

FOR CUSTOM HOME BUILDERS

THE LARGER MARKET CAPTURE.



Capture the **97%** of future homeowners competitors ignore. Own your market.

If I owned a custom home building business and wanted to grow it predictably, year after year...

I wouldn't be looking at one big build followed by silence.

I'd be building a steady pipeline where:

- Projects overlap.
- Inquiries come in consistently.
- And deals are always moving at different stages.

And if I was relying solely on referrals or waiting for someone to find me on Google, I wouldn't get that kind of predictability.

So I'd rely on them less.

Instead, I'd focus on capturing a slice of what I call the larger market:

People planning to build in months (or years) to come, and those just starting to think about building "someday."

Let me show you exactly what I mean.

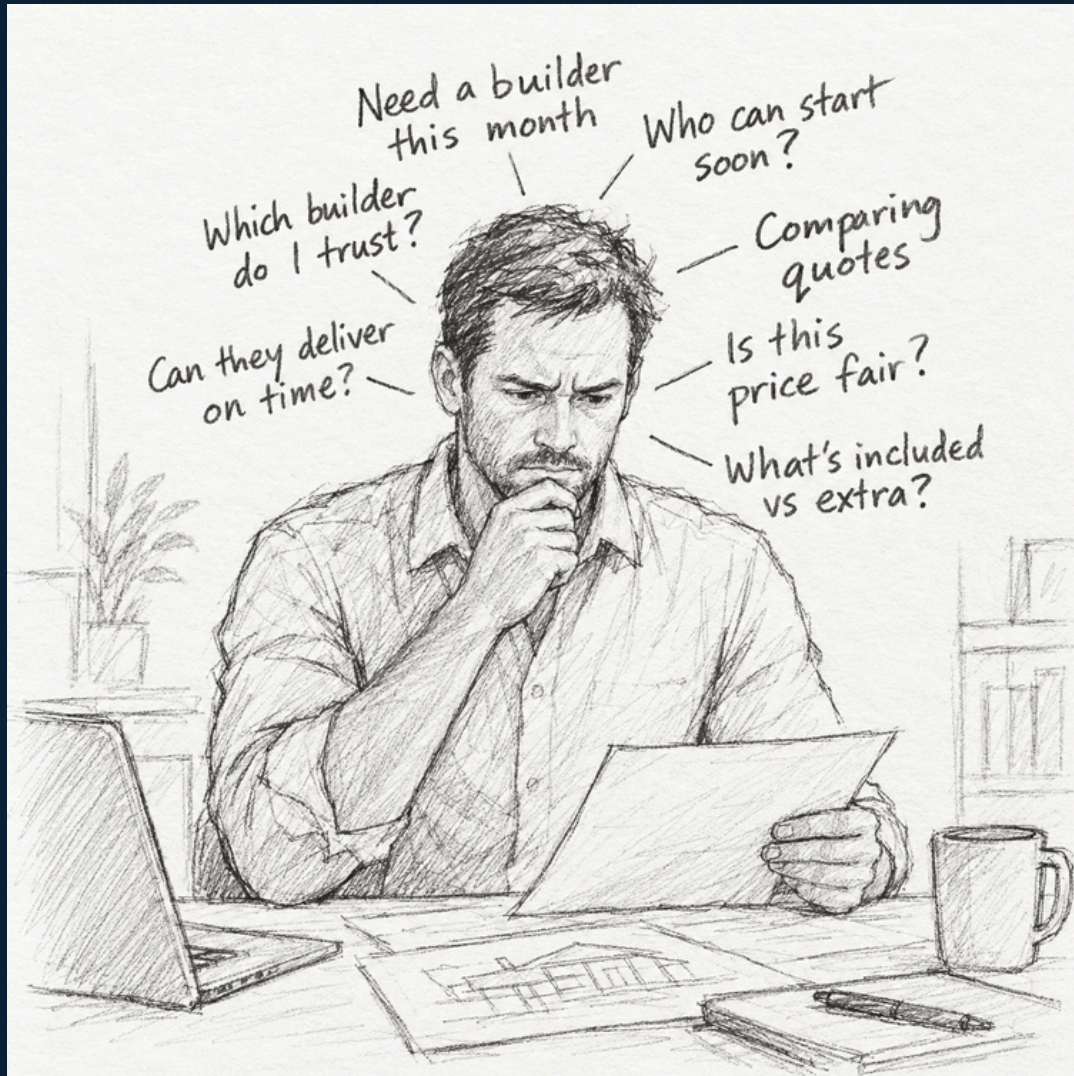
Consider three random prospects:

James.

