



ClickRain<sup>®</sup> +

# Builders Showcase

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# Who We Are

HELLO!

# Introductions



**James Krueger**  
PARTNER & CMO



**Kate Kotzea**  
EXECUTIVE VP



WHAT WE DO

**We Simplify Digital**



## DIGITAL MARKETING

We master the digital world, so you don't have to.

- Strategy & campaign development
- Digital media placement
- Paid search placement
- Organic social strategy & editorial calendar planning
- Content marketing
- Email marketing & automation
- Search engine optimization
- Local marketing
- Analytics & reporting
- Conversion rate optimization
- Primary & secondary research

## WEBSITES

We create high-performing websites to reinforce your marketing efforts.

- Content strategy & user experience
- Web personalization & dynamic content
- Design & development
- Technology integrations
- Conversion rate optimization
- Search engine optimization
- Accessibility & ADA audits
- Analytics & reporting
- Compliance & cookie consent management
- Maintenance & support

## CREATIVE

With our digital-first lens, our creative solutions provide results.

- Brand development
- Creative direction & concept development
- Content strategy & development
- Copywriting
- Email, rich media, & website design
- Data visualization & reports
- Static, animated, & interactive ads
- Video, animation, audio, & photography

CLICK RAIN

LEMONY



CLICK RA  
D

# CLICK RAIN INC.



Click Rain creates high-performing websites and digital marketing strategies with a people-centered approach.



Lemonly makes the world easier to understand through compelling design and clever content.



Stratus makes local marketing easy for businesses with simple listing and review management.



Trendigital brings tactical training to marketers in the Sioux Falls region and beyond.



# Agenda

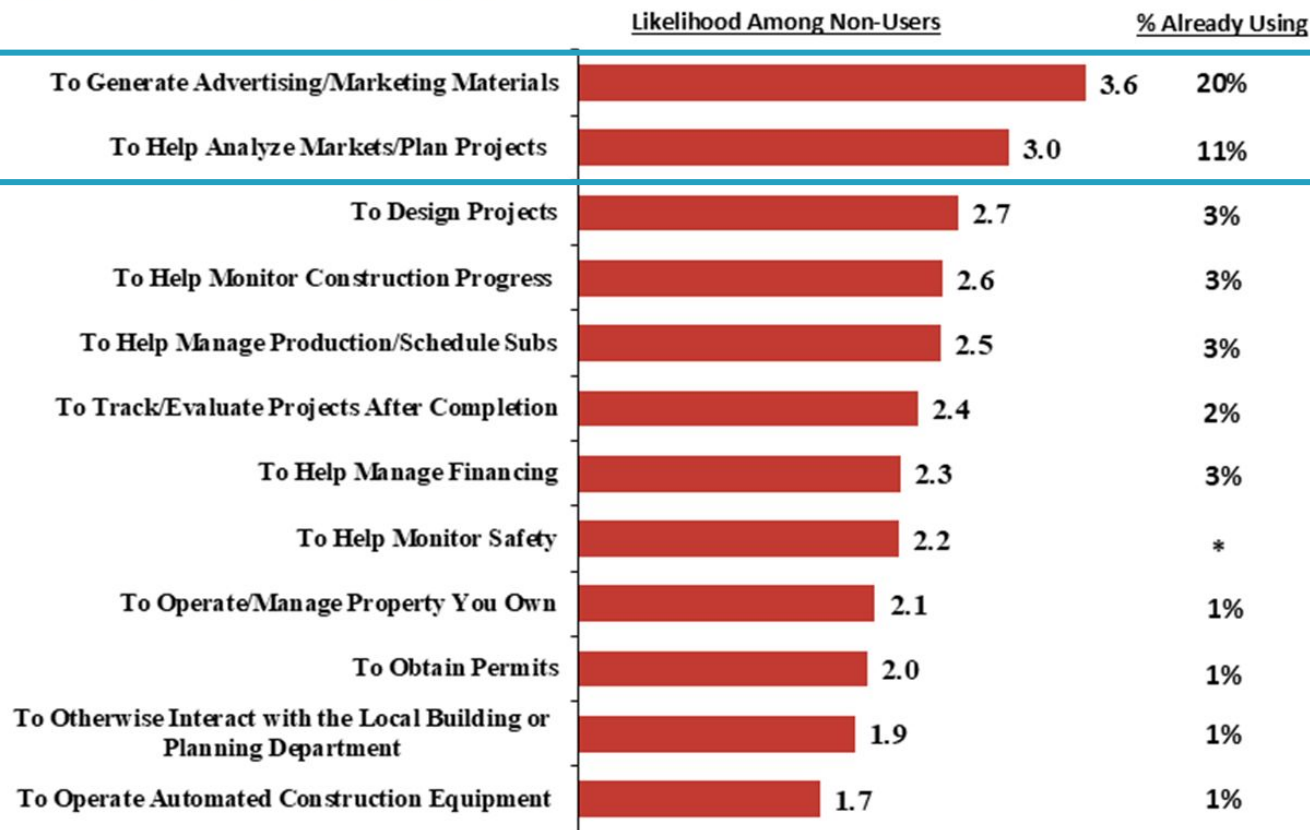
1. AI + HOMEBUILDER INDUSTRY
2. AI + MARKETING LANDSCAPE
3. CUSTOMER SEARCH + PIPELINES
4. STRONG DIGITAL FOUNDATION
5. HOW YOU CAN LEVERAGE AI
6. RESOURCES + DISCUSSION



# **AI + Homebuilder Industry**

## Share of Builders Already Using AI – Likelihood of Using in Next Two Years

(Avg. Rating, 1=not at all likely and 5=very likely)



\*Less than 0.5%.

