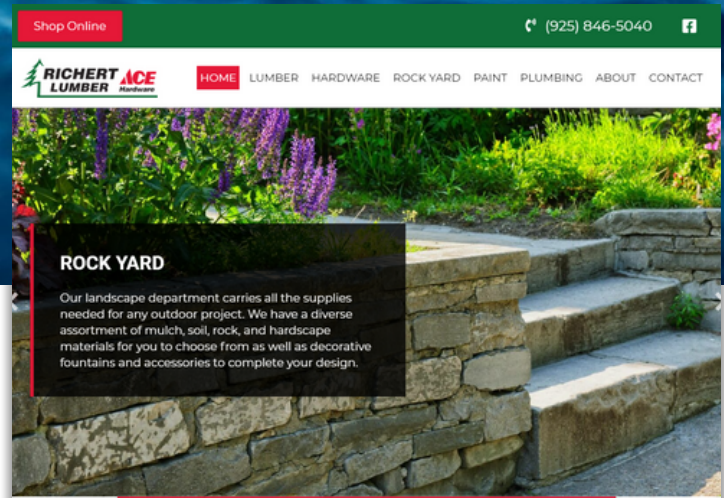


Custom Market Analysis Report

- "Win" More Business & Inquiries Through The Web
- Blanket The First Page Of Google, And Beyond
- Track Every Phone Call, Form Fill-Out, Wishlist, Order & More Back To Where A Web Searcher First Found You Online Before Reaching Out

Prepared For:



Company: Richert Lumber

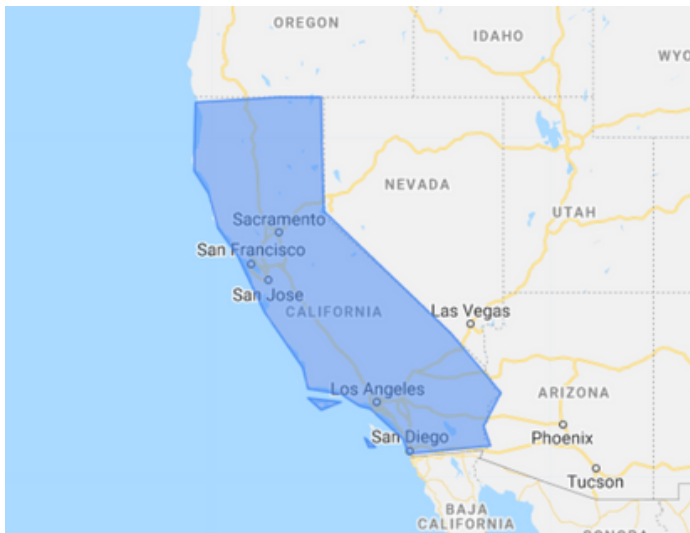
URL: <https://richertlumber.com/>

Date: Oct 30, 2020

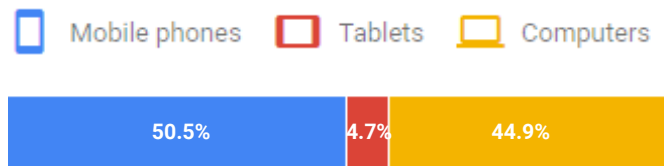
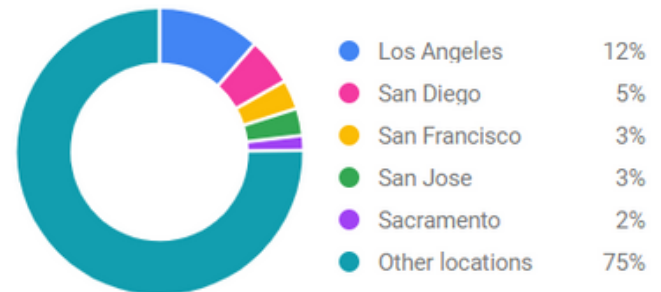
Prepared by: Bhey

Location: Pleasanton, CA

Reach: 51.2M



Distribution Of Searchers:



This many searches happen each month for your keywords on the next page:

1,100,000

This is the total cost to show up in front of every single one of them:

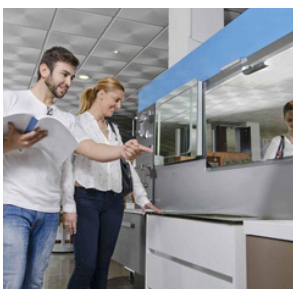
\$220,000

The average bid price per click to show up above your competition is:

\$5.19

This is how many ideal people are available to visit your website from ads:

43,000



The Showroom Marketing team studies & analyzes hundreds of thousands of monthly targeted web search that begin with "bath or kitchen showroom near me," product categories such as "bathroom vanities", "farmhouse sinks" or "soaking tubs", & specific brands such as **Toto**, **California Faucets**, **Waterstone**, & more, across hundreds of showroom URLs spanning North America, which REALLY means that we know EXACTLY what motivates web browsers to turn into buyers & sales opportunities in any market in both the B2C or B2B channels of commerce.