Sarah.

And David.

JAMES: [Ready to Build]



- Has land secured (or closing soon).
- Financing already in place.
- Actively contacting builders.
- Ready to build immediately.

SARAH:

[Planning to Build]



- Researching designs, costs, and timelines.
- Planning to build in the next 6–24+ months.
- Not actively seeking a builder yet.
- Will engage when the timing is right.

DAVID: [Building “Someday”]



- Thinking about building “someday.”
- Browsing inspiration and home ideas.
- Occasionally looking at land.
- Just starting to explore what’s possible.

All three can become clients.

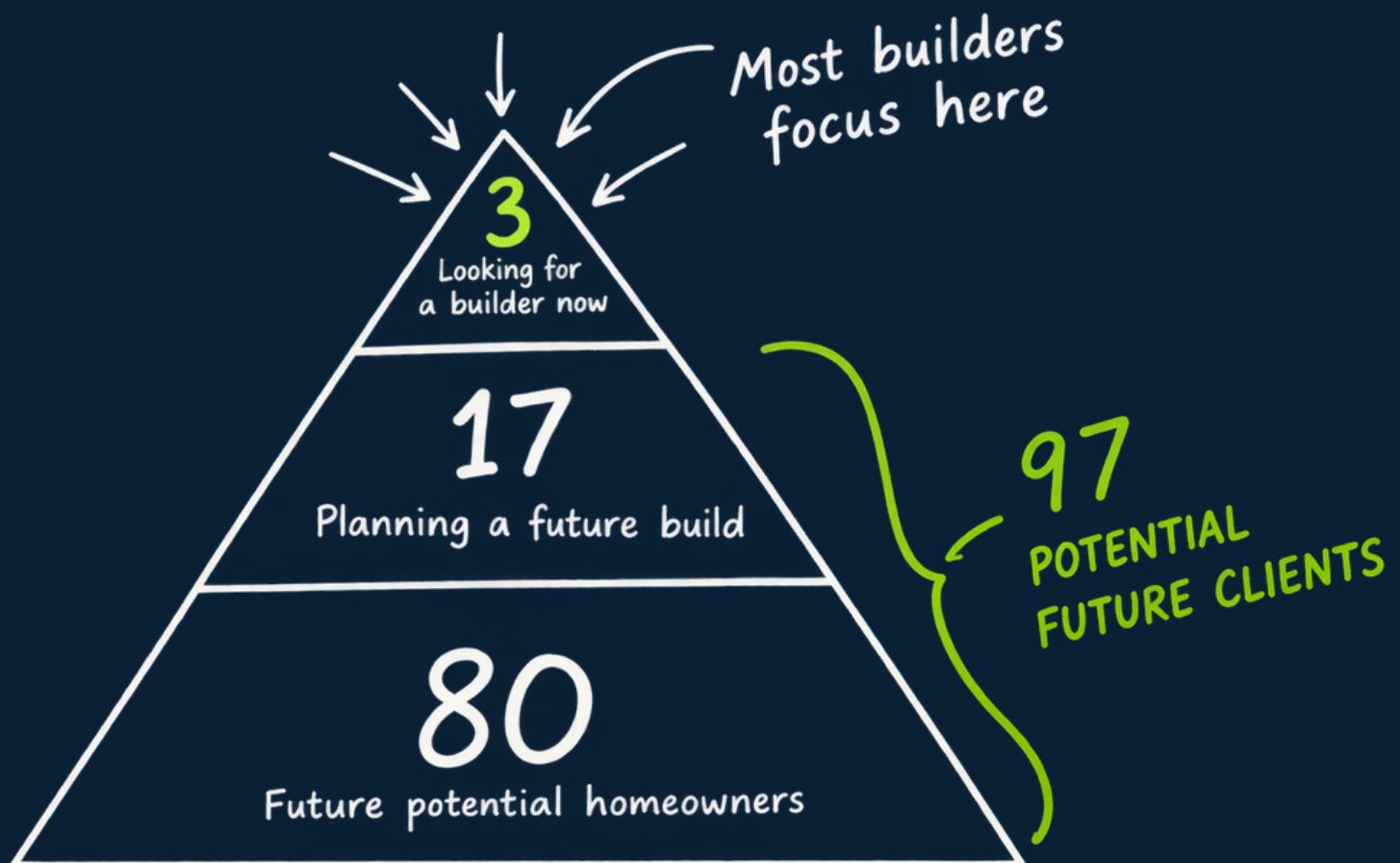
But most builders focus on James—simply because he's the one ready to build right now.

