

WHEN BEN IS DONE...YOU SHOULD PICK:

10 WAYS TO GROW YOUR RADON BUSINESS IN 2026!

Presented By Ben Miller



SERVICE BOOSTER . COM

BEN MILLER

SERVICE BOOSTER

- Building Business Websites Since 1997
- We Specialize in Radon / Vapor Marketing
- Host The Radon Pros Network Podcast
- IEA (AARST) MEMBER
- Previously Licensed Radon Tester in Illinois
- Husband & Father of 3 Kids
- Pizza Enthusiast



ben@servicebooster.com
1-866-775-0750





GOAL SETTING & ADMINISTRATION

Make a (better) plan to achieve growth, and organize/automate your team for BIG success

SALES & MARKETING

Drive more customers to your business, and close more leads

EMPLOYEE GROWTH & RETENTION

Find and hire better employees (and keep them around)

CLIENT SUCCESS

Serve your customers well, and they'll be your biggest advocates

1

2

3

4

GOAL SETTING

Create SPECIFIC & ACHIEVABLE Goals!



92% Percentage of people who don't reach their goals....

70% of employees who set goals are more engaged at work

01

Write Them Down!

Writing down your goals increases the likelihood of achieving them by 42%

02

Share Your Goals

Having an accountability partner increases the likelihood of success to 70%

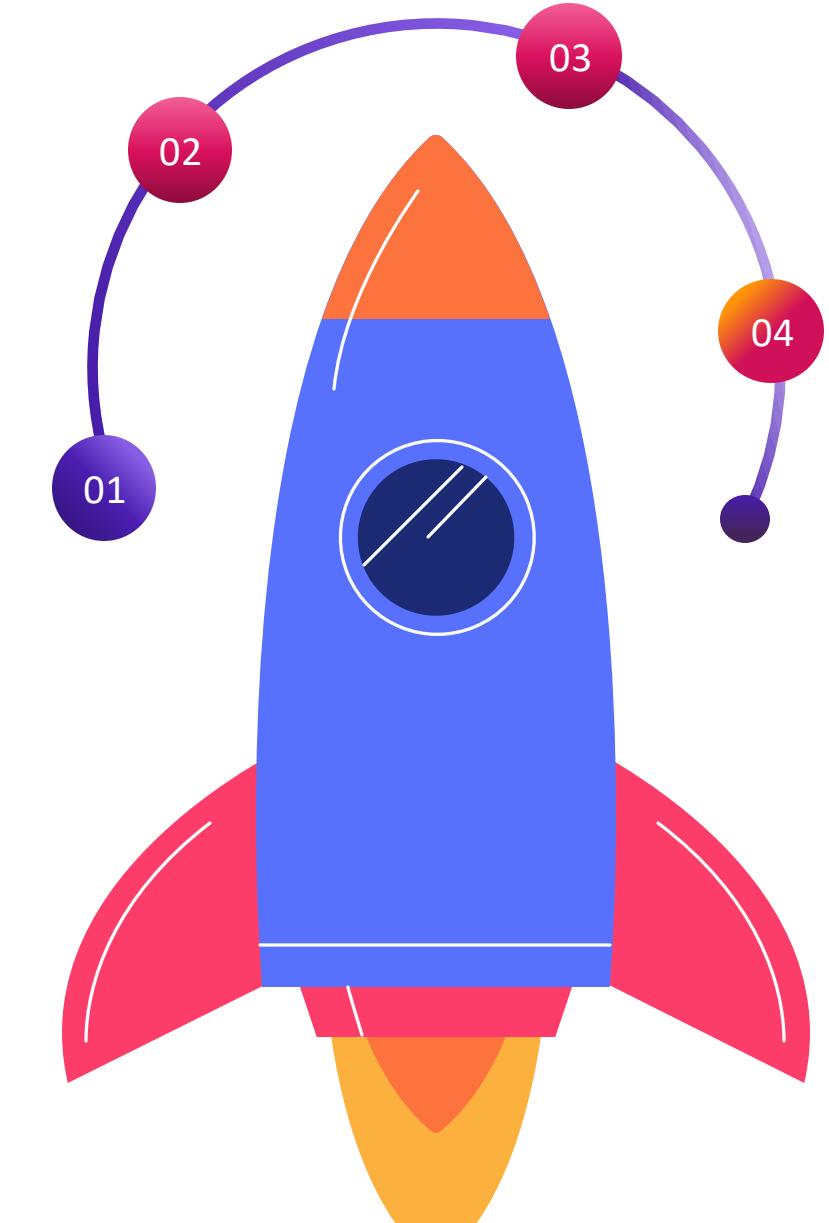
03

Track Your Goals!

