CONCRETE
COATING GROUP

THE OPERATOR'S PLAYBOOK

How to build a $1M+/year coating company that runs without you.

The system behind coating companies that scale past a million and are still worth something the day the owner walks out of the room.

80+ contractors scaled · roughly $60M generated · no theory in here



For US concrete and epoxy coating owners doing $30k to $150k a month · concretecoatinggroup.com

START HERE · THE SHIFT

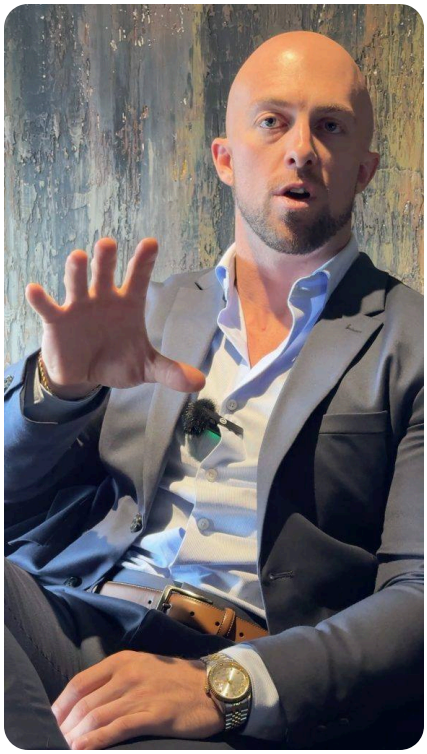
You don't have a marketing problem. You have a system problem.

Your installs are great. Your reviews are real. So why does revenue feel like a rollercoaster? Because growth lives in **your head and your phone**. Referrals when you are lucky. Ads when you remember. Follow up when you find time.

That is the trap that caps coating companies at $40k to $80k a month. Not skill. Not the work. The **absence of a system** that runs the growth whether or not you are on a job site.

Breaking past $1M is not about working harder or learning ten new tools. It is **one shift**. Stop being the operator who does everything, and become the **owner of a machine** that does it for you.

> *"The owner stuck at $80k and the owner running $2M install the same floors. The difference is what happens around the install."*



Danny Roy. Laid the floors himself, then scaled a coating company to $1.5M in year one and 13 locations in year two.

You are the marketing department	→	**A system runs marketing for you**
Chasing cheap leads	→	**Owning a booked calendar**
Five vendors, nobody accountable	→	**One partner, one number**
A business that needs you in it	→	**A business worth buying**

BEFORE I TEACH YOU ANYTHING

Here are the receipts.

You have been lied to by enough agencies. So I am not going to open with claims. I am going to open with bank statements from the coating company I own.

MAY

$209,030

High season, full crews

Statement period activity summary	
Beginning balance on 5/1	$5,810.14
Deposits/Credits	209,030.91
Withdrawals/Debits	- 214,088.20
Ending balance on 5/31	$752.85

OCTOBER

$144,180

Season winding down

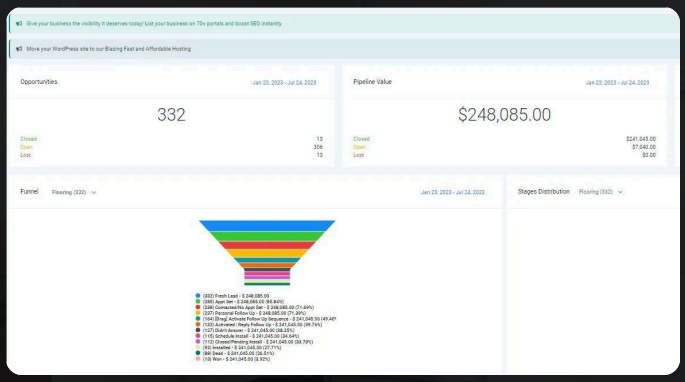
Statement period activity summary	
Beginning balance on 10/1	-$14.50
Deposits/Credits	144,180.40
Withdrawals/Debits	- 138,811.31
Ending balance on 10/31	$5,354.59

NOVEMBER

$119,648

The slow month. This is the one that matters.

Statement period activity summary	
Beginning balance on 11/1	$5,354.59
Deposits/Credits	119,648.76
Withdrawals/Debits	- 124,477.04
Ending balance on 11/30	$526.31



Live pipeline. Ours. Not a screenshot from a course.