Search Statistics

Pleasanton, CA

Prepared For:



Product Category Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Plumbing	202,411.64
<input type="checkbox"/> Interior Doors	54,909.70
<input type="checkbox"/> Cleaning	39,685.54
<input type="checkbox"/> Paint	38,721.69
<input type="checkbox"/> Tools	35,327.56
<input type="checkbox"/> Electrical	32,525.49
<input type="checkbox"/> Exterior Doors	31,280.16
<input type="checkbox"/> Lumber	20,147.46
<input type="checkbox"/> Door Hardware	20,083.12
<input type="checkbox"/> Garden	14,705.73

Showroom Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Bathroom Showroom	2,714.92
<input type="checkbox"/> Bathroom Store	2,028.20
<input type="checkbox"/> Kitchen Showroom	1,866.01
<input type="checkbox"/> Bath Showroom	845.54
<input type="checkbox"/> Plumbing Showroom	429.71
<input type="checkbox"/> Bathroom Showroom near Me	329.54
<input type="checkbox"/> Cabinet Showroom	282.58

The Competitive Analysis below is just a sample report. Once you have live ads, Google will share exactly how many % of the time your competitors are taking your spot. We can combine this with companies you already know to show your ads when someone types in your competitors.

Brand Keyword Searches:

<input type="checkbox"/> Keyword	↓ Impressions
<input type="checkbox"/> Kohler	175,728.05
<input type="checkbox"/> Delta	117,833.34
<input type="checkbox"/> Jacuzzi	49,305.77
<input type="checkbox"/> Benjamin Moore	34,567.80
<input type="checkbox"/> American Standard	32,826.23
<input type="checkbox"/> Jason	27,050.56
<input type="checkbox"/> Ginger	20,327.70
<input type="checkbox"/> Emtek	20,133.75
<input type="checkbox"/> Moen	19,159.64
<input type="checkbox"/> Panasonic	17,376.21

Competitive Analysis:

Display URL domain	↓ Impression share	Overlap rate
You	56.45%	—
modernbathroom.com	35.48%	41.90%
kohlerexperiencecenterlax.com	33.06%	36.19%
builderssurplus.net	29.30%	33.81%
polarishomedesign.com	27.15%	32.86%
flooranddecor.com	17.20%	20.00%
homedepot.com	12.63%	15.71%
homeadvisor.com	< 10%	7.14%
thekitchenstore.net	< 10%	6.67%
rebacksplumbing.com	< 10%	7.14%
labathroomvanities.com	< 10%	5.24%

Get More Trades Accounts Prepared For:



Builders, General Contractors and Plumbers (700+ Companies)

Gliding Shelves & Cabinet Painting
5.0 56
 Verified License • Cabinetry, Refinishing Services, Painters
 "there's more. Andy showed us his portfolio of frames around mirrors those new home bathrooms where the **builder** has glued these huge mirrors to the wall in front of the sinks and leaves it up to the new homeowner" more

AMZ Electric
5.0 171
 Electricians
 "these guys (Trevor and Massis) are fantastic, immediate response, con communication prior to arrival, laymen's explanation of the work being pricing I had a simple job, moving a garage door switch that was mount it only took Trevor about 15 minutes and the charge was..." more

Water Heaters Masters
5.0 443
 Plumbing, Water Heater Installation/Repair
 Family-owned & operated • Speaks Spanish
 "I was hesitant to replace our water heater due to Covid but ours went out, so had no choice. I used yelp and received a few bids and ultimately went with it Heaters Masters. The quote they gave me thrtThe two gentlemen arrived prior on time and were professional. They replaced our water..." more

Future Vision Remodeling
5.0 232
 Verified License • Contractors, Masonry/Concrete
 Certified professionals • Free consultations
 "For a month while vacationing. The finish result is amazing and we will recommend future vision to anyone who's looking for a very good and di oriented **builder**." more

Eisen Environmental & Construction Services
5.0 128
 Damage Restoration, Demolition Services, Environmental Abatement
 "I was having some old knob and tube wiring removed in my house and asbestos around it. Eisen Environmental was recommended for this ty Right away I was impressed with the customer service. Scott walked me the options on the phone and what needed to happen before the..." more

Cypress Builders
5.0 44
 Landscaping, Masonry/Concrete, Pool & Hot Tub Service
 \$100 for \$150 Deal
 "Before we started our backyard/pool project, we received several quo companies to find the best price out there. Our friend recommended J Unique Pool/Cypress **Builders** owned by Dan. We wanted a pool, hard pit" more

Arceo Epoxy Concrete Coatings
5.0 116
 Verified License • Flooring, Masonry/Concrete
 "So I was looking online for full Epoxy done on my restaurant in Sunnyv pandemic it was hard to find anyone but I found Jose Company and the and fast and there price they will also give you good price these guys h materials and colors in stock Thank You Jose and Arceo..." more

Power Plumbing - Temp. CLOSED
5.0 289
 Plumbing, Water Heater Installation/Repair, Hydro-jetting
 "Rameez was quick to respond and gave us a reasonable quote. We have a lb one of the bathrooms and he replaced the cartridge to fix the leak. He also fi loose faucet in another bathroom. Would definitely recommend his services. the team took all Covid related safety precautions and..." more