The problem?

That's not what the market actually looks like.

For every 100 people:

- 3 are like James (ready to build immediately).
- 17 are like Sarah (planning to build in the next 6-24+ months).
- 80 are like David (thinking about building someday).



This 3/17/80 split is a common pattern seen across high-ticket buying decisions. Your exact numbers will vary by market, but the shape rarely does: most of your future clients aren't searching yet.

**JAMES IS A SALE. SARAH IS A PIPELINE.
DAVID IS A MARKET.**



James, Sarah, and David are **three points on the same timeline** — and every one of them can eventually become a client.

I'd still take on immediate projects when people like James are ready to build now — that's not going away.

But I wouldn't build my pipeline's predictability around waiting for them.

I'd build a system to reach Sarah and David too, while they're still forming the opinion of who they'll eventually hire — because that's where the pipeline and the market actually live.

That system has 4 simple phases.

And here's how I'd build it.

Map the Prospect's Internal Conversation.

Let me show you what this looks like.

Take Sarah.

Inside her mind is a mix of:

- Questions.
- Hopes.
- Fears.
- Desires.
- And uncertainties—all active at the same time.

One moment she's asking herself: "How much is this actually going to cost me?"

Then she's imagining the outcome: "I just want a home my family can feel proud of."

And almost immediately, a concern comes in: "What if I choose the wrong builder and regret it?"

Sarah's actual conversation isn't something I'd assume or guess.

It has to be mined — pulled from where Sarah is actually saying it, out loud, in her own words.

I'd comb through real conversations Sarah and people like her are already having in places like Reddit, forums, Facebook groups, and relevant YouTube video comments sections.

That's a lot to hold in your head. So I'd create a spreadsheet to put it all in — one place for every question, hope, fear, desire, and uncertainty I found.

Questions	Hopes	Fears	Desires	Uncertainties

A few rows filled in an afternoon isn't the goal.

I'd keep adding to this for as long as it takes to feel like I actually know the exact conversation going on inside Sarah's head.

Because whatever's in this spreadsheet is what every phase after this gets built from.

If I get it wrong here, everything downstream won't work as intended.

Create a Deep Clarity Offer (D.C.O).

A Deep clarity Offer is a strategically packaged piece of insightful information—usually a free download—designed to give prospects clarity around the questions, doubts, and decisions they're already working through internally.

The name reflects exactly what it's designed to do.

Deep—because it goes beyond surface-level information and provides meaningful insight.

Clarity—because it helps prospects better understand the questions, doubts, and decisions they're trying to work through.

Offer—because that valuable insight is deliberately presented to the prospect as something they can access.

That's what makes a Deep Clarity Offer valuable: it helps prospects gain clarity before they're ready to make a buying decision.

Let me take you back to **Sarah**.

She's not ready to choose a builder yet but in her head, she's trying to figure out things like:

- How the process actually works.
- What it's going to cost her.
- What can go wrong along the way.
- How to avoid making an expensive mistake.

So when all she sees are builders asking her to "Book a Consultation," she hesitates because she isn't ready to build yet.