LOOK AT NOVEMBER AGAIN

$119,648 in the month everybody in this industry writes off as dead.

That is the whole difference between a business that runs on hustle and a business that runs on a system.

When the machine is built, the slow season is just a slightly smaller month. When it is not built, the slow season is the month you decide whether to make payroll or make your truck payment.

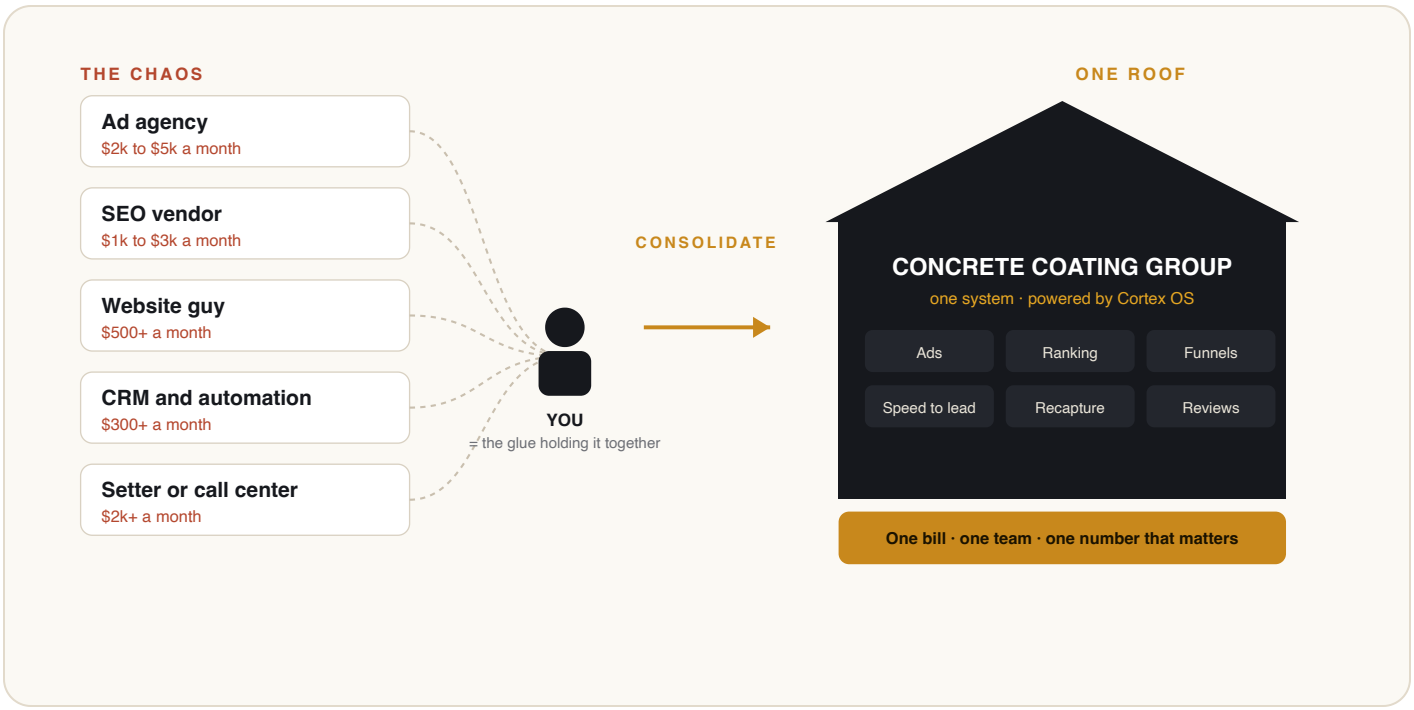
> *"Now here is the question that matters more than any of these numbers. What happens to all of it the day you are not in the room?"*

Same floors. Same trucks. The only thing that ever changed was the system behind the phone ringing.

THE TRAP, DRAWN OUT

Five vendors. Five bills. Nobody accountable.

Most growing coating companies end up renting five different experts. An ad agency, an SEO vendor, a website guy, some automation tool, a setter or a call center. Five logins, five invoices, and **you** are the only one who sees the whole picture. When leads dry up, everyone points at everyone else.



