

Home Service Direct Helps Tree Service Scale From 60 to 500 Monthly Leads and Become a Statewide Operator

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HUNTINGTON BEACH, CA - June 02, 2026 -
A multi-year lead generation program run by Home Service Direct has grown a Florida tree service client from roughly 60 inbound leads a month to more than 500, powering an expansion that has positioned the company among the largest tree service operators in the state. The growth achieved since the client engaged Home Service Direct in 2022 stands out as one of the more aggressive single-account growth runs in the Southeastern home services market and reflects how shifts in homeowner search and review behavior are reshaping which contractors win at scale.

The story is familiar in the home services category. Operators with the crews, equipment, and reputation to handle more work are often boxed in by an inconsistent lead pipeline rather than by anything on the operating side. At 60 leads a month, this client's inbound flow was capping crew utilization and putting a hard ceiling on multi-market expansion plans.

Home Service Direct rebuilt the acquisition side of the business around paid homeowner-intent channels, running campaigns across Facebook and Instagram, Google Ads, and Google's Local Service Ads to keep the client visible wherever homeowners search for tree work. Conversion tracking was anchored to quoted job value rather than raw click volume, so optimization decisions reflected which campaigns produced bookable work rather than cheap leads that failed to close.

Alongside the paid program, Home Service Direct ran a sustained review-generation effort that grew the client's Google reviews from roughly 100 to more than 450, building the reputation footprint that turns a click into a phone call. Monthly lead volume climbed steadily throughout the engagement and surpassed the 500-lead threshold as quote-to-close ratios improved in step with the lead count.

Learn more about Home Service Direct's exclusive lead program here: https://www.homeservicedirect.net/tree-service-leads/.

The pipeline drove operational expansion that the client could not have supported at the prior pace, with new crews, equipment, and supervisory staff added to cover the service territory spanning the Jacksonville-to-Orlando corridor in Florida. The Florida tree service market remains dominated by single-county outfits and a handful of statewide names, and scaling to a multi-market footprint of this kind requires both operational capacity and the marketing infrastructure to support it.

"What we see again and again in the home services category is companies with the crews, the equipment, and the local reputation to handle far more work than their phone is bringing in," said David Longacre, founder of Home Service Direct. "The growth ceiling is rarely on the operating side. It is almost always on the acquisition side, and once that part is built correctly, the operating side has to scramble to keep up."

The underlying shift extends well beyond a single account. Property owners now start their search for home service providers on Google and social platforms more often than through referrals, paid advertising costs have climbed sharply in competitive categories, and review-driven discovery has become more decisive than traditional visibility. Operators running disciplined paid acquisition and reputation programs have pulled away from those relying on word of mouth alone, a gap that compounds quickly in categories like tree care, where storm-driven demand surges reward whoever a homeowner finds first.

Founded in 2018, Home Service Direct works with tree service, window service, flooring, land clearing, decking, fencing, and other home service operators on lead-generation programs tailored to the specifics of each trade, with results tracked against booked jobs and revenue rather than impressions or raw lead counts. The firm continues to take on new clients positioned to absorb meaningful lead volume growth within their

existing service area.

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For more information about Home Service Direct, contact the company here:Home Service DirectDavid Longacre(833) 827-4425david@homeservicedirect.net20122 Bayfront Ln #201Huntington Beach, CA 92646

Home Service Direct

Home Service Direct is a marketing, SEO, web design, and full-service marketing firm dedicated to helping home service professionals.

Website: https://www.homeservicedirect.net/

Email: david@homeservicedirect.net

Phone: (833) 827-4425