Set up "check-ins" for your goals by week/month/quarter

ADMINISTRATION

Organize your business and increase your office efficiency

 **Software** **Office Technology** **Outsourcing** **CRM / Automations**

UPGRADE YOUR SOFTWARE

These desktop / mobile apps will make your business run smoother, faster, and keep you organized

Sketching / Proposal Software



QuickBooks / Xero



Password Manager



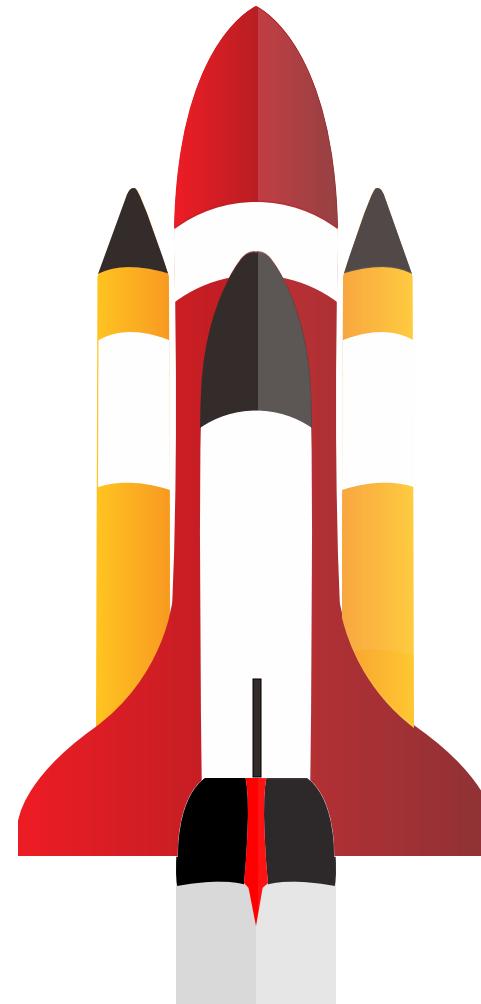
Loom & Scribe



Slack / Teams

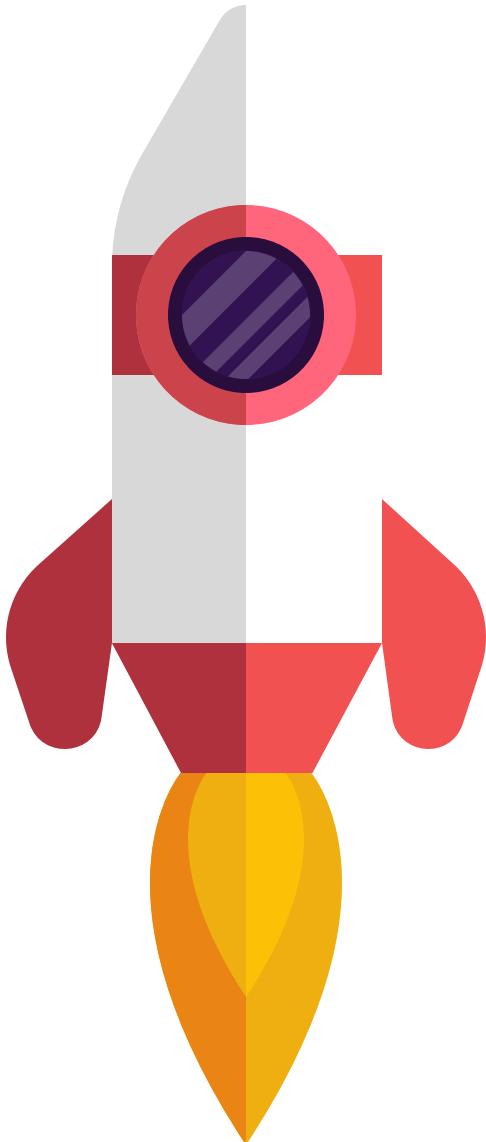


**CYBER LIABILITY
INSURANCE POLICY!**



INFORMATION TECHNOLOGY

Use these tools to speed up your service



- ★ Google Workspace**
Email, Drive, Sheets, Calendar
- ★ CRM – Enabled Phone System**
Track all of your interactions & calls
- ★ GPS Tracking**
Trucks, Tools, Team
- ★ Cyber Security Tools**
Malware / Anti-Virus, etc.
- ★ High Speed Scanner**
Give your filing cabinets a break!
- ★ TRACK EVERY LEAD**
Tracking Numbers, Click Through Codes, Referrals... EVERYTHING!