The fix is not a sixth vendor. It is pulling the whole growth stack **under one roof**. One team, one system, accountable to the only number that actually matters: **booked appointments on your calendar.**

> *"It is not your ads. It is your wiring."*

Zero sync

The ads guy does not know your leads never got called. Nothing talks to anything.

Zero owners

Five vendors, and not one of them is accountable to a dollar of revenue.

One glue

You. At 9pm. Holding five companies together for free.

READ THIS TWICE

A coating company that runs on the owner is not a business. It is a job with employees and a truck payment.

> Nobody pays a multiple for a job. They pay a multiple for a machine that keeps producing after the owner walks out of the room.
>
> You might want to sell this thing one day. **No one will ever buy your business like that.** The second you are not there, it goes bankrupt, and any buyer with a calculator sees it in ten minutes.

Every month you stay the glue, you are not just losing revenue. You are cutting the price of the thing you spent your life building.

THE REAL ASSET

Nobody buys a job. They buy a machine.

Everyone told you to fix your leads. Leads are the small problem. The big one is what you actually own at the end of it. Take yourself out of your company on paper, right now, and look at what is left. If the phone stops ringing, there is nothing there to sell.

	A JOB WITH EMPLOYEES	A MACHINE WORTH BUYING
Where revenue comes from	You. In the truck, on the phone, at the estimate.	**A system that runs whether you are there or not.**
Lead flow	Referrals, Yelp, a coin flip. Hustled into existence every month.	**Paid ads plus a compounding Google asset that pays forever.**
Google presence	Page four. Zero passive calls.	**Map Pack. Free inbound calls every day, no one touching it.**
Follow up	When you get to it. Usually at 9pm.	**Minutes, 24 hours a day, automatic.**
You take two weeks off	Revenue stops. Crews idle.	**The calendar keeps filling. You come back to booked jobs.**
What a buyer sees	A job with a truck payment. No multiple.	**An asset that keeps producing without the founder. A multiple.**

THE TEN MINUTE TEST

Any buyer with a calculator runs the same test. He removes you from the org chart and asks one question: **does the phone still ring?** If the answer is no, he is not buying a company. He is buying your customer list and your trucks, and he will pay you accordingly. It takes him ten minutes to work that out. It has taken you ten years to build it.

You can fix the revenue in ninety days. You cannot fix ten years of being the bottleneck in ninety days. You start now or you start later, and the number only gets bigger. Fix this and you have not just fixed your leads. **You have built something worth walking away from.**

Revenue

More booked jobs, at a lower cost to get them.

Valuation

A machine that runs without the founder. That is what carries a multiple.

EBITDA

Less waste, fewer retainers, no owner labor buried in the marketing line.

The same build moves all three at once. That is the difference between renting a service and building an asset.

THE UNLOCK

What a Fractional CMO actually does

A Fractional Chief Marketing Officer is a senior marketing operator who owns your entire growth engine, strategy *and* execution, for a fraction of the cost of a full time executive. Not an agency running ads in a silo. Not a coach handing you homework. An **owner of the outcome.**

Here is the part nobody says out loud. **You are already paying for a CMO.** You are just paying for a bad one. Yourself. At 9pm, after the crew goes home, stitching five vendors together with no training and no time. It is not that you are dumb. It is that **it was never your job.**

What he owns for you:

- The growth strategy. What to sell, to whom, at what price, in which cities.
- Paid ads, built and managed to cost per booked appointment.
- Google and Map Pack domination across your whole service area.
- Speed to lead and booking, so no lead ever goes cold on you.
- Database reactivation. The revenue you already paid for and never collected.
- The numbers. One dashboard, reported to revenue, not to vanity.

THE JOB YOU ARE DOING FOR FREE

A full time marketing leader is a **$150k to $250k a year** hire, plus benefits, plus the team underneath him, plus three to six months before he is useful.

So you never hired one. You just quietly took the job yourself and told yourself that is what owners do.

A Fractional CMO carries executive level marketing without the executive level salary, and he brings the team with him.

> *"You did not get into floors to manage five vendors. That job found you. Hand it back."*

THE HONEST DEFINITION

A Fractional CMO is not a sixth vendor for you to manage. He is the person who **fires the other five**, owns the number, and reports to you the way an executive would. No ramp. No salary. No benefits. No org chart. He shows up with the team already built, installs the machine, runs it, and then hands you the keys and leaves.

