	Full siding and gutter replacement for a 2,000 sq ft home averages \$7,000–\$15,000.
Window Replacement	20%	9%	\$800,000	\$120,000	Replacing 10–15 windows averages \$6,000–\$10,000.
HVAC & Duct Cleaning	20%	26%	\$1,200,000	\$180,000	Duct cleaning for a 1,500 sq ft home averages \$225–\$450; HVAC repair \$500–\$2,000.
Carpet Cleaning	15%	26%	\$360,000	\$90,000	Cleaning 1,000 sq ft averages \$120–\$230; higher CAC due to recurring jobs.
Roofing	20%	12%	\$1,000,000	\$150,000	Full roof replacement for a 2,000 sq ft home averages \$8,000–\$15,000.
Kitchen Remodeling	25%	9%	\$1,800,000	\$270,000	Mid-range remodel (cabinets, countertops) averages \$10,000–\$20,000.
Deck & Fence	20%	17%	\$720,000	\$108,000	Building a 200 sq ft deck or 100 ft fence averages \$2,000–\$4,000.
Electrical	20%	8%	\$1,200,000	\$180,000	Typical repair or panel upgrade averages \$500–\$2,500.
Home Cleaning	15%	5%	\$360,000	\$54,000	Standard cleaning. 2,000 sq ft home avg. \$350–\$700; higher CAC due to recurring jobs.
Pressure & Power Washing	25%	8%	\$550,000	\$82,500	Pressure or power washing. 2,500 sq ft home. \$300 to \$500, with an average of \$400.

If you've read this far, you're likely interested in not missing out on your preferred areas. Get more information on our website at: [THE ULTIMATE EXIT STRATEGY](#).

Keep in mind that we can only explode the business of ONE Service Providing company per target area of 10,000 homes; once prime areas are locked down, potentially with more than one area by any business owner, they're gone!

[Book a strategy session now](#) to ensure that your preferred Micro-Monopoly area is still available, and whether our services are a good match for your business, your ability scale, your vision, and your exit plans.

Thank you for taking the time to explore the opportunity to take your real estate business to the stars!

Don

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About The Founder of Local Service Heroes



Don is a former economist, trader, corporate/investment banker, home builder, and marketing software developer. Throughout his diverse career, whether his days were spent helping high value, established corporations scale to increase production and sales, or scaling his own construction business, or building marketing software, he found that selling, admin, scaling (and converting) applies to all businesses—small, medium, local, or national.

Adapting the complexities and cost of marketing, branding, and offer creation strategies that large corporations (with enormous budgets) use to dominate and explode their market share proved to be quite a challenge. Eventually, he and his team worked it into a system that's not only affordable for local businesses, but gives small business owners "monopolistic super powers".

This system was created for all hard-working local business owners, including Real Estate agents, who ARE the economic backbone of any one geographic area. The determination of Don and his team paid off. It's finally complete, and it was made for you. It's called Local Service Heroes. He's proud and excited to help local business owners take their businesses to heights they probably never dared imagine.