OUTSOURCING

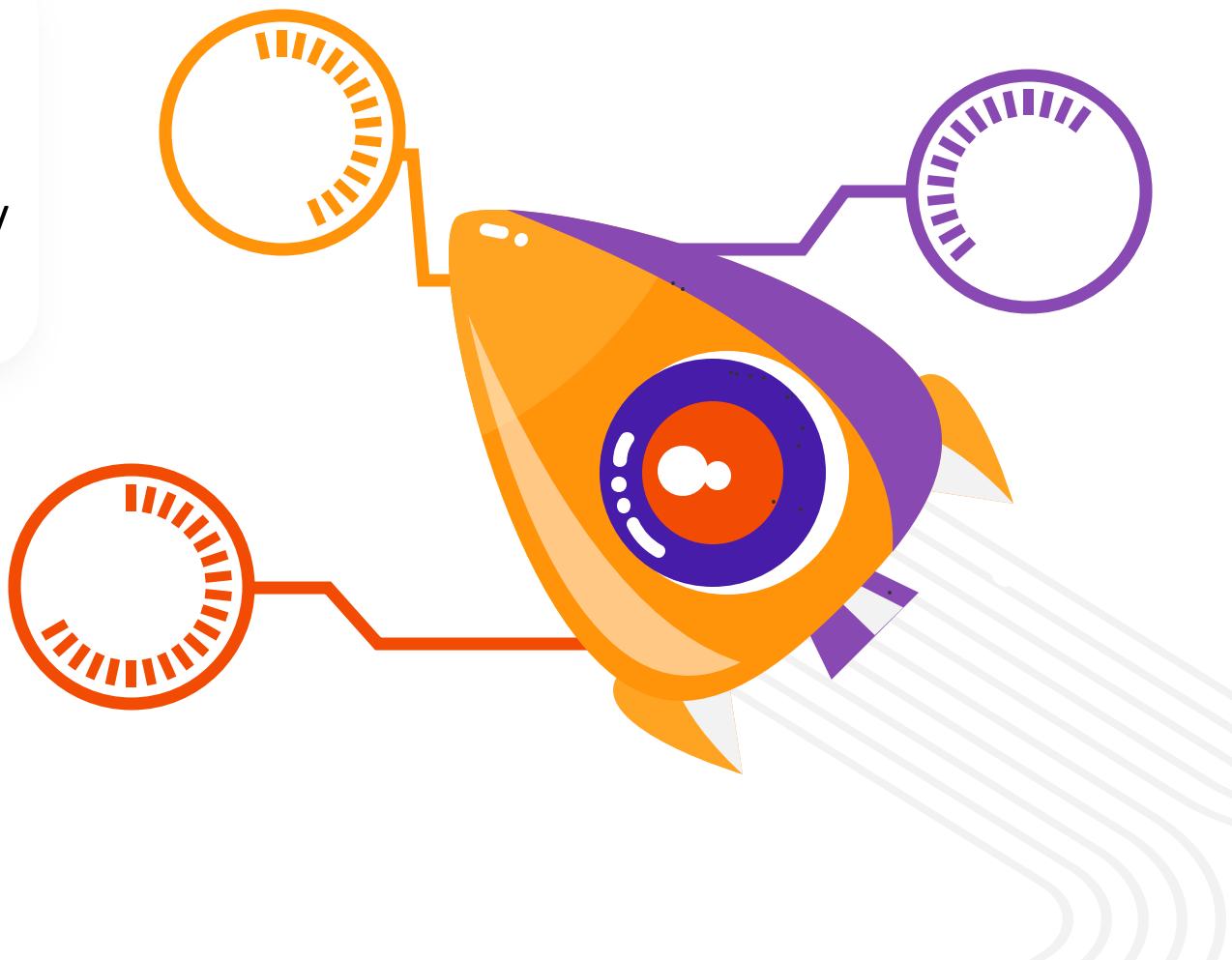
Someone Else Could Be Taking Notes For You Right Now

