

***THE COMPLETE BRAND CONSISTENCY
CHECKLIST FOR REPLACEMENT
CONTRACTORS***



This checklist helps replacement contractors audit, score, and prioritize every brand touchpoint across marketing, sales, and customer experience. Use this guide to move from a "Good" foundation to a "Best-in-Class" brand system that drives higher close rates, stronger referrals, and premium pricing.



HOW TO USE THIS CHECKLIST

1. Score each item from 0–5 (0 = Not in place, 5 = Best-in-class).
2. Add up your section totals to see where you're strongest and weakest.
3. Use the Prioritization Matrix to focus on quick wins first, then long-term projects.
4. Revisit this checklist quarterly as part of your brand health review.

GOOD FOUNDATION

BRAND BASICS (VISIBILITY & TRUST)



1. Google Business Profile is fully completed (services, service areas, photos, posts, FAQs, business description). Score: ___/5

2. NAP (Name, Address, Phone) is consistent across top directories (Google, Yelp, BBB, Angi, HomeAdvisor, Facebook, Apple Maps). Score: ___/5

3. Website is mobile-optimized and loads in under 3 seconds. Score: ___/5

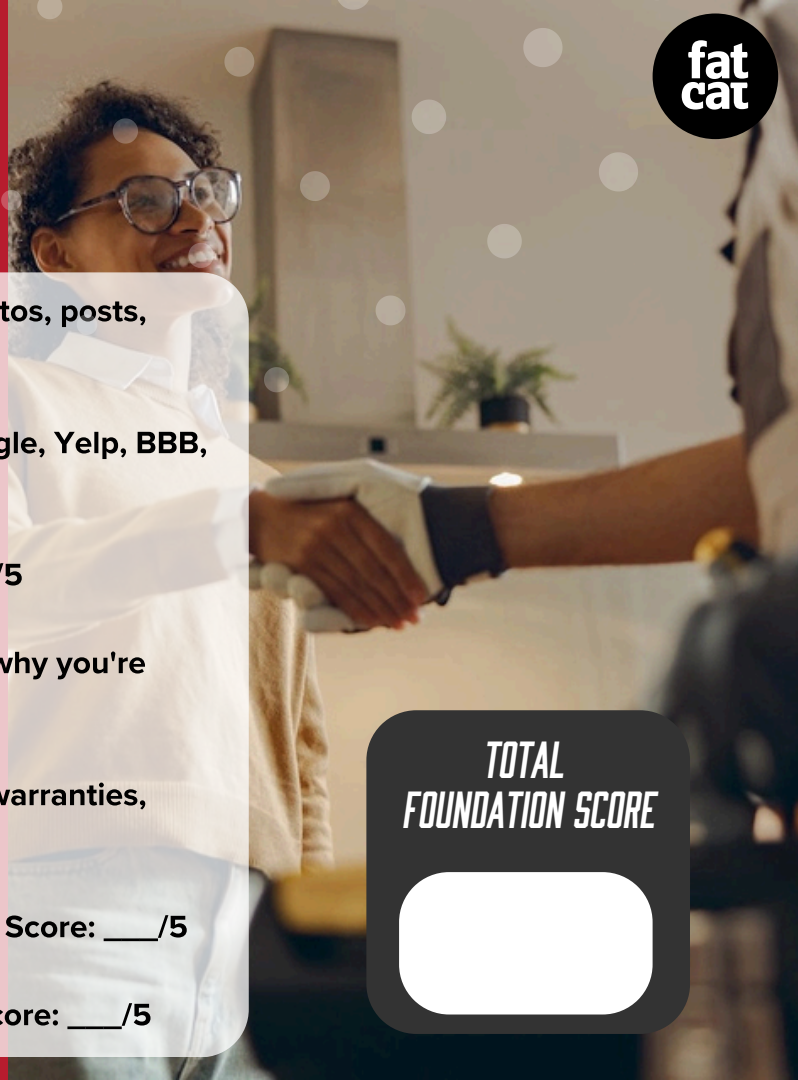
4. Homepage clearly communicates who you serve, what you offer, and why you're different. Score: ___/5

