

A close-up photograph of a person's hand wearing a tan work glove, operating a blue and black hand planer on a large, rough-textured wooden beam. The planer is moving from left to right, and a cloud of light-colored wood shavings is being ejected from its front. The background is blurred, showing more of the wooden structure and some greenery.

RILEMAR CUSTOM HOMES

General Contractor



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Richard Martinez

General Contractor McAllen, TX Porch Pro Since



THE PRO

Back in 2001, Richard Martinez began working in construction running his father's construction company. In 2009, with issues preventing him from taking over the business, Richard struck out on his own and registered his own company, and Rilemar Custom Homes was born.

"Here I was starting my own business in construction with no plan of action, no money, nor any idea of where I would get my customers. In the beginning, my marketing consisted of making some magnetic truck signs for my beat up Chevrolet,

and then I simply began handing out business cards to everyone I came in contact with on a daily basis. Little did I know that registering a business name would prove to be profitable."

Through Richard's quality work and word of mouth, his business grew rapidly. This allowed him to start dabbling in various marketing campaigns and lead generating programs.

All failed but one, Porch, and Richard's business is all the better for it.

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In four months I have landed over \$18,000.00 from only two remodeling jobs with the potential for a new home to be constructed in the near future

**SINCE JOINING PORCH,
HOME REPAIR LLC HAS RECEIVED**



78

Search Impressions



168

Profile views



87

Leads

THE PORCH / LOWE'S EFFECT

Walking through Lowe's one day, Richard came across a Porch poster. This put a pin in his mind, and soon enough he was signed as a premium pro and has yet to look back.

"I can't really put my finger on it, but when I talk with customers that I get from Porch and Lowe's, they just seem more...aware, more ready to go with their projects."

Leads aside, Richard also understands the partnership and intangibles that make being a Porch Premium Pro such a benefit to his business.

"Porch makes things really easy by sending leads via text messages directly to my phone. When I call, customers are surprised, yet appreciative at such a quick response, and are open to our recommendations as a contractor to set up the initial appointment. Getting leads is one thing, but getting quality Porch leads where customers are eager to do business with your construction company is very different, and that is exactly what Porch provides."

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The connection with my local Lowe's, and the leads, Porch is a marketing program that I can bank on.”