# **Enhance Your Expertise**

Utilize your context and expertise to help streamline your processes and remove busywork

## HOMEBUILDER OPPORTUNITIES

# Examples of AI

## Operational Support

### Using ChatGPT, Gemini, Claude to:

- Turn voice notes into daily logs
- Flag missing documentation from subcontractors
- Generate client-ready reports
- Review contracts against your standard terms
- Compare quote descriptions
- Develop terms and conditions

ChatGPT ▾

### Contract Comparison Summary

Document Reviewed: [Client Contract Name]  
Compared Against: [Your Company Standard Terms & Conditions]  
Date: [MM/DD/YYYY]

---

#### 1. High-Level Summary

This review identifies where the [Client Contract Name] aligns with, deviates from, or omits key provisions found in [Your Company Standard Terms & Conditions].

- **Aligned Areas:** [#] sections
- **Key Deviations:** [#] sections
- **Missing Protections:** [#] sections
- **Overall Risk Level:** [Low / Moderate / High]

---

#### 2. Section-by-Section Comparison

**Scope of Work**

- **Client Contract:**  
[Description of how scope is defined]
- **Standard Terms:**  
[How your standard defines scope]
- **Assessment:**  
🟢 Aligned / 🟡 Partial / 🔴 Misaligned
- **Notes / Risk:**

↓

## HOMEBUILDER OPPORTUNITIES

# Examples of AI

## Business + Forecasting Support

### Using ChatGPT, Gemini, Claude to:

- Analyze historical project data to find patterns that lead to delays
- Flag potential budget overage trends
- Review and compare budgets and estimates between subcontractors

**Subcontractor Bid Comparison**

Project: [Home Build – Address / Lot #]  
Trade: [e.g., Framing / Electrical / Plumbing]  
Date: [MM/DD/YYYY]

---

**1. At-a-Glance Summary**

Contractor	Total Bid	Timeline	Warranty	Notes
[Contractor A]	[\$XX,XXX]	[X weeks]	[X years]	[Short note]
[Contractor B]	[\$XX,XXX]	[X weeks]	[X years]	[Short note]
[Contractor C]	[\$XX,XXX]	[X weeks]	[X years]	[Short note]

---

**2. Detailed Scope Comparison**

**Core Scope Coverage**

Scope Item	Contractor A	Contractor B	Contractor C
Labor Included	✓	✓	✓
Materials Included	✓	⚠ Partial	✓
Permits	✗	✓	✗
Cleanup	✓	✗	✓
Hauling / Disposal	⚠	✗	✓

---

**Material & Quality Differences**

Category	Contractor A	Contractor B	Contractor C	
Material Grade	[Standard]	[Premium]	[Standard]	
Brand / Spec	[Placeholder]	[Placeholder]	[Placeholder]	
Allowances	[\$X]	[\$X]	[\$X]	

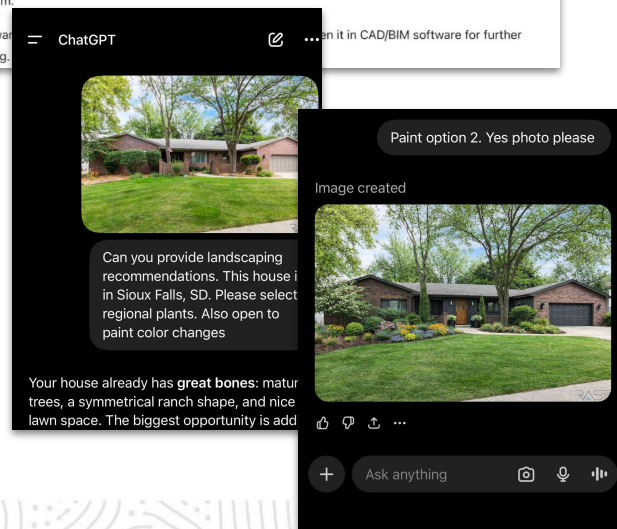
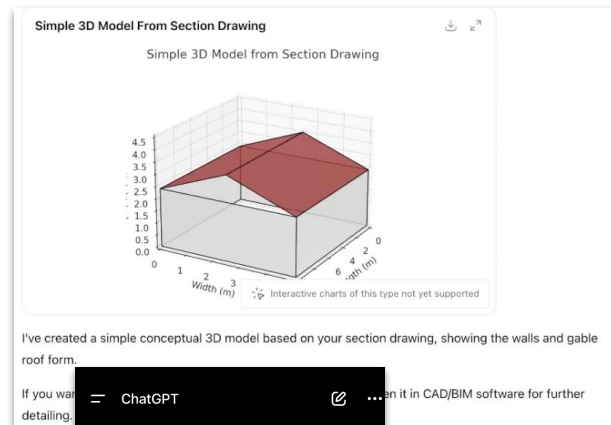
## HOMEBUILDER OPPORTUNITIES

# Examples of AI

## Generate Content + Work Samples

### Using ChatGPT, Gemini, Claude to:

- Generative design for floor plans
- Example mockups to get on the same page and set expectations (renderings aligned with quotes)
- 3D model rendering
- Sales & marketing creation
- Ask for social media posts for the photo you have





# **AI in the Marketing Landscape**

# Different Types of AI

## **GENERATIVE AI** (Content Creation)

Generative AI creates new content - text, image, etc.

- ChatGPT, Gemini
- Midjourney, DALL-E
- Claude

**\*\*This requires a prompt**

## **AI AGENTS** (Agentic AI)

AI Agents are systems designed to take autonomous actions.

