TITAN RESTORATION AND CONSTRUCTION · VETERAN-OWNED · APR 2023 TO APR 2026

# Every lead got a reply in 2 minutes or less.

For 3 years, no lead waited. Those leads turned into $3.4M in signed jobs.

3 YEARS · 2,847 LEADS

**100%**
**Leads answered fast**
2,847 of 2,847 got a reply in 2 minutes or less

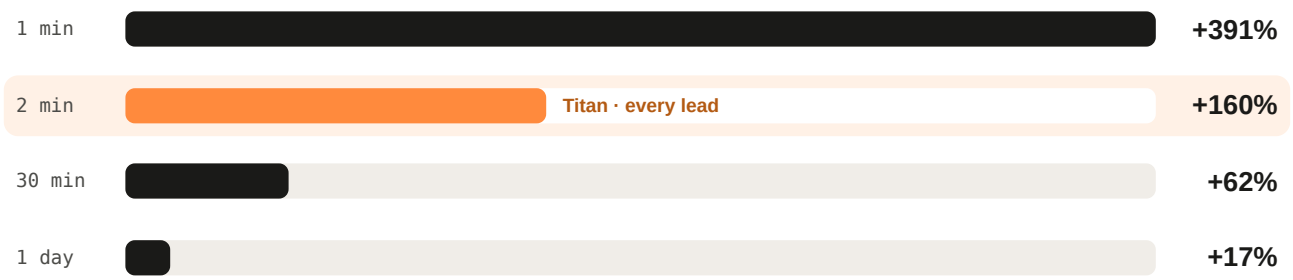
**1:47**
**Typical wait**
1 minute, 47 seconds

**$3.4M**
**Signed jobs**
From leads ShiFt tracked

WHY IT MATTERS · 3.5M LEADS · 400+ COMPANIES

## Leads go cold fast. The first call wins.

The faster a lead gets a call, the more likely it turns into a sale. Each bar shows how much better leads did than the average lead in the study.




**Titan stayed in the fast zone.** All 2,847 leads got a reply in 2 minutes or less, for 3 years.

Lift in sales compared with the average lead in the study, by time to first call. Source: Velocify, “The Ultimate Contact Strategy” (about 3.5M leads, 400+ companies, 2012). Research shows a trend, not a promise. See the speed-to-lead research

Before

## Leads slipped away.

- ✕ Night calls went to voicemail.
- ✕ Web leads waited 14+ hours.
- ✕ No one knew which ads made sales.

After · built in 45 days

## One system catches every lead.

- ✓ Calls, forms, texts and social in one place.
- ✓ Fast reply, day or night.
- ✓ Every lead followed up and tracked to the sale.

## It kept working, year after year.

Signed jobs each year




YEAR 1

**768** leads · **34%** signed

YEAR 2

**1,092** leads · **41%** signed

YEAR 3

**987** leads · **43%** signed

## More good news.

| | | | |
|---|---|---|---|
| **41%** | **$24.6K** | **487** | **4.9★** |
| of good leads signed | average job | leads from referrals | 312 Google reviews |

THE TAKEAWAY

# Sell more of the leads you already get.

**Read the full story →**

One client. Eligible leads only. $3.4M is the value of signed jobs linked to ShiFt-tracked leads, not extra revenue. Results vary. Full methods at shiftnow.io/case-studies/titan.