5. Trust indicators are visible (reviews, awards, certifications, financing, warranties, licenses). Score: ___/5

6. Contact options are clear and easy (click-to-call, forms, chat, booking). Score: ___/5

7. Brand visuals are consistent (logo, colors, fonts, photography style). Score: ___/5

**TOTAL
FOUNDATION SCORE**



BETTER DIFFERENTIATION BRAND EXPERIENCE (SALES & SERVICE)

**TOTAL
DIFFERENTIATION SCORE**

1. Automated review request system is active in CRM or follow-up workflow. Score: ___/5
2. Team responds to all reviews (positive and negative) within 72 hours. Score: ___/5
3. Call center uses standardized greeting and qualification script. Score: ___/5
4. Call recordings or quality checks are reviewed weekly. Score: ___/5
5. Sales team uses a branded presentation system (Ingage or equivalent). Score: ___/5
6. Proposals and estimates follow a consistent branded format. Score: ___/5
7. Follow-up emails, texts, and voicemails match brand tone and messaging. Score: ___/5

BEST BRAND SYSTEM

BRAND LEADERSHIP (GROWTH & LOYALTY)

1. Customer journey is fully mapped from first touch to post-install follow-up.

Score: ___/5

2. Referral program is documented with clear incentives and process. Score: ___/5

3. Customer appreciation strategy is in place (gifts, follow-ups, anniversary messages).

Score: ___/5

4. Brand standards guide exists (voice, visuals, messaging, templates). Score: ___/5

5. Monthly brand health dashboard is reviewed by leadership. Score: ___/5

6. Team training includes brand experience and communication standards.

Score: ___/5

7. Leadership reviews and improves brand touchpoints quarterly. Score: ___/5

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**TOTAL
BRAND SYSTEM SCORE**



SELF-AUDIT SCORING SYSTEM

Score each section and total your points:

GOOD FOUNDATION (Max: 35 points) Total: _____ / 35

BETTER DIFFERENTIATION (Max: 35 points) Total: _____ / 35

BEST BRAND SYSTEM (Max: 35 points) Total: _____ / 35

OVERALL BRAND SCORE (Max: 105 points) Total: _____ / 105

INTERPRETING YOUR SCORE

0–40: Brand Basics Stage

Focus on visibility, trust, and consistency.

41–75: Growth Stage

Strengthen experience, sales systems, and differentiation.

76–105: Brand Leader Stage

Optimize loyalty, referrals, and premium positioning.

PRIORITIZATION MATRIX



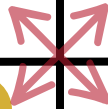
List your action items in each quadrant:

STRATEGIC PROJECTS (High Impact / High Effort)

QUICK WINS (High Impact / Low Effort)

DEFER OR DROP (Low Impact / High Effort)

FILL-INS (Low Impact / Low Effort)



THE ROI OF CONSISTENT BRANDING

Real Numbers from Replacement Contractors:

- **Systematic review generation: 40–60% more organic leads**
- **Branded sales presentations: 15–25% higher close rates**
- **Formal referral programs: 30–50% more referral leads**
- **Consistent brand experience: Ability to charge 10–20% premium pricing**

Bottom Line:

Consistent branding isn't a "nice to have." It's the difference between being price-shopped and being the obvious choice.

CRUSH YOUR LEAD GOALS

Let FatCat create a custom digital marketing game plan for you!

Schedule A Call

A man in a plaid shirt with yellow headphones is looking at a smartphone. The image is overlaid with a red tint.

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About FatCat

We work with home improvement contractors just like you who are eager to take your business to the next level. We know you need a steady stream of leads, but relying on word of mouth is unpredictable and the pay-per-lead treadmill stops working as soon as you stop paying.

You don't have to be a marketing expert to create your own source of exclusive leads. We take the pressure off by listening to your needs and creating your customized digital marketing game plan, so you can crush your lead goals. If you're ready to win the lead gen game and grow your business, all you need to do is schedule a strategy call with FatCat today.

Our Services:

- Web Design
- SEO
- PPC Management
- Social Media Management
- Email Marketing
- Direct Mail Campaigns
- Print Design
- Brand Development



Visit our website for more free resources at fatcatstrategies.com

Schedule A Call