- If-then logic
- Learning agents

## **DATA-DRIVEN AI** (Analytics + Predictions)

Analyzes data to find insights, anomalies, and forecast future trends.

- Predictive AI
- Data Agents

# Different Types of AI

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# Maximizing Your Current Tools

Streamlining workflows and content with the tools you  
already use

## POPULAR AI TOOLS

# ChatGPT



### Generative AI Use Cases

- Content generation
- Text editing
- Brainstorming ideas
- Summarizing long documents
- Answering questions

## POPULAR AI TOOLS

# Gemini



### Generative AI Use Cases

- Content generation (not always as strong)
- Research (excellent)
- Real-time information and context
- Bot creation
- Integrates with Google Workspace

## POPULAR AI TOOLS

# Claude



### Generative AI Use Cases

- Coding (excellent)
- Complex reasoning
- Long-document analysis
- Highly nuanced writing
- Pro accounts can be more expensive

## POPULAR AI TOOLS

# Midjourney



### Generative AI Use Cases

- Built for design and creativity
- High-impact, artistic AI visuals
- More difficult to learn
- Prompt based

## POPULAR AI TOOLS

# Canva



### Generative AI Use Cases

- Design and copy creation
- Edit, resize designs with simple prompts
- Good for quick social posts, presentations
- Still early and learning

## POPULAR AI TOOLS

# Use Your Current Tools

AI is already embedded in so many platforms, look at what tools and systems you already have to see where you can utilize.





# **How AI Is Changing Customer Search + Pipelines**

**Have your searching  
habits changed?**

# Search has Evolved

Google

yahoo!

 Bing

 DuckDuckGo

Traditional  
Search

# Search has Evolved

Google

yahoo!

Bing

DuckDuckGo

Traditional  
Search



TikTok YouTube

reddit

Facebook Instagram

Social Media

Claude

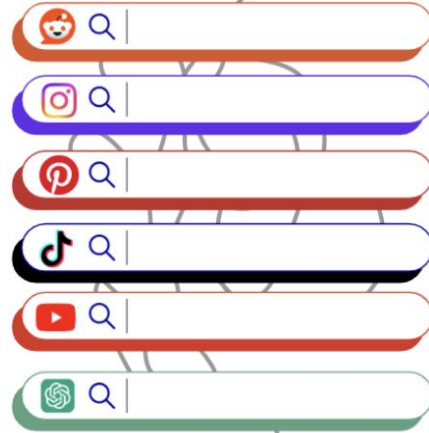
ChatGPT


perplexity

Gemini

AI Chatbots

# Search has Evolved



A construction worker wearing an orange hard hat and a high-visibility safety vest stands on a wooden frame of a building under construction. The background shows the intricate wooden structure of the roof and walls. A semi-transparent red rectangular box is overlaid on the lower half of the image, containing white text.

**Visibility today means showing up across a much broader digital landscape**

# How Search Impacts Call Volume + Leads

## AI-Powered Search

AI tools increasingly summarize homebuilding questions directly in search results, shaping client understanding before they visit a website

## Social Search

Clients turn to platforms like Pinterest and Instagram to explore floorplans, styles, and help set expectations.

## Local Discovery

Maps, listings, and reviews influence which contractors clients connect with.

# Traditional Search

The image shows a Google search interface for the query "upgrading my internet speed". At the top, the search bar contains the text "upgrading my internet speed" with a clear, voice, and refresh icon. Below the search bar are navigation tabs for "All", "Videos", "Shopping", "Short videos", "Images", "Forums", "News", and "More".

The main content area features an "AI Overview" section. It begins with a blue plus icon and the text "AI Overview". The overview text states: "To increase your internet speed, you can upgrade your internet plan with your provider, optimize your home network by adjusting router settings and placement, or upgrade your equipment like your modem and router. Additionally, you can improve your internet speed by reducing interference, managing connected devices, and using wired connections when possible." Below this, it lists "1. Upgrade your internet plan:" and "Contact your provider:" followed by the instruction "Reach out to your internet service provider (ISP) to inquire about available plans with" and a "Show more" button.

Below the AI Overview, there are search results. The first result is from verizon.com, titled "Verizon Home Internet | Fast Internet for \$35/mo". It includes a sub-heading "5G Home Internet plans starts at \$35/mo with AutoPay & any Verizon mobile phone plan." and several links: "Check Availability in Your Zip", "Check Availability Here", "Fast Internet in Your Area", "\$250 in Amazon Gift Cards", and "Our Home Internet Guide".

The second result is from Quantum Fiber, titled "Quantum Fiber™ Internet - Internet Speeds Up To 2 Gigs". It includes the sub-heading "Price For Life. Keep Your Internet Service Monthly Rate For As Long As You Keep Your Plan. Quantum Fiber is A Reliable Connection That Allows You To Watch, Game & Chat All At..."

The third result is from mybluepeak.com, titled "Bluepeak® Fiber | Bluepeak® Fiber Internet". It includes the sub-heading "Elevate your internet experience with Bluepeak's ultra-fast Fiber. Call now to learn more." and a link "Check Availability - Check Speeds Near You - High Speed Internet - Speeds up to 5 Gig".

