

Analyze360®

Agency Proposal Playbook

Home Improvement – Orlando 32801

Turning Household Data into Business Growth

Slide 1: Title Slide

Analyze360® helps agencies turn household data into business growth for home improvement contractors in Orlando 32801.

The Challenge

Home-improvement contractors compete in crowded local markets where traditional targeting wastes spend.

In Orlando's 32801 ZIP, audiences range from luxury condo owners to young renters — yet most ads still blanket the entire ZIP code.

Mass marketing misses the mark.

Real opportunity lies in understanding who actually owns homes, has spending power, and invests in upgrades.

Slide 2: The Challenge

Traditional mass marketing wastes spend by treating diverse homeowners in Orlando 32801 the same way instead of targeting those with actual purchasing power.

The Opportunity

Using Analyze360®, agencies can pinpoint exactly which households drive project revenue.

Household-level data reveals the real market — homeowners with the credit, income, and motivation to act.

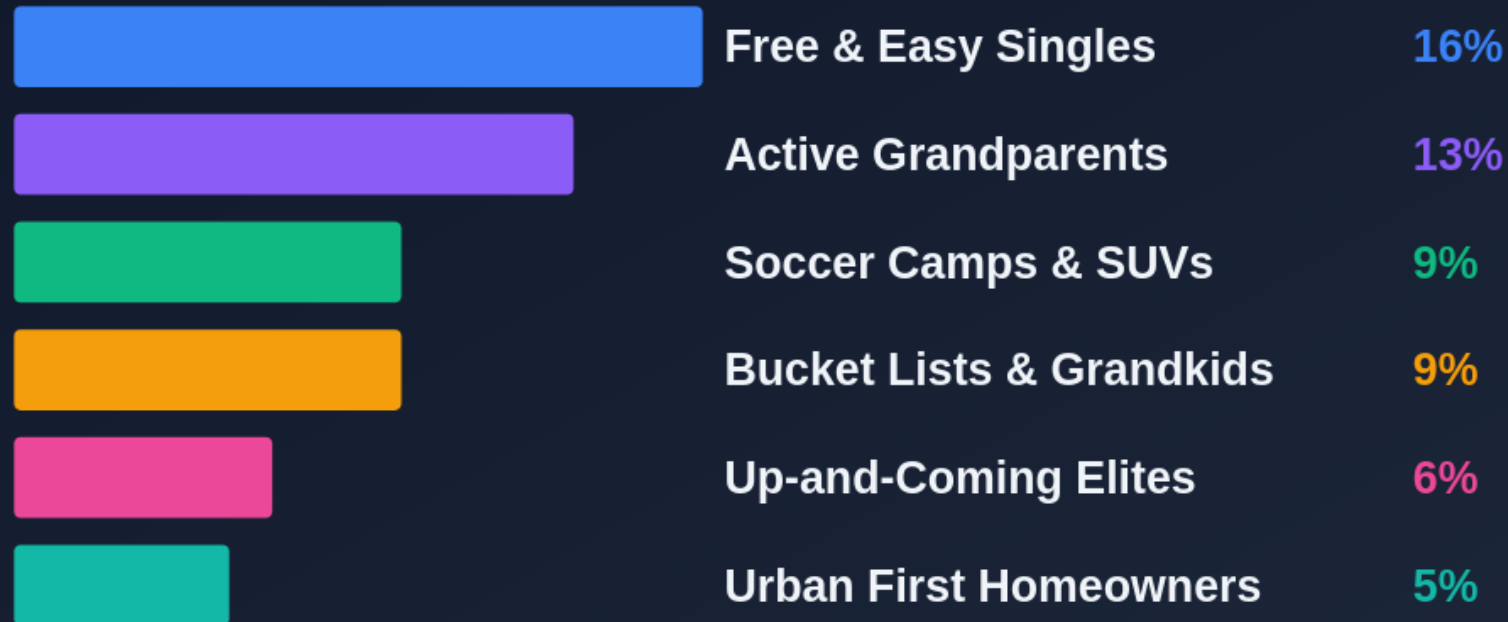
- Focus on verified owner-occupied households
- Identify the lifestyles most likely to hire contractors
- Reach them with messages that fit their motivations, not just their demographics

Slide 3: The Opportunity

Analyze360® pinpoints exactly which households will hire contractors by identifying verified homeowners with credit, income, and motivation to invest in upgrades.