So instead of asking Sarah to book a consultation, I'd give her something more useful right now.

Something designed around the questions she's already trying to answer.

It could be a digital book like this:



That's what a Deep Clarity Offer looks like.

And for someone like Sarah—who's already trying to understand the costs, process, risks, and decisions involved in building a custom home—an offer like this gives her a reason to pay attention.

Because instead of asking her to make a decision she isn't ready to make, I'm offering to help her make sense of the decisions she's already trying to work through.

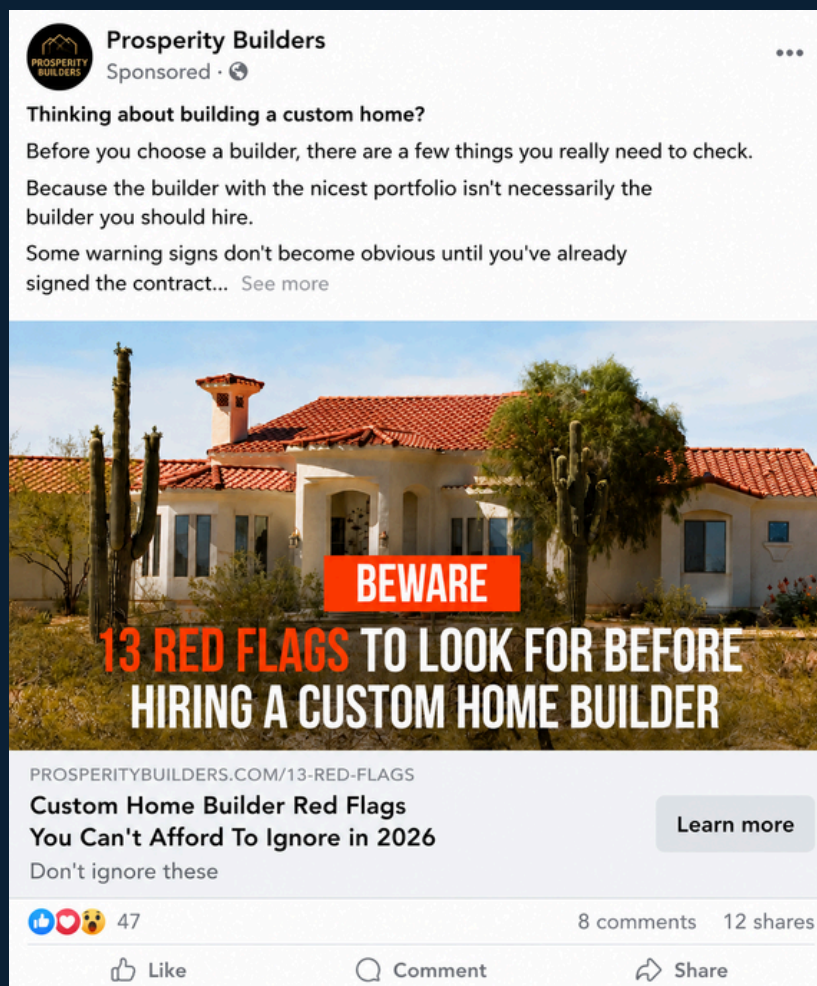
In this phase, I'd create one.

Get in Front of Sarah & David Early.

Once the **Deep Clarity Offer** is created, I'd put it in front of prospects like **Sarah** and **David**—people already thinking about building, but not yet searching for builders.

How exactly?

Showing them Ads like this on Facebook:



If Sarah is scrolling Facebook and sees an ad like this, she's not going to scroll past it.

On the next page, I'd offer her the **Deep Clarity Offer** I created in Phase 2—in exchange for her email address.



If Sarah is planning to spend hundreds of thousands (or even millions) on a custom home, **she'll naturally want clarity** before making any decisions.

That's where a report like this becomes useful—and why she'd be willing to enter her email to access it.

PHASE 4

Build the Relationship Over Time.

If Sarah takes the time to go through the **Deep Clarity Offer** she downloaded, I'm already ahead of other builders competing for her attention.