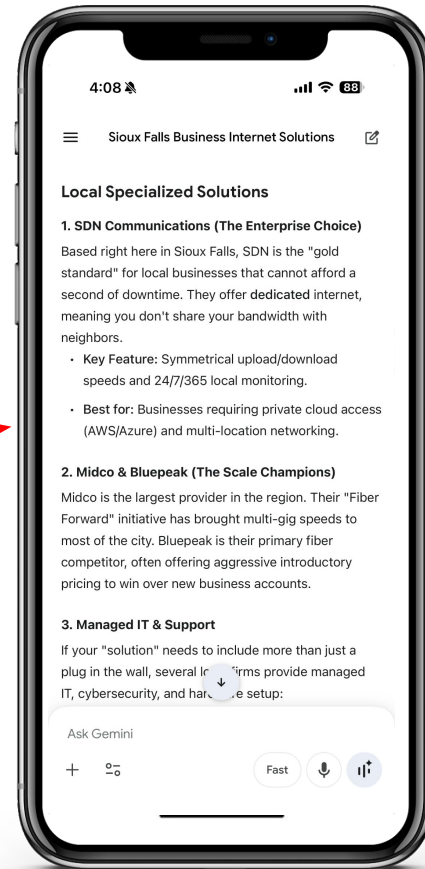
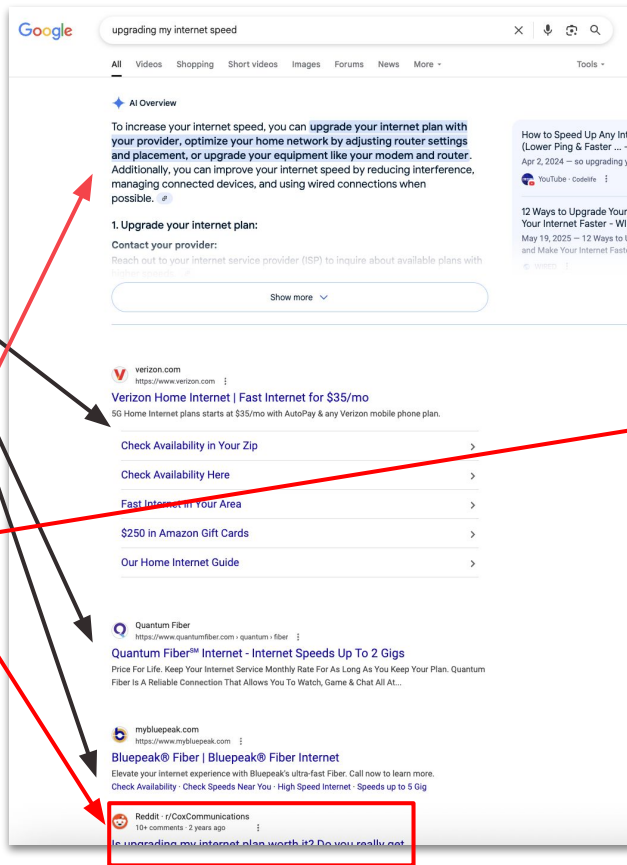
The fourth result is from Reddit, titled "r/CoxCommunications" with "19+ comments · 2 years ago".

On the right side of the search results, there is a vertical sidebar with two items: "How to Speed Up Any Inte (Lower Ping & Faster ... Apr 2, 2024 - so upgrading yo" and "12 Ways to Upgrade Your Y Your Internet Faster - WIR May 19, 2025 - 12 Ways to Up and Make Your Internet Faster".

Three black arrows originate from the "Traditional Search" box and point to the Verizon, Quantum Fiber, and Bluepeak search results.

Traditional Search

AI Search



HOMEBUILDER OPPORTUNITIES

# Changes in Search

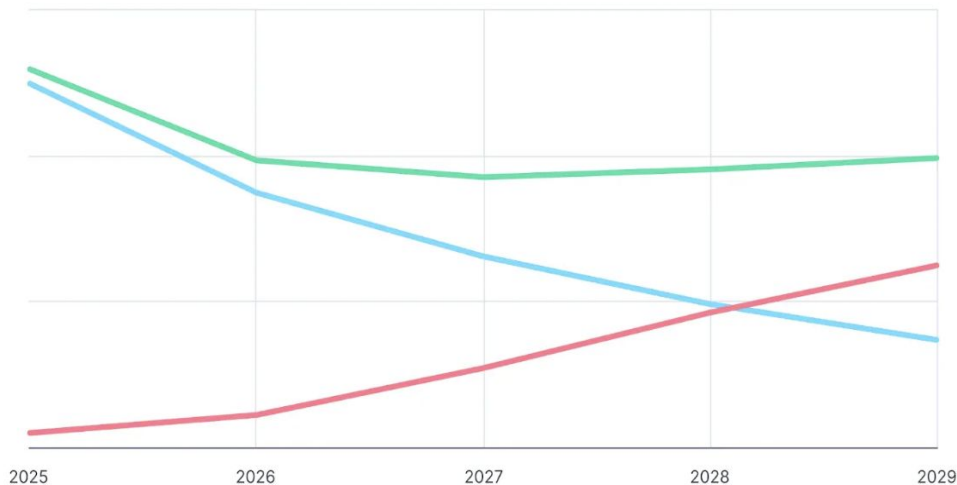
## How can you be part of their discovery?