Who Lives in Orlando 32801

A dense mix of affluence, lifestyle variety, and service dependency



These 6 clusters = ~67% of all households = ~3,500 customer locations

Slide 4: Who Lives in Orlando 32801

Six lifestyle clusters represent 67% of households (~3,500 locations), ranging from Free & Easy Singles (16%) to Urban First Homeowners (5%).

What Makes This Market Different

Compared to national averages, Orlando 32801 stands out

DIY Engagement	65	35% below → Outsourcing mindset
Digital Engagement	140	40% above → Heavy online research
Premium Credit Usage	175	75% above → High financial capacity
Traditional Media Response	50	50% below → Print and mail underperform

(National Average = 100)

Homeowners who pay for convenience and quality — if you reach them digitally

Slide 5: What Makes This Market Different

Orlando 32801 homeowners score 35% below average on DIY but 75% above on premium credit usage, signaling they outsource and have spending power.

Ideal Customer Profiles (ICPs)

Active Grandparents

Motivation:

Trust and safety.
Comfort upgrades
done right.

Message:

"Quality improvements
that make your home
safer and easier"

Channel:

Direct mail
Facebook
Community events

Up-and-Coming Elites

Motivation:

Efficiency and
innovation. Smart
design solutions.

Message:

"Smart design. Fast
execution. Professional
results."

Channel:

Google Search
Instagram
Retargeting

Soccer Camps & SUVs

Motivation:

Family comfort and
investment value.
Practical upgrades.

Message:

"Build comfort
now — value for
tomorrow"

Channel:

Paid social
Radio
Email campaigns

Slide 6: Ideal Customer Profiles (ICPs)

Three key segments require tailored messaging: Active Grandparents seek trust and safety, Up-and-Coming Elites want innovation, and Soccer Camps & SUVs prioritize family value.

Where the Contractor Stands Today

Current customer mix vs. market opportunity

Segment	Market	Current	Gap / Status
Active Grandparents	13%	45%	+32% Over-indexed
Soccer Camps & SUVs	9%	10%	≈ 0% Consistent
Up-and-Coming Elites	6%	3%	-3% Under-served
Free and Easy Singles	16%	2%	-14% Missed opportunity
Urban First Homeowners	5%	0%	-5% Entry-level gap

**Growth lies in modern, digital-first homeowners —
not the same audience everyone else chases**

Slide 7: Where the Contractor Stands Today

The contractor over-indexes on Active Grandparents (+32%) but misses major opportunities with Free & Easy Singles (-14%) and Up-and-Coming Elites (-3%).

Quantifying the Opportunity

In 32801 alone, two under-served segments represent significant annual project value

Up-and-Coming Elites

~350 households • 10% annual rate = ~35 projects/year
Avg project: \$10K–\$20K

\$350K–\$700K

Free & Easy Singles

~1,000 households • 5% annual rate = ~50 projects/year
Avg project: \$5K–\$10K

\$250K–\$500K

Combined Annual Addressable Value: \$600K–\$1.2M

ROI Framework:

[Gap Households] × [Annual Project Rate %] × [Capture Rate %] × [Avg Project Value]

Slide 8: Quantifying the Opportunity

Two under-served segments represent \$600K–\$1.2M in annual addressable project value in this single ZIP code.

How to Act on It

Each step maps to a practical deliverable

Step

Deliverable

Define ICPs

Cluster report + homeowner profile cards

Size Market

Heat map of high-value ZIPs

Find Gaps

Lift index chart for key behaviors

Message Angles

Segment-specific ad examples

Benchmark

Current vs. market customer mix

Quantify ROI

Opportunity sizing calculator

Visualize

Slides + proposal-ready charts

Transform proposals into competitive advantages with Analyze360®

Slide 9: How to Act on It

Seven deliverable steps transform data into action: from defining ICPs to visualizing gaps with proposal-ready charts and ROI calculators.

Ready to Win More Contractor Business?

Get the complete 20-page implementation playbook

- Step-by-step framework for all 7 stages
- Complete Orlando 32801 case study with data tables
- Adaptable templates for any market or vertical
- ROI calculators and opportunity sizing models

Download Full Playbook

Turn household intelligence into winning proposals

Powered by Analyze360® | Analyze Corporation

Slide 10: Call to Action

Request the complete 20-page playbook with frameworks, templates, case studies, and ROI models to win more contractor business. Contact us here: <https://www.analyzecorp.com/contact-us/>