THE UNLOCK · HOW IT COMPARES

Fractional CMO vs. agency vs. hiring in house

Every coating owner eventually hits the same fork in the road. Here is the honest comparison, with our own cost left off the table on purpose. What it takes to build your machine depends on your market, your crew and your offer, and any number printed in a book like this one would be a lie designed to get a click.

	Fractional CMO	Marketing agency	Full time CMO hire	Do it yourself
What it costs	**We tell you on the call. Based on your market.**	$2k to $5k a month times four or five of them	$150k to $250k a year plus benefits	"free" (your nights)
Owns strategy	**Yes**	**Rarely**	**Yes**	**You do**
Owns execution	**Yes. Full team of 8.**	One channel	Manages others	**You do**
Accountable to revenue	**Yes**	**To "leads"**	**Yes**	Nobody
Coating industry expertise	**Built for it**	**Generalist**	Depends	**You know it**
Speed to results	**Ads live in about 14 days**	Weeks to months	**3 to 6 months to ramp**	**Slow**
Who owns the assets	**You do. All of it.**	**They do. That is the trap.**	**You do**	**You do**
Skin in the game	**Pay per appointment**	**Paid regardless**	Salary regardless	Nobody

RUN THE MATH ON YOUR OWN YEAR

Add up the retainers you paid over the last twelve months. Add the ad spend they burned learning your market. Add the hours you spent at 9pm stitching it together. Then look at the second column and ask what you actually own at the end of it. **The ad account, the pixel, the data, the site, the city pages, the automations, the CRM.** Most agencies keep every piece of that in their name, so the day you leave, you leave with nothing and you have to crawl back. That is not a service. That is a hostage situation.

THE REAL GOAL

A million dollars is the easy part. An efficient million is the goal.

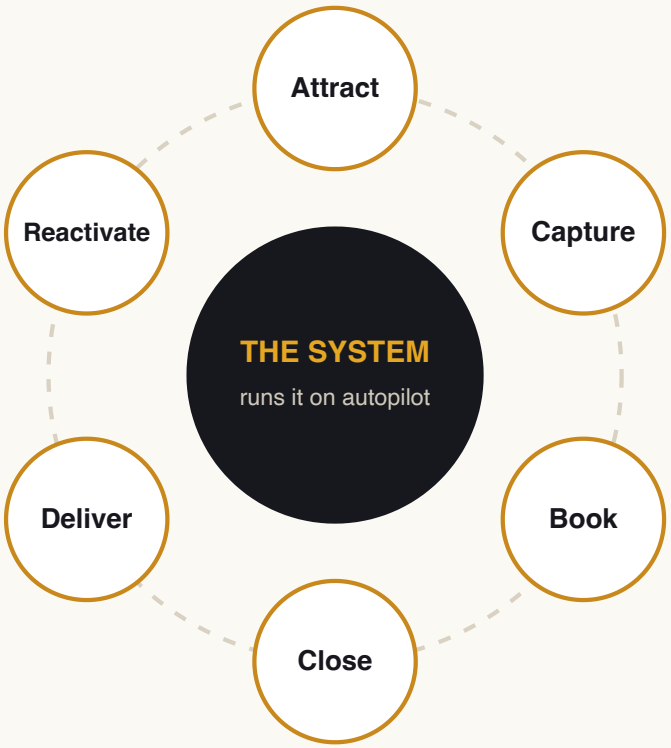
Plenty of coating owners hit $1M in revenue and still feel broke and buried, because they bought it with chaos. Overspending on ads, slow follow up, low close rates, and thirty hours a week of their own time. **Efficiency** is what turns revenue into freedom, and freedom into a business somebody would actually pay for.

1 number
Cost per booked appointment. Know it, or you are guessing.

<5 min
Speed to lead. First to respond wins the job.

30%+
Estimate to close rate on qualified appointments.

~0 hrs
Owner hours in marketing. The system runs it.



Each turn of the loop costs you less and books you more.

That is efficiency.

The efficient growth loop. Attract, capture, book, close, deliver, reactivate, with the system doing the turning instead of you.