Office Support

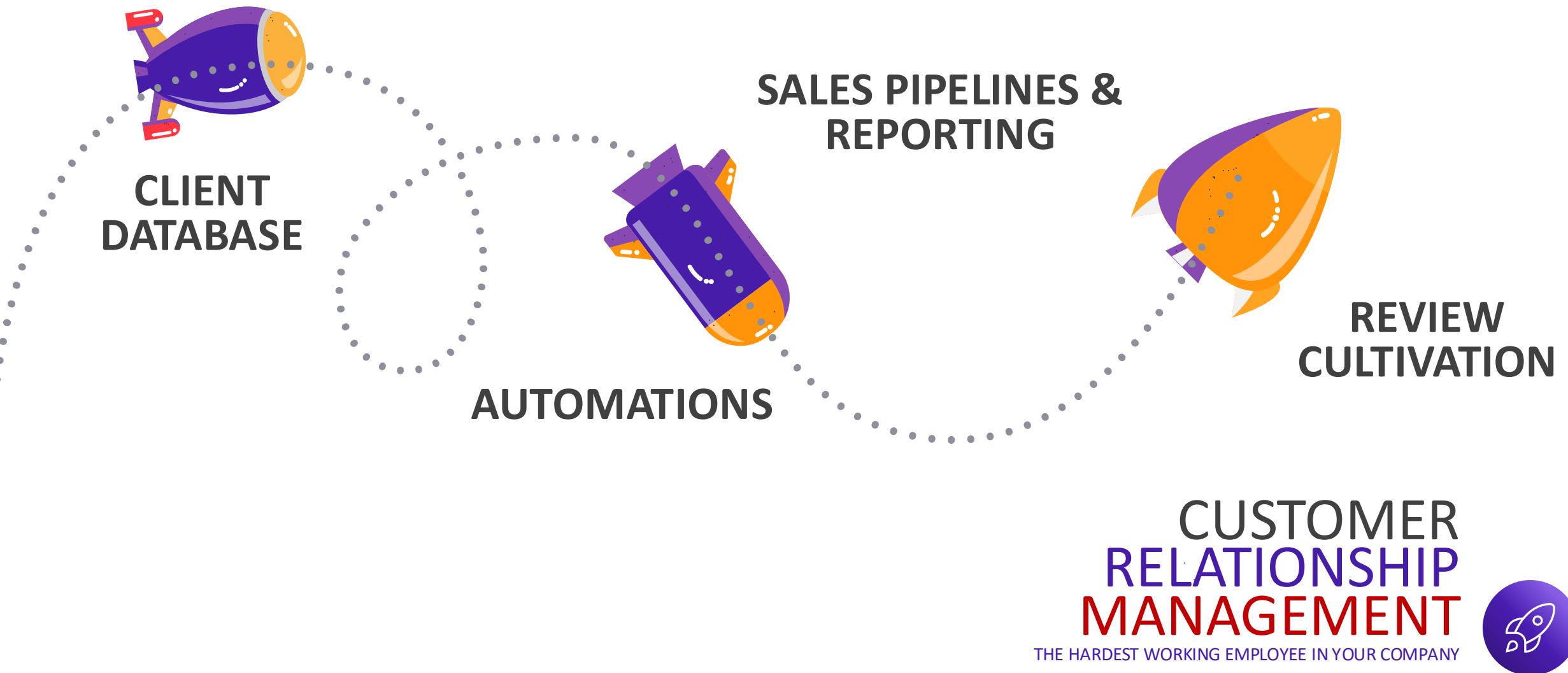
Calls / Emails / Grant Writing / Data Entry
& CRM Cleanup / Invoicing & Collections /
Bookkeeping