- Changes in search behavior:
  - “Best contractor near me” vs. “Who should I hire for..”
- Being accurate and consistent matters more than being flashy

AI search is  
poised to  
overtake  
traditional  
search within  
**2-4 years**

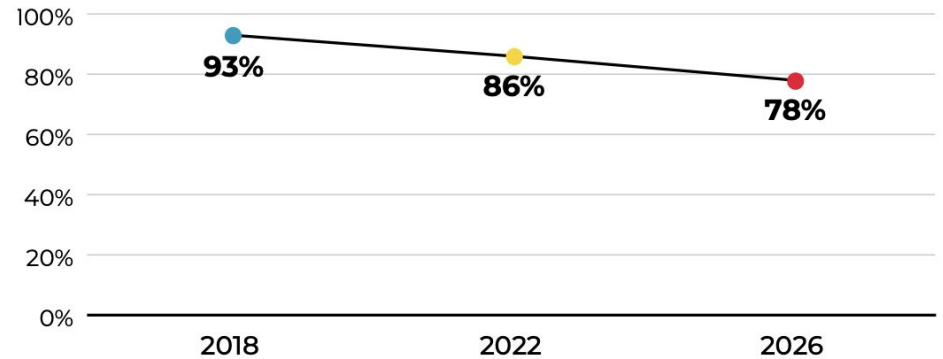
## Projected Annual Visitors by Source

— Traditional Organic Search — LLMs (Including Google AI) — Total

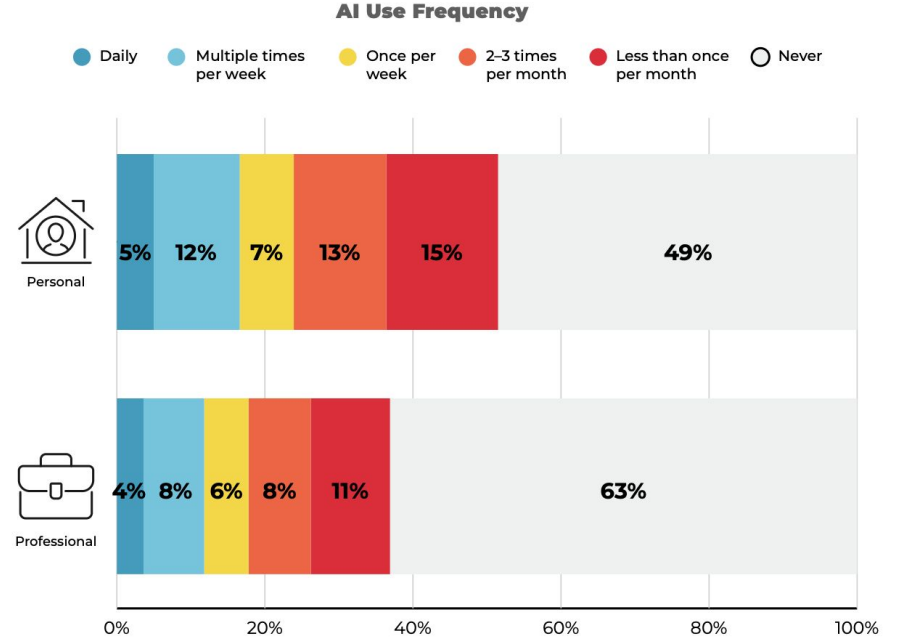


Traditional  
search has  
**declined 9%**  
since 2022

Search Engine Use Daily & Multiple Times Per Week  
(Multi-Year Comparison)

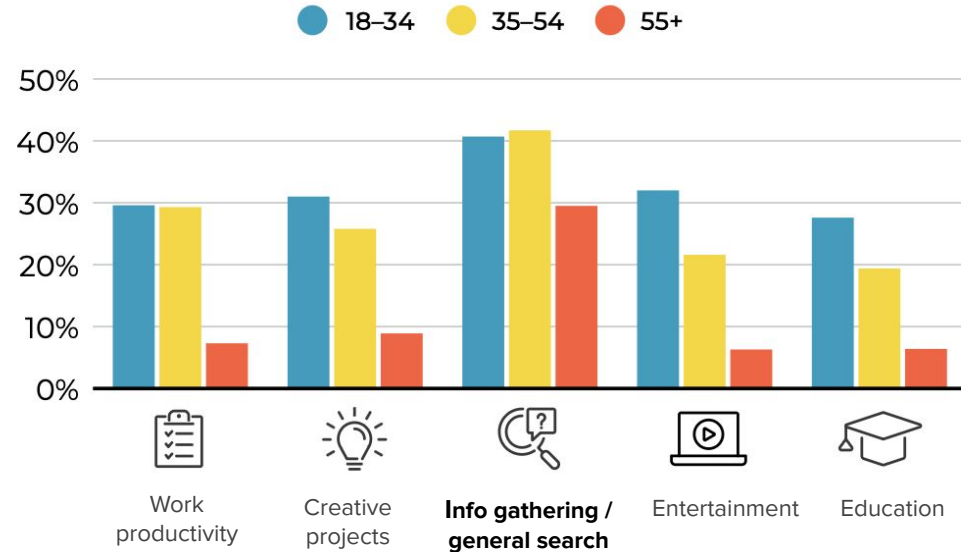


In the Upper  
Midwest **more**  
**than half** use  
AI for  
personal use



Think of who  
**your customer**  
is, are they  
using AI?

AI Use Cases by Age Group



# What is Social Search?

Social search refers to using social media platforms to **find information**, **recommendations**, and **real experiences**.

**Social  
Platforms Are  
Becoming  
Search Engines**



A construction worker wearing a blue hard hat and a red t-shirt is seen from the back, working on a wooden frame structure. The worker is holding a long, thin metal rod. The background shows the intricate wooden skeleton of a building under construction, with various beams and supports. A semi-transparent red rectangular box is overlaid on the lower half of the image, containing white text.