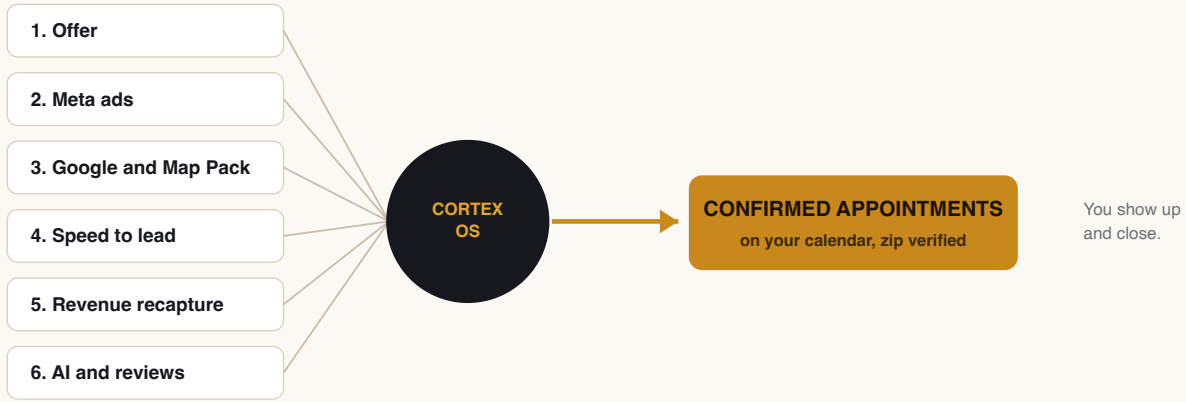
THE EFFICIENT MILLION

A million dollars of revenue that needs thirty of your hours a week is **a job.** The same million with the system turning the loop is **an asset.** Identical number on the P and L. Completely different company, and completely different price when somebody eventually asks what you want for it.

THE MACHINE

Six levers. One system.

This is the engine we install and run. Five agencies can each hand you one of these. None of them can wire them to each other, and the wiring is the whole game.



1 Your offer
Be the obvious choice, not the cheapest. Transformation, warranty, and a reason to act now.

2 Meta ads that book jobs
Before and after creative, local hooks, seasonal offers, measured on cost per booked appointment. Your pixel. Your ad account. Your data.

3 Own Google locally
City and service pages at scale, reviews, GMB, citations. The passive flow of organic calls you do not have right now.

4 Speed to lead
Instant SMS, missed call text back, 24 hours a day. Every lead engaged before your competitor picks up the phone.

5 Revenue you already own
Reactivate the dead database. Every quote you sent and never chased. The cheapest money in your business.