But what I do next determines whether that relationship goes anywhere.

Most builders make the mistake of immediately shifting back to “when do you want to book a call?”—but Sarah isn’t there yet.

Instead of pushing for a decision...

I’d continue shaping the conversation already happening in her head—until she has enough clarity about the whole process of building a custom home.

The goal isn’t to persuade or push her but build a relationship with her overtime and become the builder on top of her mind when she’s finally ready to build.

I’d do that through a series of emails sent over time, each one breaking down what I found in Phase 1—her internal questions, fears, desires and uncertainties.



Here’s what that might look like:

Email 1: “How much does it really cost to build—and why do quotes vary so much?”

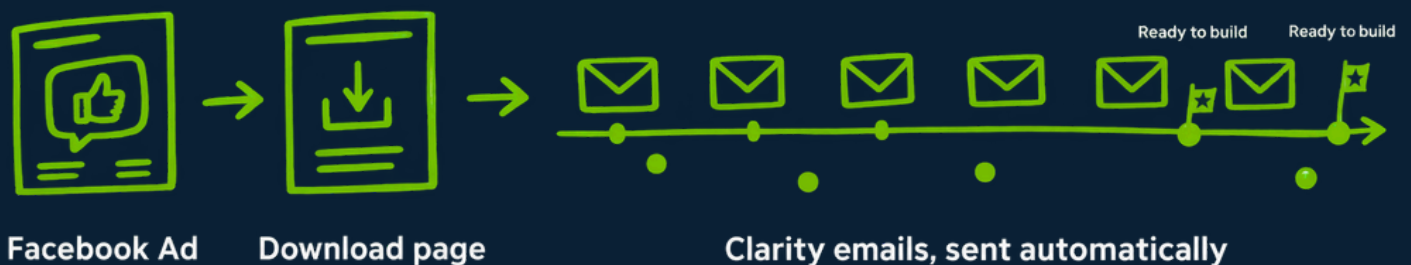
Email 2: “Do I need land first, or can I talk to a builder before that?”

Email 3: “Builder vs general contractor—who am I actually supposed to hire?”

I’d keep sending these clarity emails for as long as there’s something to explain, clarify, or help her make an informed decision.

How Predictable Growth is achieved with the “larger market” capture system.

In a nutshell, the whole system for capturing people like Sarah (planning to build in 6-24+ months) and David (thinking about building “someday”) looks like this:



Everything starts with a Facebook Ad (see the example I shared earlier). It runs for as long as necessary.

From there, people click through to a download page, where they trade their email for the Deep Clarity Offer.

And once they're in, the clarity emails take over. I write them once, and from there they're sent automatically — no extra work from me each time someone new joins.

Look at the dots on that track.

They're not lined up — some are near the start, some are further along, a couple have already reached the end.

That's what predictable looks like. Not everyone moving together, but someone always finishing.

Think about your job sites right now.

One's pouring foundation. One's mid-framing. One's getting handed the keys this week.

None of them started on the same day — but they're all moving forward at once.

That's exactly what happens with Sarah, David, and everyone like them in this system.

One just downloaded the report today. One's a few emails in. One's about to raise their hand and say they're ready.

Different start dates, same system running underneath all of them.

Which means at any given point, some of them are ready to build.

Not all at once. Not on a schedule I control. But steadily — because new people are entering every day, and the ones who started earlier are steadily reaching the end.

That's the steady pipeline I wanted from the very start — where projects overlap, inquiries come in consistently, and deals are always moving at different stages.

This is how that actually gets built.

REAL EXAMPLE:

SAME SYSTEM, DIFFERENT INDUSTRY.

Pinnacle Choice is a property investment advisory company that helps everyday Australians make more informed property decisions and build long-term wealth through investment property portfolios.

Now, instead of only competing for people searching for property advice now...

They've built a simple system that gets in front of people earlier in the decision process.

It starts with a post like this:

**Pinnacle Choice**
Sponsored

Did you know that property investment's the secret to becoming an overnight millionaire?

Not really.

BUT if done right it can be your ticket to building a nest egg for retirement....



