



# APEX IMPROVEMENTS

Remodeling Contractor



## APEX IMPROVEMENTS

Tracey Shackelford

Remodeling  
Contractor



Columbia,  
SC



Porch Pro  
Since



### THE PRO

For more than 15 years, Apex Improvements has been bettering their Pelicon, South Carolina community through quality work across all facets of the home from simple repairs to custom decks to full renovations and rehabs of injured homes.

“We aren’t a shop that specializes in a certain aspect of the home and are kind of okay at others...we do top notch work across all facets and our customers love us for it,” explains Apex’s point-woman, Tracey Shackelford.

That work also includes time

spent rehabbing houses for the Wounded Warrior Project, a program that helps qualified veterans obtain quality housing. To say Apex invests in making their community better is quite the understatement.

“

**We really take pride in being great at everything.”**

**SINCE JOINING PORCH,  
APEX IMPROVEMENTS HAS RECEIVED**



**412**

Search Impressions



**141**

Profile views



**24**

Leads

**THE PORCH / LOWE'S EFFECT**

Apex has had a unique relationship with Porch. They began their Porch tenure as a premium member, but due to financial cutbacks towards the end of 2014, they had to revert back to a basic account through the winter. As soon as some money became free for marketing again, Tracey jumped on the phone to call Porch.

"I was so frustrated in the winter when our budget wouldn't allow us to stay with the Porch Premium program because in the brief month we were owning zip codes, we booked good business. I really fought to free up some money so we could hopefully get back

into our desired zip codes this spring."

Tracey won her battle and in late May, Apex was once again a premium member of the Porch network.

"I am absolutely up to my eyeballs right now in new projects and trying to organize my team around them. It's like a hose just turned on."

In just under two months of membership, Apex has over 35 contacts with homeowners, and many of those leads have turned into jobs - really big jobs.

**“**

**We're spending around \$750,000 a month at Lowe's. Whatever lull we thought we were going to get coming into Summer has not existed, and that's because the quality leads we've been getting from Porch.”**