6 AI and reviews
Qualification, booking and reputation, handled automatically. One login. One number that matters.

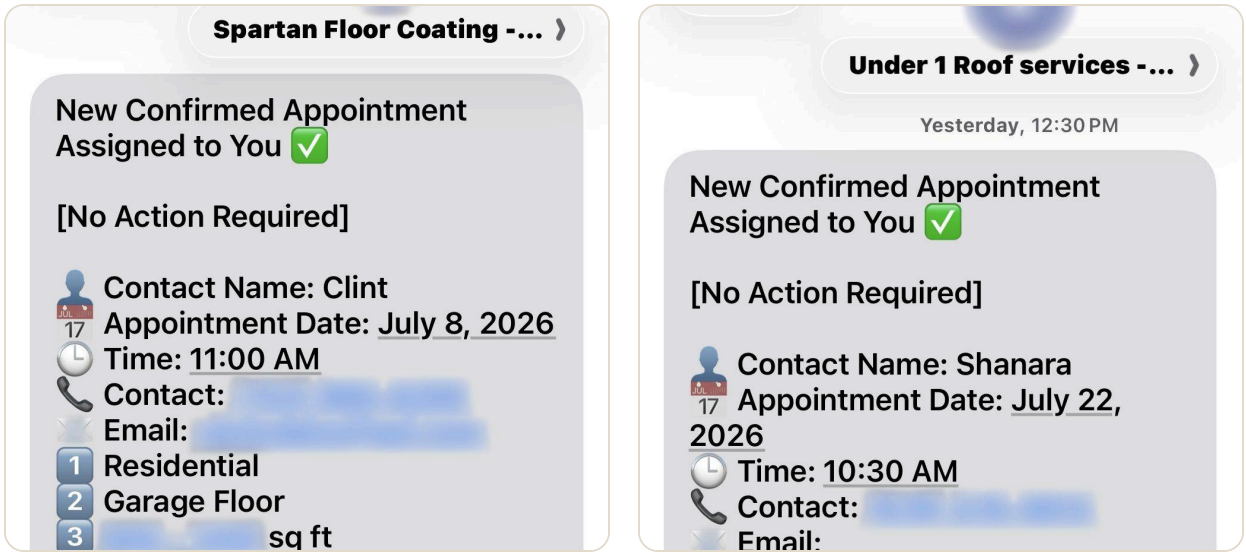
WHY FIVE AGENCIES CAN NEVER BUILD THIS

The ads guy does not know your leads are not getting called. The SEO guy does not know what is converting. The website guy is waiting on the automation guy. Every one of them owns one lever, and **not one of them owns the wiring.** So the only thing holding the machine together is you, at 9pm, with no training and no time. That is not a vendor problem. That is an architecture problem, and you cannot buy your way out of it one vendor at a time.

WHAT IT LOOKS LIKE WHEN IT IS RUNNING

Not leads. Appointments.

A lead is a name and a number, and HomeAdvisor sold that same name to four of your competitors. A **confirmed appointment** is zip verified, qualified on project and timeline, they picked the time themselves, and the reminder sequence is already running. Real notifications, real owners. Phone, email and address blurred. Everything else is exactly as it landed.



Spartan Floor Coating, Charlotte. Under 1 Roof Services, Atlanta. Two markets, same machine.



You wake up and the calendar is already full. You did not build it. It filled itself overnight while you slept, and every name on it is verified, in your service area, and expecting you. **You show up and close. That is your entire job.**

WHAT IT DID FOR THEM

Real owners. Real numbers. Nothing borrowed.

The guys we work with are not special. They were doing exactly what you are doing right now. Chasing agencies, chasing leads, chasing their own tail at 9pm. Then they stopped being the glue.

 # Spartan-Floor-Coatings-Charlotte

Concrete Coating Group Jun 30, 2026, 11:00 AM
Logan my guy, appointments are flowing ✅ You need anything right now?

Logan Milton Today at 11:02 AM
Literally got 5 estimate yesterday, the appointment system is doing great, I'll make some call and tell the other owner of Spartan Floor Coatings to use you guys for their systems. Definitely over 100k/mo, I would have to check my books. Well done guys 🤝

 # Floor-Kings-Epoxy

Concrete Coating Group Jun 22, 2026, 9:30 AM
Mike how's the confirmed appointment going saw you just got 3 today! 🔥 Moving to Phase 2, Google Ranking Agent going live, 600 service pages then Phase 3 - year recapture and reactivation infrastructure to tie it all in together.

Mike - Floor Kings Epoxy Jun 22, 2026, 10:05 AM
I'm stocked, thanks for everything, you guys rock! The system is working really well, I don't even have to do anything the appointments just books is wild. I'm doing Michael Jordan floor right now, I'll send you the picture. Big year this year let's go! 💪🏽

 # Ridge-Concrete-Coating-Plus

Concrete Coating Group Jun 30, 2026, 11:00 AM
Hey Jeff, how's everything?

Jeff Nelson Today at 11:02 AM
Can't complain, 25 installs, $87,500 in revenue and got the next 2 weeks booked for July. Getting another crew so we can scale right now 🚀
Thanks for everything fellas, amazing work!

 # Under 1 Roof Services Atlanta

Concrete Coating Group Jun 8, 2026, 8:17 AM
Leslie 4 confirmed appointment in the first day! ✅ Let's go! 🔥You're getting them, everything looks good on your end?

Leslie - Under 1 Roof Services Atlanta
Jun 8, 2026, 9:01 AM
Hey morning boys, the A.I is booking automatically is crazy! I just fired my other agency they we're bringing shit leads, I'm not gonna need them with y'all now! I just collected deposit on one of them already $5000. Y'all stuff rocks! 💪🏽

THE PLAN

Your first 90 days

You do not boil the ocean. You install the machine in three moves.

DAYS 1 TO 30
Foundation and fast wins

Tighten the offer, turn on speed to lead, launch one proven ad angle.

Goal: appointments this month

DAYS 31 TO 60
Own your market

City and service pages, the review engine, database reactivation.