**Ways to help your business get ranked in search results.**

# Search Ranking Factors

## Proximity (distance)

How close are you to the user searching

## Relevance

How well your business category, services, and digital content match users search (“kitchen remodel in Sioux Falls”)

## Trust

How well-known and trusted is your business. Built thorough website backlinks, high review ratings, and review count

## Website SEO + Authority

Localized and relevant content, strong website foundation

## Optimized Google Business Profile

Accurate information, photos, responding to reviews



# **A Strong Digital Foundation**

**Do you know  
how your business  
shows up?**

# Your Search Landscape



website



google business  
profile



reviews



social channels

**These sources power both Traditional and AI search results—answering client questions, boosting your rank, and fueling your sales pipeline.**



# Tips for a Strong Foundation

## Your Website

- Include location specific copy
- Include service specific content
  - Think of the ways people are searching, are you answering those questions?
- Have a mobile friendly website



# Tips for a Strong Foundation

## Your Google Business Profile

- Ensure it is completely filled out
- Include your business category (or multiple)
  - *Home Builder*
  - *Custom Home Builder*
  - *Bathroom Remodeler*
- Location service area
- Photos



# Tips for a Strong Foundation

## Your Online Reviews

- Reviews
  - Volume, recency, response
- Focus on one platform first (Google Business Profile)



# Tips for a Strong Foundation

## Social Channels

- Quality is better than quantity
- Focus on one channel vs. being everywhere
- Be authentic
  - Show your team, work, and personality
  - What makes it fun to work with your team?



# How You Can Leverage AI

# Leveraging AI

Writing or cleaning up website copy, social captions, review responses

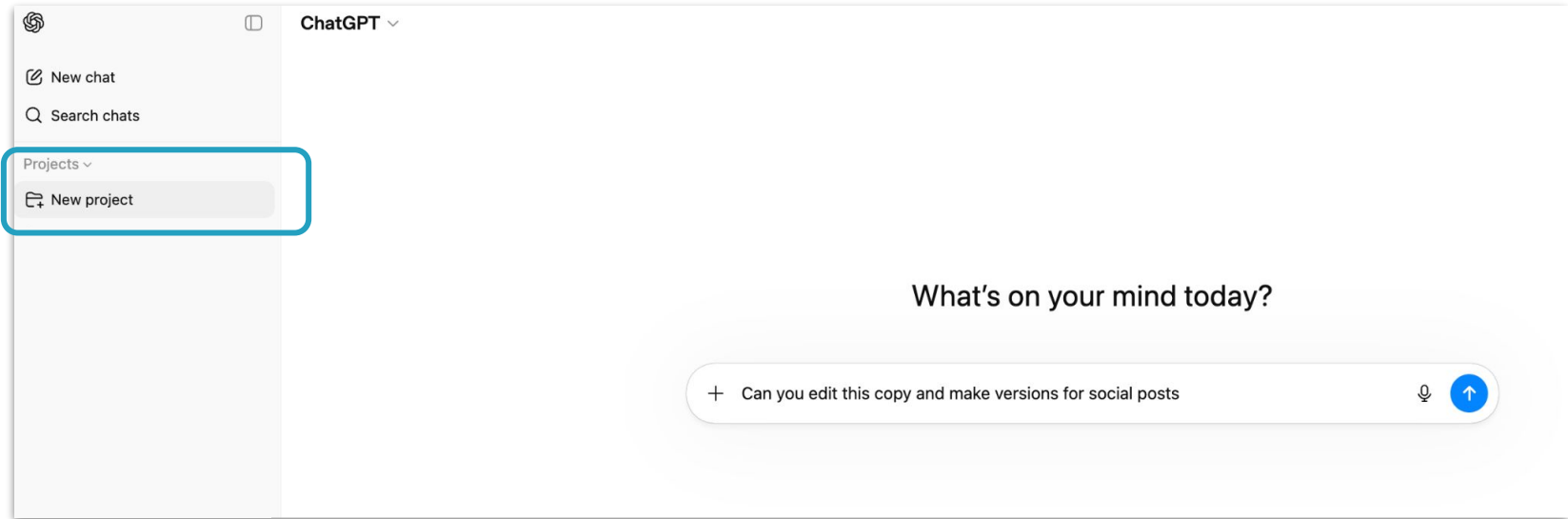
What's on your mind today?

