

# MEET SPENCER POWELL

Data-driven Marketing Strategist • Author • Builder Funnel CEO

**Spencer Powell is CEO of Builder Funnel**, an inbound marketing agency in Colorado Springs, Colorado.

Spencer comes from a long line of builders who have been in business for over 110 years now, dating back to his great grandfather. Spencer got started in marketing when his uncles' business made a shift from purely home building to adding a remodeling division. When the 2008 economic crash hit, they needed remodeling to support new home revenue until the building demand came back.

Spencer led their digital marketing efforts and helped them grow their remodeling division from \$2M to \$10M over the next few years. Since then, Spencer has proven his expertise in helping builders, remodelers, and contractors generate more leads and sales using the power of their own company websites.

## Builder Funnel is generations in the making

Spencer's family has been in the building and remodeling business for over 110 years. His family started Powell Property Management, a division of Powell Homes, Inc., the oldest home builder in Seattle, Washington.

## What Spencer brings

Inbound marketing expert Spencer Powell shares how to create an education-driven marketing strategy that your clients and target audience enjoy. In his foundational guide, Spencer shares his expertise to help builders, remodelers, and contractors harness the most powerful tool to generate leads and close more sales.

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Visit [www.BuilderFunnel.com](http://www.BuilderFunnel.com) to learn more.

Tune into **BUILDER FUNNEL RADIO**.

Builder Funnel Radio is a podcast designed to bring you bite-sized sales and marketing strategies that you can quickly implement into your company's plans.

Join the **BUILDER FUNNEL ACADEMY**.

Builder Funnel Academy is the #1 marketing program in the industry with the tactics, campaigns, and content to produce consistent lead flow for your construction business.

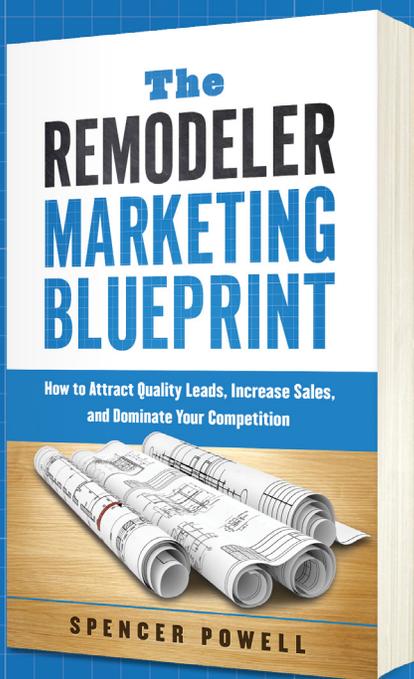
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**How to build a full funnel marketing system that builds trust and creates credibility that converts regardless of company size.**

Available everywhere books  
are sold January 2021



*The Remodeler Marketing Blueprint:  
How to Attract Quality Leads,  
Increase Sales, and Dominate  
Your Competition*

In *The Remodeler Marketing Blueprint*, inbound marketing expert Spencer Powell shows that it is possible to create an education-driven marketing strategy that your clients and target audience will actually enjoy. In this foundational guide for remodeling and custom building companies, Spencer shares his expertise to help builders, remodelers, and contractors harness the most powerful tool you have—the Internet—to generate leads and close more sales by using the power of their own companies' websites to increase valuable web traffic.

Easy-to-follow explanations and guided templates provide vital information on harnessing search engine optimization, gaining traction on social media, creating a repeatable and profitable system, and growing your brand. With educational, tactical, and entertaining tools, you will learn how to stop creating ads and instead create content that will transform the way you and your clients think about your marketing. This is the blueprint to drive your business into the future.

“As construction professionals, we put a lot of focus on production and the quality of our finished product. What we tend to leave to fate, though, is how those projects come to us in the first place. Spencer Powell knows the formula for this part of the equation, and he lays it out clearly in this book!”

—**SPENCER PADGETT,**  
**Builder-in-Residence, CoConstruct (Retired)**

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