Marketing

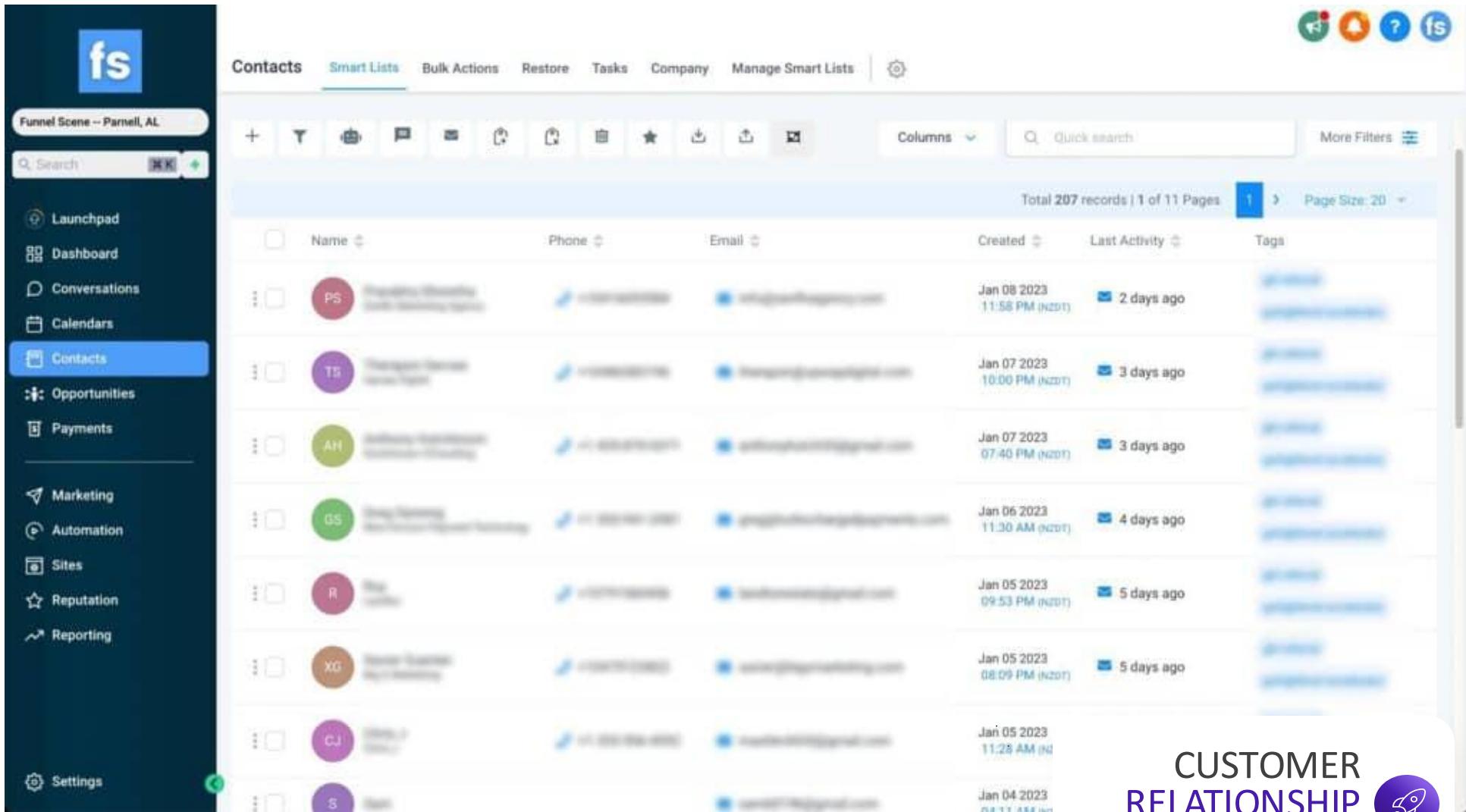
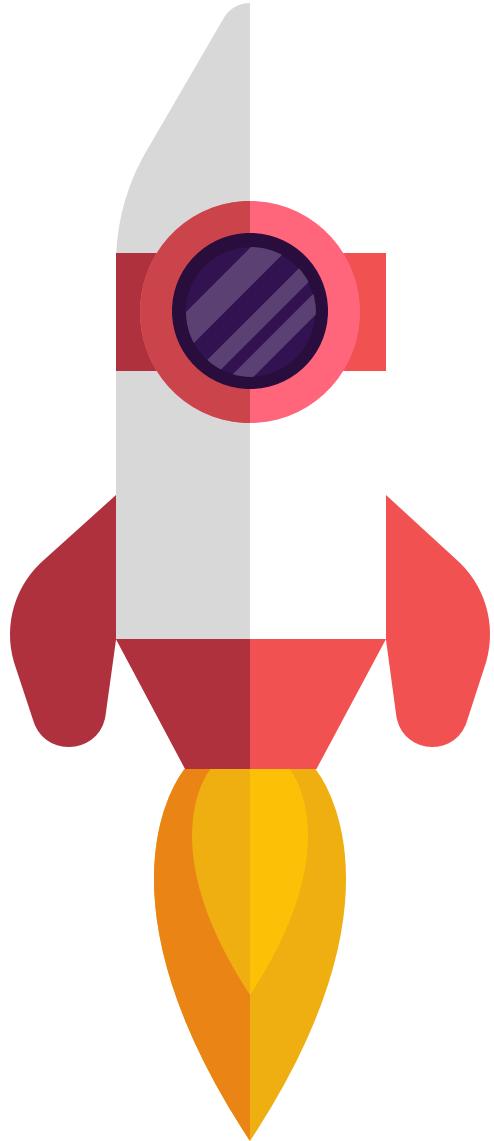
Website Design & Upkeep / Pay-Per-
Click Marketing / SEO / Graphic
Design / Reviews / Automations