+ Can you edit this copy and make versions for social posts



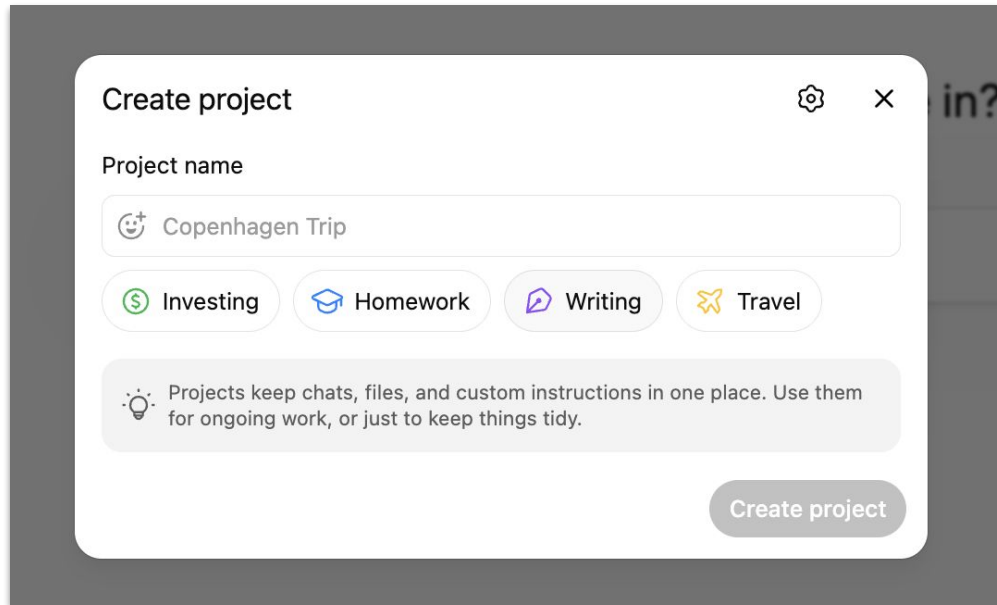
# Leveraging AI

Set-up a writing assistant to align with your tone of voice



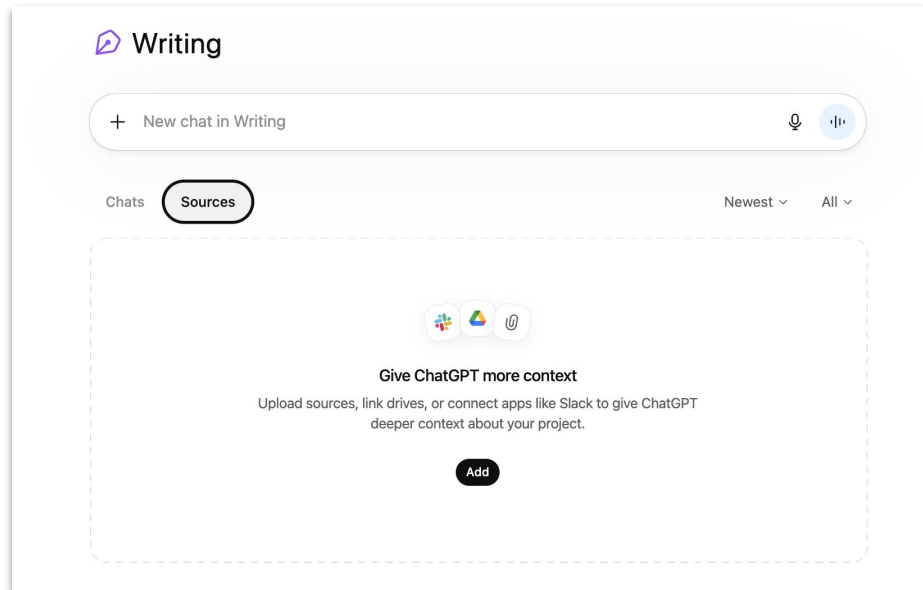
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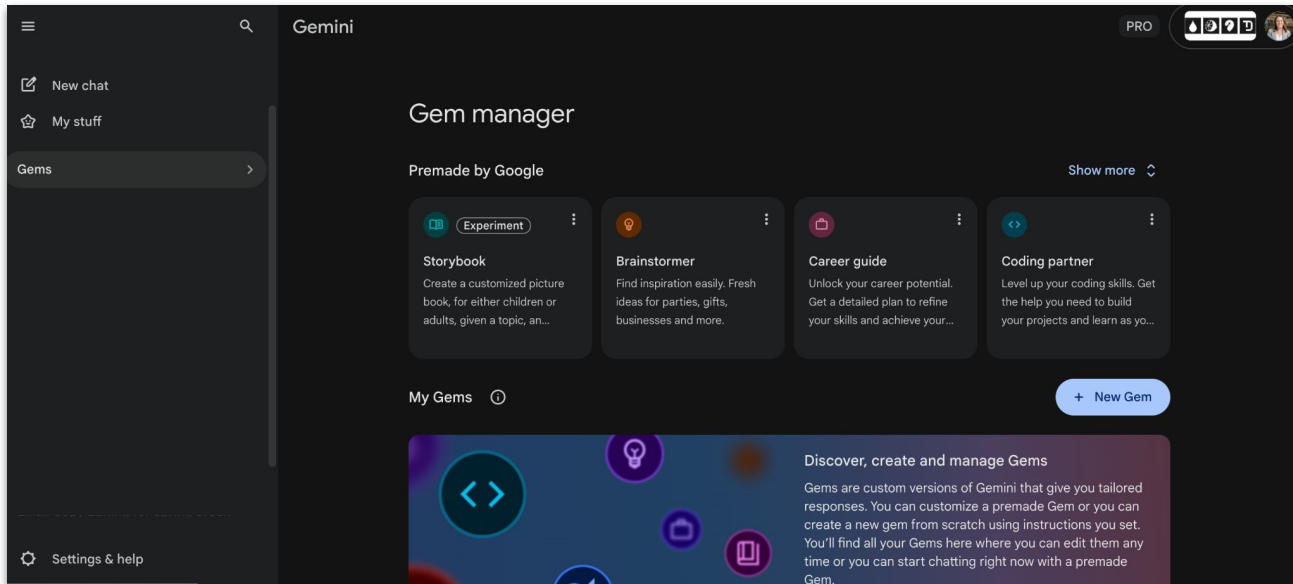
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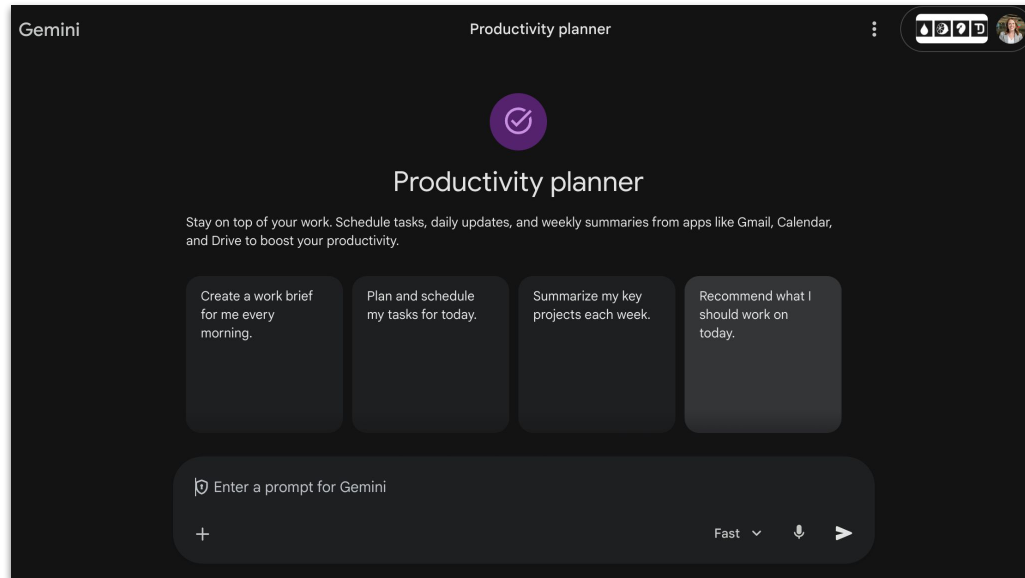
# Leveraging AI