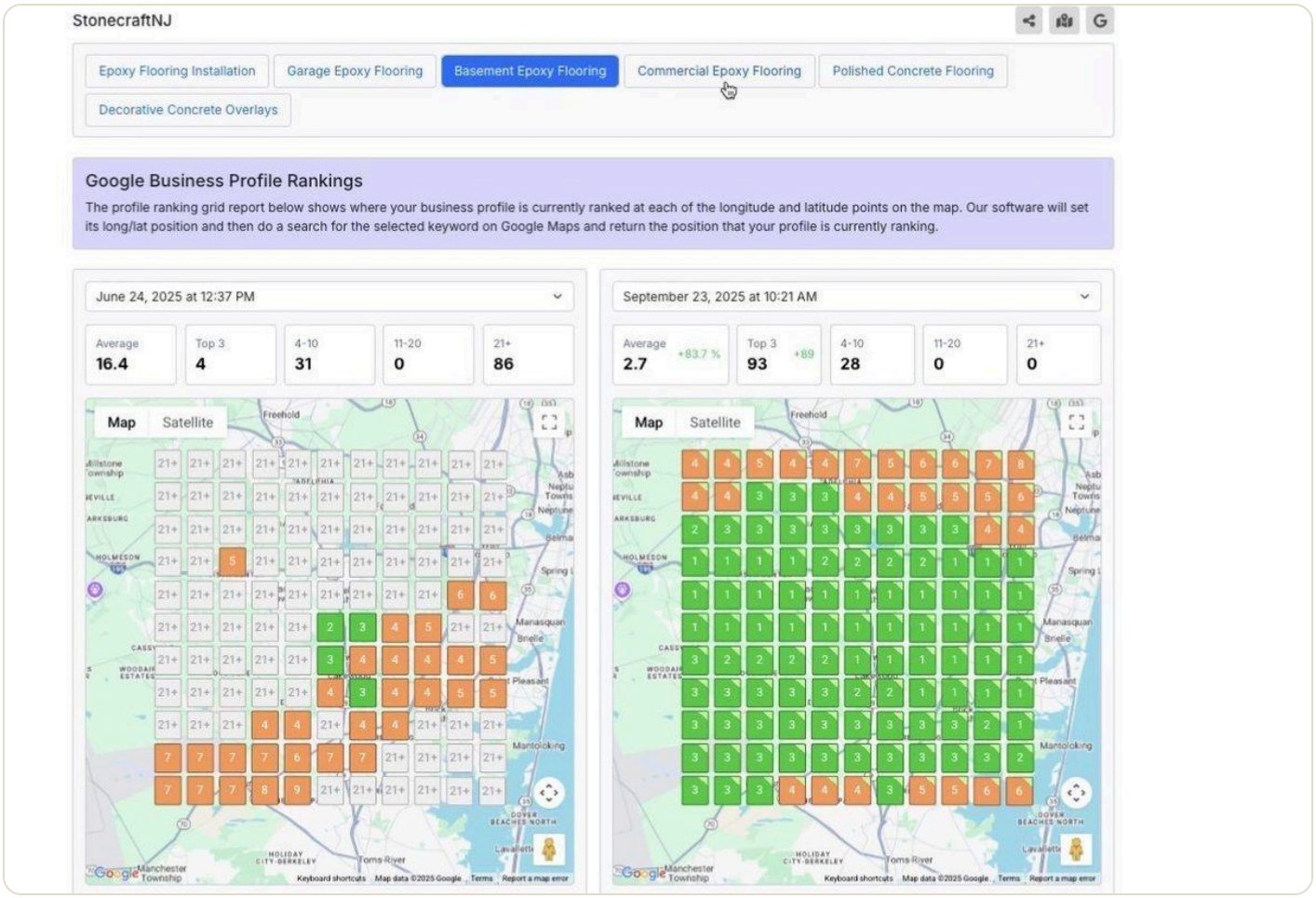
Goal: free inbound calls

DAYS 61 TO 90
Scale on autopilot

Wire it all together, track cost per booked appointment, scale winners.

Goal: you out of the seat

Days 61 to 90 is where the asset gets built. Ads can be switched off. Rankings cannot. This is one of our clients, sixty days apart. Average map position **16.4 to 2.7.** Top three placements across the grid, **4 to 93.** Nobody is paying for those calls.