J&K Plumbing
5.0 307
 Plumbing, Water Heater Installation/Repair
 "Our water heater decided to call it quits by springing a huge leak and gushing water all over the garage. So, I spent the evening searching on Yelp and found number of highly-rated plumbers with water heater experience. I sent each o them a message on Yelp to get the process started. J&K..." more

Bay Home & Window
5.0 328
 Verified License • Shades & Blinds, Cabinetry, Shutters
 Virtual estimates during COVID-19 • Offers customized solutions
 "was scheduled to arrive, put down protective floor covering around e and worked diligently. My window sills were not straight (house **builde** but Omar was able to shim my window sills and straighten them out. h

E Mora Construction: The Crawl Space Specialists
5.0 145
 Verified License • Contractors, Waterproofing
 Beat or match prices • Offers customized solutions
 "I waited to write this review to see how their fix for our constantly leak basement is working. It's working perfectly. The next Test will come wh start up. (Our house is on an underground creek). If the system E Mora installed isn't enough to handle the increased volume then..." more

J&K Plumbing
5.0 307
 Plumbing, Water Heater Installation/Repair
 "Our water heater decided to call it quits by springing a huge leak and gushing water all over the garage. So, I spent the evening searching on Yelp and found number of highly-rated plumbers with water heater experience. I sent each o them a message on Yelp to get the process started. J&K..." more

J J Rooter & Plumbing
5.0 164
 Plumbing, Contractors, Water Heater Installation/Repair
 "My kitchen sink was very clogged and I tried to snake it myself without any ls They arrived within the time frame they promised and went to work right aw quickly assess the situation. They used a different tool and approached it fror outside (which was great, with Covid issues and all)..." more

Designers and Architects (5,652 Companies)

John Barton Architect
 4.9 41 Reviews
 Online consultation
 East Bay Full Service Award Winning Architect and E
 "John has done a Fantastic job. Very Professional. heard alot of stori...
 — HJ-408076761

Gayler Design Build
 4.9 39 Reviews
 Online consultation
 Tri-Valley & Lamorinda's Elite Design Build Firm | 4x I
 "There are not enough stars to give Gayler Design Having never attemp...
 — Teri Reynolds

Studio S Squared Architecture, Inc.
 5.0 95 Reviews
 "Eugene was attentive to our requests, understood budget. We went back and for...
 — amyhsiao

Klopf Architecture
 5.0 30 Reviews
 "We are more than delighted with John's design o
 — Prin21

Mark Molinar
 5.0 11 Reviews
 Best of Houzz winner
 Bay Area's Leading Architectural Firm Best of Houzz
 "Mark checked with the city for the latest building time. Mark would answer...
 — Dang Huynh

AJS Architecture | Planning
 5.0 3 Reviews
 Premier Licensed Architect & Building Designer in th
 "Having the opportunity to work with several archi without any doubt wor...
 — davidpayne

ODS Architecture
 4.9 42 Reviews
 Best of Houzz winner
 "We worked with ODS Architecture for our whole I The house is now mode...
 — Rockson Liu

square three architecture, inc
 4.8 20 Reviews
 "We hired Carl Hesse to completely gut and overh the vision he helped us...
 — Jack Baker



Earn More & Do Less...

Prepared For:



We've Worked With Hundreds Of Gold Standard Showrooms™ Since 2013

H2O Supply has experienced world-class results from their internet marketing initiatives in ways they have never seen before working with our company. H2O averages one call per day from Google Ads, uses FB and email marketing advertising to grow their footprint in the design community, and leverages email marketing to acquire accounts from top builders in the Dallas Fort Worth area that they have never been able to reach in the past.

Over the last six years, Monique's has been awarded three national Showroom of the Year awards, increased revenue 26% year over year, and has line-item ledger detailing exactly where each inquiry came from, which inquiries lead to quotes, and how many inquiries become customers.

'Blanketing the first page of Google and tracking the most important metrics is the top priority you have as a showroom today...this team knows exactly the best way to accomplish that, and beyond!'

After two years of back and forth, the ProSource Supply team finally made the best investment for their business. With the new home page design to enhance the results of the primarily product-focused website (which is powered by SpecBooks™), and after our team course-corrected their Google Ads and added form and call tracking to their website, their five locations in the Carolinas are benefitting tremendously. Up and away, the ProSource Supply team is headed.



Jay Katz
Owner
H2O Supply



Michael Battista
President
Monique's Bath Showroom



Jennifer Lopez
Director of Showroom Sales
ProSource Supply

The ShowroomMarketing.Com Method™ Works Flawlessly With These Websites & Software Platforms



Take The Gold Standard Showroom™ Test To Start Turning Online Insights Into More Income



- Learn to see opportunities for your showroom that are there for the taking but hidden in the shadows
- Identify possibilities and opportunities you never realized
- Make being a Gold Standard Showroom™ your new normal

*Ready To Expand Your Business Development,
Results & Return On Investment?*

**Visit ShowroomMarketing.com To Learn More
Or Call Us At (781) 780-2110**