Use Gemini Gems to help with collaboration, proofing, optimizing your workflow



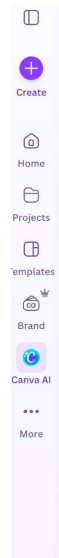
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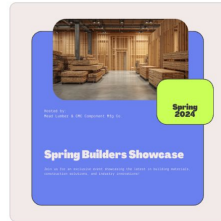
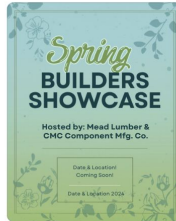
Canva AI to start design pieces. Utilize Brand Guide toolkit.



← Spring Builders Showcase Ad for Mead Lumber & CMC

create an ad to promote the Spring Builders Showcase event hosted by Mead Lumber and CMC Component Mfg Co

On it! Hang tight while I put together a few design options for your Spring Builders Showcase event ad.



More designs

Apply Brand Kit

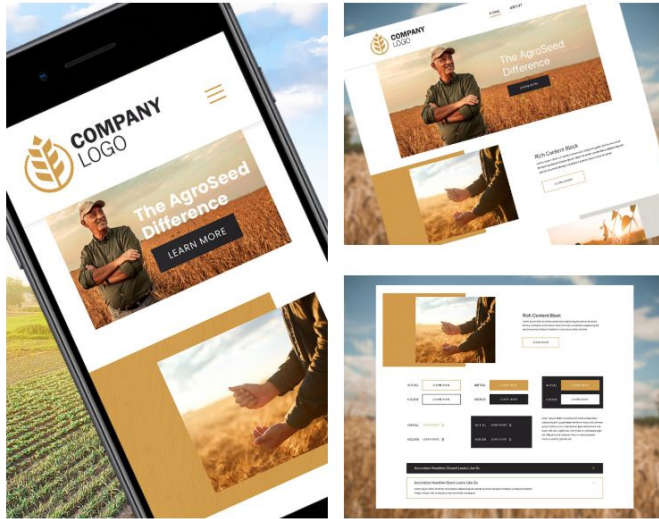
Add a construction site image

With bold colors



# **Resources For Your Team**

# clickrain.com/homebuilders



## WEBSITE SUBSCRIPTION

### Strong Websites, Made Simple

A scalable website subscription with ongoing support that keeps your site secure, optimized, and growing alongside your business.

We've taken our proven website framework and built a streamlined approach for growing organizations. This is not a simplified version. It is the same performance standards we bring to every Click Rain project, delivered in a way that is focused and efficient.

You get a strong digital foundation upfront, along with ongoing support to keep your site current, secure, and performing over time.

**For Spring Builders Showcase attendees, we're offering a \$2,500 in-kind credit applied to your project total.**

[View Template Options](#)

# clickrain.com/homebuilders

TRY STRATUS

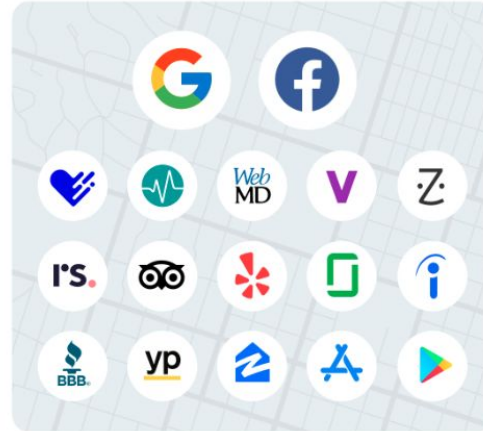
## Simplify Your Local Presence

Stratus is our platform for managing online reviews and local listings in one place. It makes it easier to keep your information up to date, generate new reviews, and respond to customers with confidence.

You can manage your listings and reviews across platforms from a single dashboard, helping you stay consistent and visible where your customers are searching. Stratus also allows you to sync approved review responses directly to your Click Rain website, adding real, trusted content that supports your credibility.

**For Spring Builders Showcase attendees, we're offering a special rate of \$15.99 per location for 12 months. Use code HOMEBUILDER when signing up.**

[Start Your Free Trial](#)





# Discussion



# Thank You!