UPGRADE YOUR CRM



CLIENT DATABASE



The screenshot shows a client database interface with a sidebar and a main contact list. The sidebar on the left includes:

- Funnel Scene -- Parmell, AL
- Search bar
- Launchpad
- Dashboard
- Conversations
- Calendars
- Contacts** (selected)
- Opportunities
- Payments
- Marketing
- Automation
- Sites
- Reputation
- Reporting
- Settings

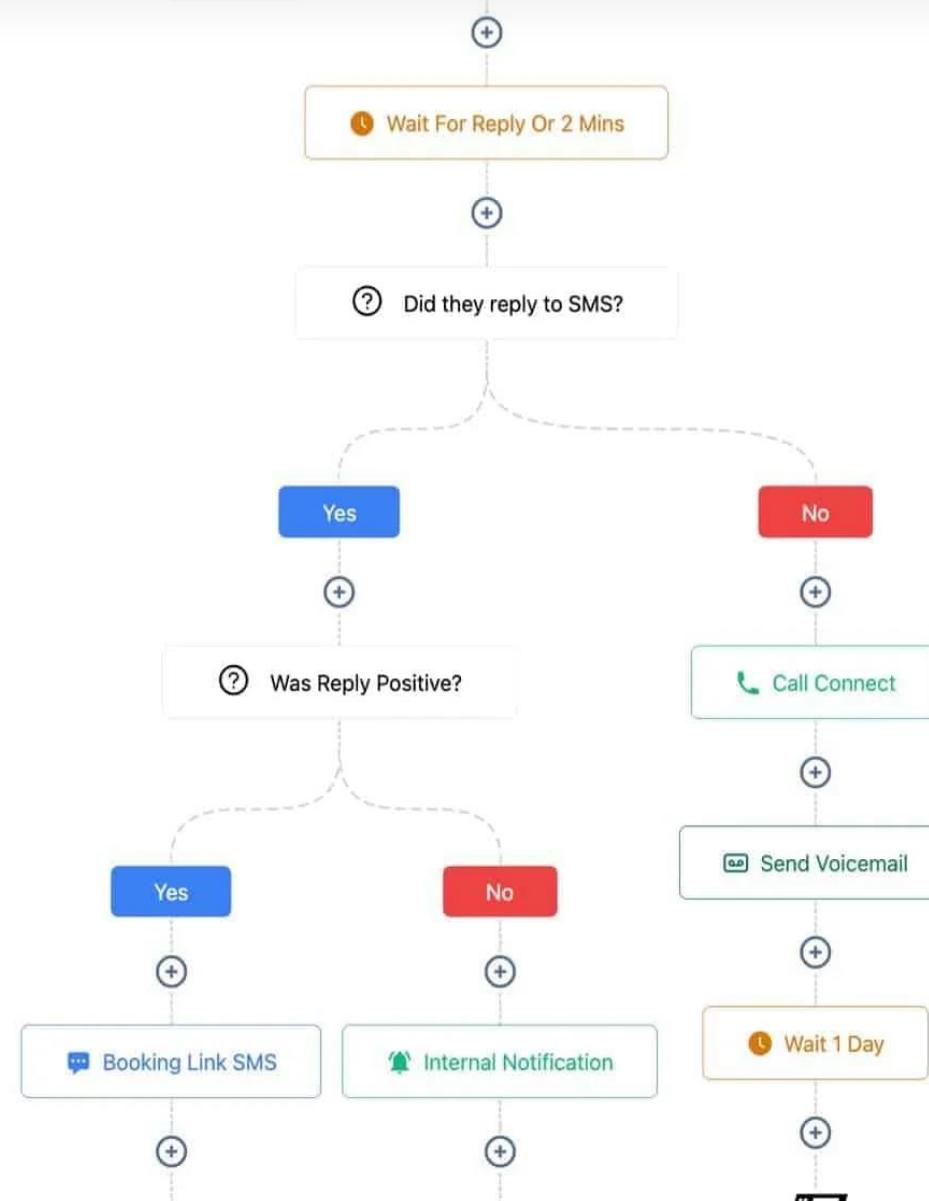
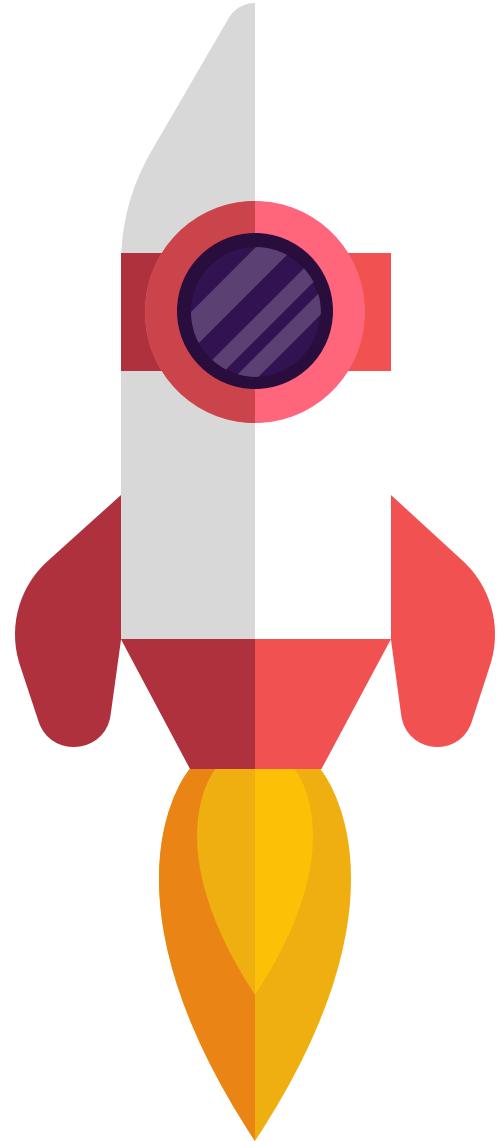
The main contact list displays 207 records across 11 pages. Each contact entry includes:

