# HOME SERVICE LEAD MARKETS

Quick-reference guide | Consumer leads | Use the ZIP codes or cities you can actually service

| HOME SERVICE MARKET | CONSUMER FILTERS (PLUS SERVICE AREA) | OFFER |
|---|---|---|
| **HVAC** | Owner + Single Family | Tune-up / replacement estimate |
| **Plumbing** | Owner + Single Family | Water heater / plumbing check |
| **Roofing** | Owner + Single Family | Roof inspection |
| **Electrical** | Owner + Single Family | Panel / safety assessment |
| **Garage doors** | Owner + Single Family | Door service estimate |
| **Windows & doors** | Owner + Single Family; Income optional | Replacement estimate |
| **Siding & gutters** | Owner + Single Family | Exterior inspection / cleaning |
| **Insulation** | Owner + Single Family | Energy comfort evaluation |
| **Lawn care** | Owner + Single Family; tight ZIPs | Recurring mowing quote |
| **Landscaping** | Owner + Single Family; Income optional | Design / maintenance quote |
| **Tree service** | Owner + Single Family | Tree trimming / safety quote |
| **Pest control** | Owner + Single Family | Preventative treatment plan |
| **Pool cleaning & repair** | Owner + Single Family + Pool = Yes | Monthly service / equipment check |
| **Pool installation** | Owner + Single Family; Income optional | Pool design consultation |
| **Pressure washing** | Owner + Single Family | House / driveway cleaning |
| **Fencing & decks** | Owner + Single Family; Pet or Pool segment | Fence / deck estimate |
| **House cleaning** | Owner or Renter, separate searches | Recurring cleaning quote |
| **Carpet cleaning** | Owner or Renter + Pet Owner = Yes | Pet-odor / upholstery cleaning |
| **Painting** | Owner + Single Family | Interior / exterior estimate |
| **Remodeling** | Owner + Single Family; Income optional | Kitchen / bath consultation |
| **Flooring** | Owner + Single Family; Pet optional | Flooring replacement quote |
| **Solar** | Owner + Single Family; Income optional | Solar feasibility review |
| **Pet waste removal** | Owner + Single Family + Pet Owner = Yes | Weekly cleanup service |
| **Junk removal** | Owner or Renter, separate searches | Cleanout / hauling quote |

**Most precise existing niches:** pool owners; pet owners; owner-occupied single-family homes. Income is optional—not proof of buying intent.

# COMMERCIAL MARKETS TO TARGET

Business Leads | Search SIC code + service area; segment by employee count and sales volume

| BUSINESS MARKET | SIC | BEST CONTRACTOR TARGETS |
|---|---|---|
| **Property managers / real estate firms** | 6531 | HVAC, plumbing, cleaning, painting, maintenance |
| **Apartment building operators** | 6513 | HVAC, plumbing, pest control, roofing, landscaping |
| **Commercial building operators** | 6512 | Commercial HVAC, electrical, roofing, janitorial |
| **Other residential rental operators** | 6514 | Maintenance, cleaning, plumbing, painting |
| **Mobile home parks** | 6515 | Plumbing, electrical, septic, landscaping |
| **Restaurants** | 5812 | HVAC, refrigeration, plumbing, pest control |
| **Hotels & motels** | 7011 | HVAC, plumbing, cleaning, pools, landscaping |
| **Warehouses & storage** | 4225 | Commercial roofing, electrical, HVAC, pest control |
| **Grocery stores** | 5411 | Refrigeration, HVAC, pest control, electrical |
| **RV parks & campgrounds** | 7033 | Septic, plumbing, electrical, pools, grounds |
| **Skilled nursing facilities** | 8051 | HVAC, plumbing, maintenance, landscaping |
| **Dental offices** | 8021 | Commercial cleaning, HVAC, plumbing |
| **Car washes** | 7542 | Plumbing, electrical, equipment repair |

## BEST STARTING CAMPAIGNS

| PRIORITY | WHO TO TARGET | SEARCH |
|---|---|---|
| **1 • Pool companies** | Pool-owning homeowners | Consumer: Owner + Single Family + Pool = Yes + ZIP |
| **2 • Commercial service firms** | Property & apartment operators | Business: SIC 6531 / 6513 / 6512 + city or ZIP |
| **3 • Pet-focused services** | Pet-owning homeowners | Consumer: Owner + Single Family + Pet Owner = Yes + ZIP |

**Search rule:** Test each segment separately. A business SIC code may include non-buyers (especially 6531); qualify before outreach.

**Contact rule:** Apply appropriate DNC, consent, and channel-specific compliance checks before calling or messaging.