Before and after on the same grid. Red is invisible. Green is the phone ringing while you sleep. This is the piece a buyer actually pays for.

WHO IS BEHIND THIS

I did not read it in a course. I laid the floors.

I started a coating business with two partners at the end of 2022. A truck, a rented two bedroom apartment, and credit card debt with just enough room left on them to make something happen.

I took a one third ownership stake, because that was the only way to actually help. Not advise. **Own it. Bleed with it.** I laid floors, I ran the leads, I went to the appointments, I trained the crews.

We took that company to **$1.5M in year one**, then duplicated the system across **13 locations** in year two. Same playbook, new city, new trucks, same result. That is when I knew it was not luck and it was not me. It was the system.

Then it nearly broke me. Too big, too fast, everything running through one person. Me. Which is exactly the thing I am telling you to fix, so understand that I am not lecturing you from the outside. I built the same trap you are in, and mine was bigger.

So I rebuilt the whole thing. Not as an agency. As a system.



 # OCD Painting and Flooring

Concrete Coating Group Apr 3, 2025, 8:32 AM
Morning Chal, hey real quick I'm accumulating testimonial for a big push for Concrete Coating Group, can you transparently shoot a transparent testimonial? Thanks man

Chal - OCD Painting and Flooring
Apr 3, 2025, 8:41 AM
Sure man! I mean Roy knows his stuff, as soon the A.I came along, he was the first to crack it, he launched me a system that books estimate appointment on autopilot right away. Great honest man with integrity, when it comes down to putting gaz in a business, he's the guy, meta, google, website, automation, system he knows everything, pays attention to details. We're booked for April, can't complain!

$1.5M	13	80+	$60M
our coating company, year one	locations, year two	contractors scaled	roughly, generated

Same floors. Same trucks. Same 2am cure times. The only thing that ever changed was the system behind the phone ringing.

HOW WE WORK

Two doors. Same machine.

One is a test drive. One replaces your entire marketing department. There is no price on either of them in this book, and that is on purpose. What we build depends on your market, your crew and your offer. We look at your numbers on the call, and then we tell you what it costs.

THE ENTRY DOOR

Pay Per Appointment

You only pay for **confirmed appointments that actually land on your calendar.** Not leads. Not names. Not form fills. Appointments. If it does not hit your calendar, you do not get invoiced. We carry the risk while you watch the calendar fill.

- **Zip verified.** Inside your service area. You are not driving an hour for a tire kicker.
- **Qualified.** Project type, timeline and intent, confirmed before it ever reaches you.
- **Confirmed.** They said yes to a time. It is on your calendar with reminders already running.
- **You show up and close.** That is your entire job. Most guys start here, watch it work, and then want the whole system.

THE FLAGSHIP

Fractional CMO

You have been doing the Chief Marketing Officer job for free, at night, badly, because it was never your job. So we take it off you. A dedicated **team of 8** plugs in as your in house marketing department. We install the entire system, we run it for **6 to 12 months**, and then we hand you the keys.

- **You own every piece of it.** The ad account, the pixel, the data, the website, the city pages, the automations, the CRM. Most agencies keep it in their name so that the day you leave, you leave with nothing. That is their business model. It is not ours.
- **Install, run, release.** Ads live in about 14 days. Google compounds over 90. Then it is yours, and it keeps running when you are not in the room.
- **You do nothing.** You do not learn a platform. You do not manage vendors. You close jobs and you run crews.

THE GUARANTEE

90 booked appointments on your calendar in your first 90 days. If we miss, you get every cent you paid us back, plus $1,000 for wasting your time. All we ask is that you have the crews, keep your ad budget live at $4,000 a month or more for the 90 days, show up to the appointments, and give us account access within 7 days of signing. We do everything else.

One coating company per market. We will not run your ads and your competitor's ads in the same city. When a market is taken, it is taken.

CG
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You have been doing the marketing job for free for years.

It is time to hand it off.

Two minutes. Tell us about your business. If you are a fit, my team calls you and we look at your numbers together. If it is not a fit, we will tell you that too, and you keep the plan either way.

get.concretecoatinggroup.com/sales-letter.html

Scan it or type it in. One coating company per market. When a market is taken, it is taken.