REVEALED
HOTTEST SUBURBS TIPPED TO BOOM UP TO 77% IN 2026

[OFFER.PINNACLECHOICE.COM.AU](https://offer.pinnaclechoice.com.au)
17 Bulletproof Suburbs Set To Skyrocket In 2026
Yep, Read Above.

[Learn more](#)

Nothing complicated.

Just a normal scroll-stopping Facebook AD that speaks to a concern or curiosity people already have.

When someone like Sarah (but interested in property investment advisory) sees it, she doesn't think "**I need to buy property advice right now.**"

She simply thinks:

"This actually makes sense... I should take a look."

She clicks through to a simple page where she can download a **Deep Clarity Offer:**

The advertisement is for a report titled "17 SECRET SUBURBS SET TO SKYROCKET IN 2026" by Parade Choice. The headline reads: "We Told Our Clients To Buy In Ripley QLD And Munno Para SA. One's Up 77%. The Other's Up 52%. Here Are The 17 Suburbs We're Backing Next For 2026/2027". A sub-headline states: "THE 2026 PROPERTY HOT SPOT LIST IS OUT — AND IT'S ALREADY CREATING MILLION-DOLLAR PORTFOLIOS". A call to action button says "DOWNLOAD YOUR COPY WHILE IT'S STILL FREE". A warning note at the bottom says: "WARNING: Once we reach the limit of 200 people, we'll revert to our RRP of \$149. Get it now for free!". On the right, there is a graphic of the report cover featuring a house and the text "17 SECRET SUBURBS SET TO SKYROCKET IN 2026". A circular badge on the cover indicates "\$149 VALUE FREE FOR 200 DOWNLOADS ONLY". In the top right corner, there is a contact number: "HAVE QUESTIONS? 0434 034 1...". The Parade Choice logo is in the top left corner.

Parade Choice

HAVE QUESTIONS?
0434 034 1...

THE 2026 PROPERTY HOT SPOT LIST IS OUT — AND IT'S ALREADY CREATING MILLION-DOLLAR PORTFOLIOS

We Told Our Clients To Buy In Ripley QLD And Munno Para SA. One's Up 77%. The Other's Up 52%. Here Are The 17 Suburbs We're Backing Next For 2026/2027

This isn't a guess. It's the same insider data model that's helped 415 everyday Australians quietly build million-dollar property portfolios while everyone else was waiting for "the right time." Get the full list free - before the 200-copy limit hits.

DOWNLOAD YOUR COPY WHILE IT'S STILL FREE

WARNING: Once we reach the limit of 200 people, we'll revert to our RRP of \$149. Get it now for free!

17 SECRET SUBURBS SET TO SKYROCKET IN 2026

The \$120M Secret To Capitalise On The Next Property Boom

\$149
VALUE FREE FOR 200 DOWNLOADS ONLY

What she's downloading is not a sales pitch.

It's a clarity piece — in this case focused on helping people understand how to identify strong property investment opportunities and avoid costly mistakes before they buy.

That's it.

She gets clarity.

They get permission to stay in touch.

From there, she receives clarity emails that continue the conversation over time:

- Real mistakes investors make
- How experienced investors think differently
- What most people overlook when choosing a property
- And how to know when you're actually ready to act

By the time she's ready to invest in property and needs advice...

She already knows who Pinnacle Choice are.

She already understands how they think.

And she already trusts their perspective.

So instead of comparing 10 different companies at the point of purchase...

She's effectively already made her decision long before that moment arrives.

That's what this system creates when it's working properly.

*****the END*****

Whenever you're ready, I can help you build this predictable growth system in your business.

You've now seen the system I'd build to create a more predictable pipeline.

But understanding the system and building it are two different things.

Mapping prospects internal conversation takes real digging.

The Deep Clarity Offer needs to be created.

The ads, the download page, all the clarity emails, and automation need to be built.

And all of it has to work together, not as separate pieces.

If you ever decide you'd rather have help putting all of that together, that's what I can help with.

If it's not a fit, I'll tell you that too.

See if we're a good fit →