Name	Phone	Email	Created	Last Activity	Tags
PS	+1 234 567 8901	ps@example.com	Jan 08 2023 11:58 PM (NZDT)	2 days ago	
TS	+1 234 567 8902	ts@example.com	Jan 07 2023 10:00 PM (NZDT)	3 days ago	
AM	+1 234 567 8903	am@example.com	Jan 07 2023 07:40 PM (NZDT)	3 days ago	
GS	+1 234 567 8904	gs@example.com	Jan 06 2023 11:30 AM (NZDT)	4 days ago	
R	+1 234 567 8905	r@example.com	Jan 05 2023 09:53 PM (NZDT)	5 days ago	
XG	+1 234 567 8906	xg@example.com	Jan 05 2023 08:09 PM (NZDT)	5 days ago	
CJ	+1 234 567 8907	cj@example.com	Jan 05 2023 11:28 AM (NZDT)		
S	+1 234 567 8908	s@example.com	Jan 04 2023 10:11 AM (NZDT)		

CUSTOMER
RELATIONSHIP
MANAGEMENT



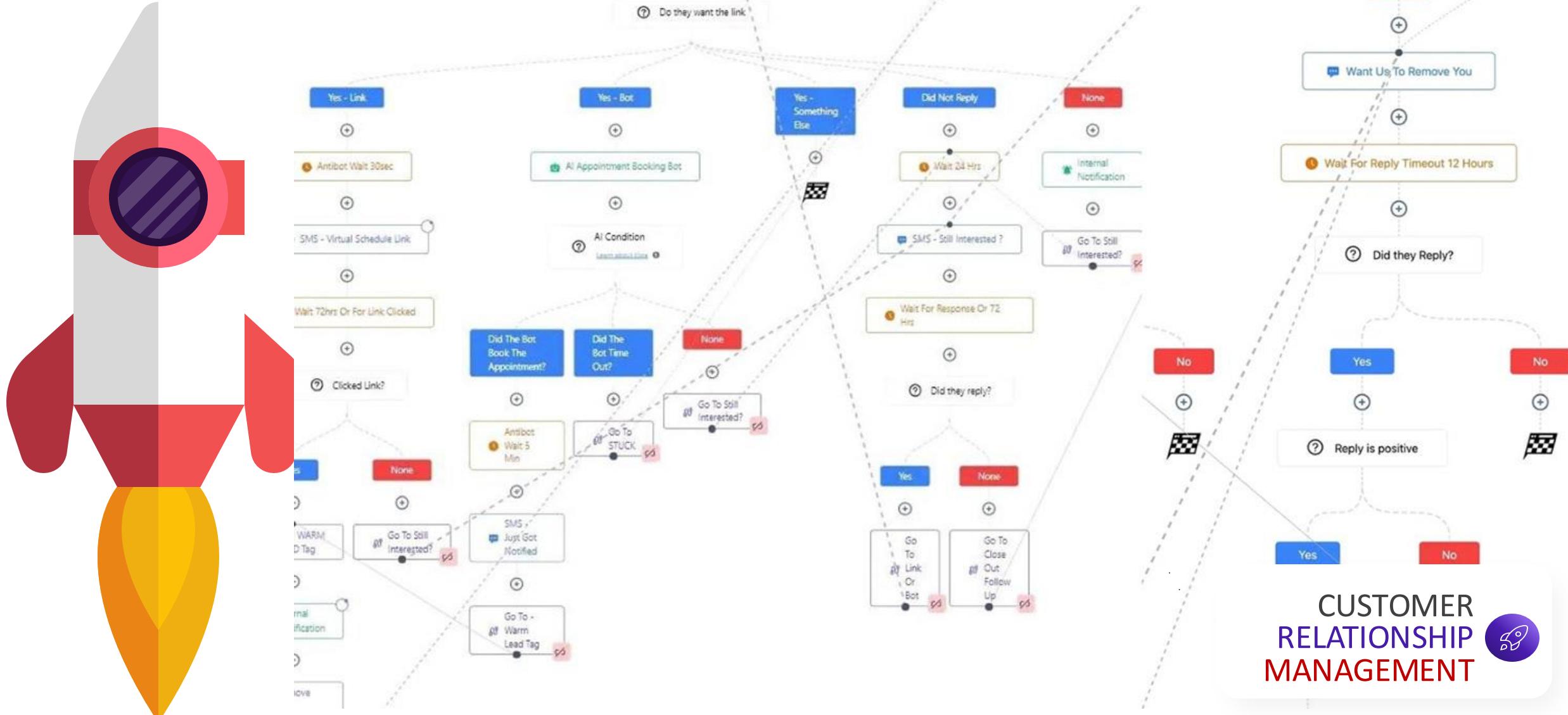
SALES AUTOMATIONS



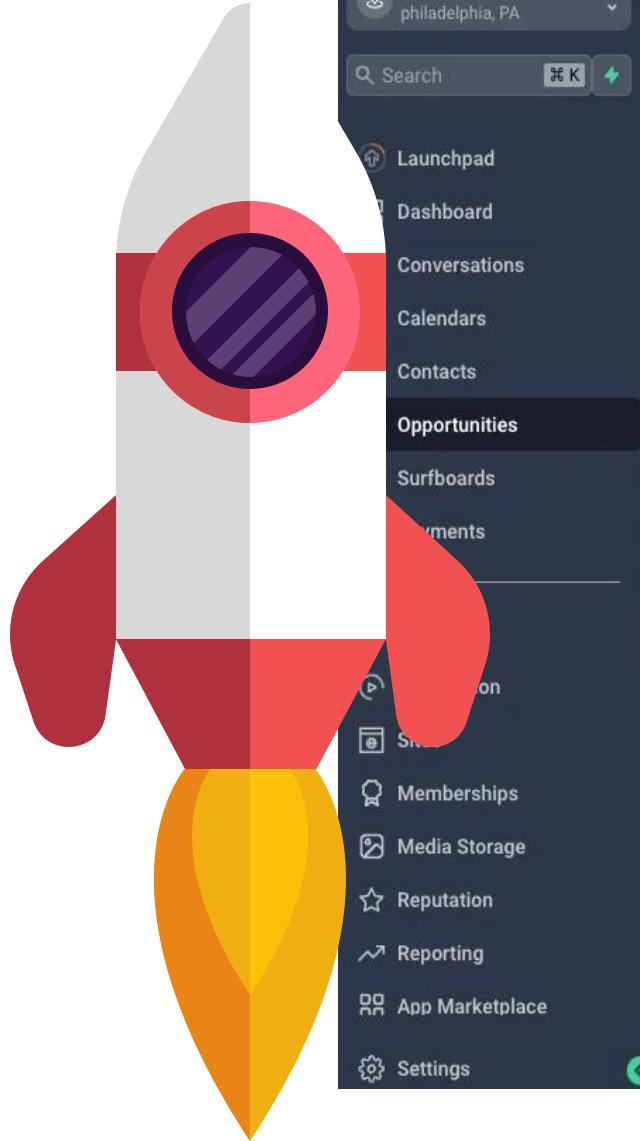
CUSTOMER
RELATIONSHIP
MANAGEMENT



SALES AUTOMATIONS



SALES PIPELINES



Opportunities Opportunities Pipelines Bulk Actions

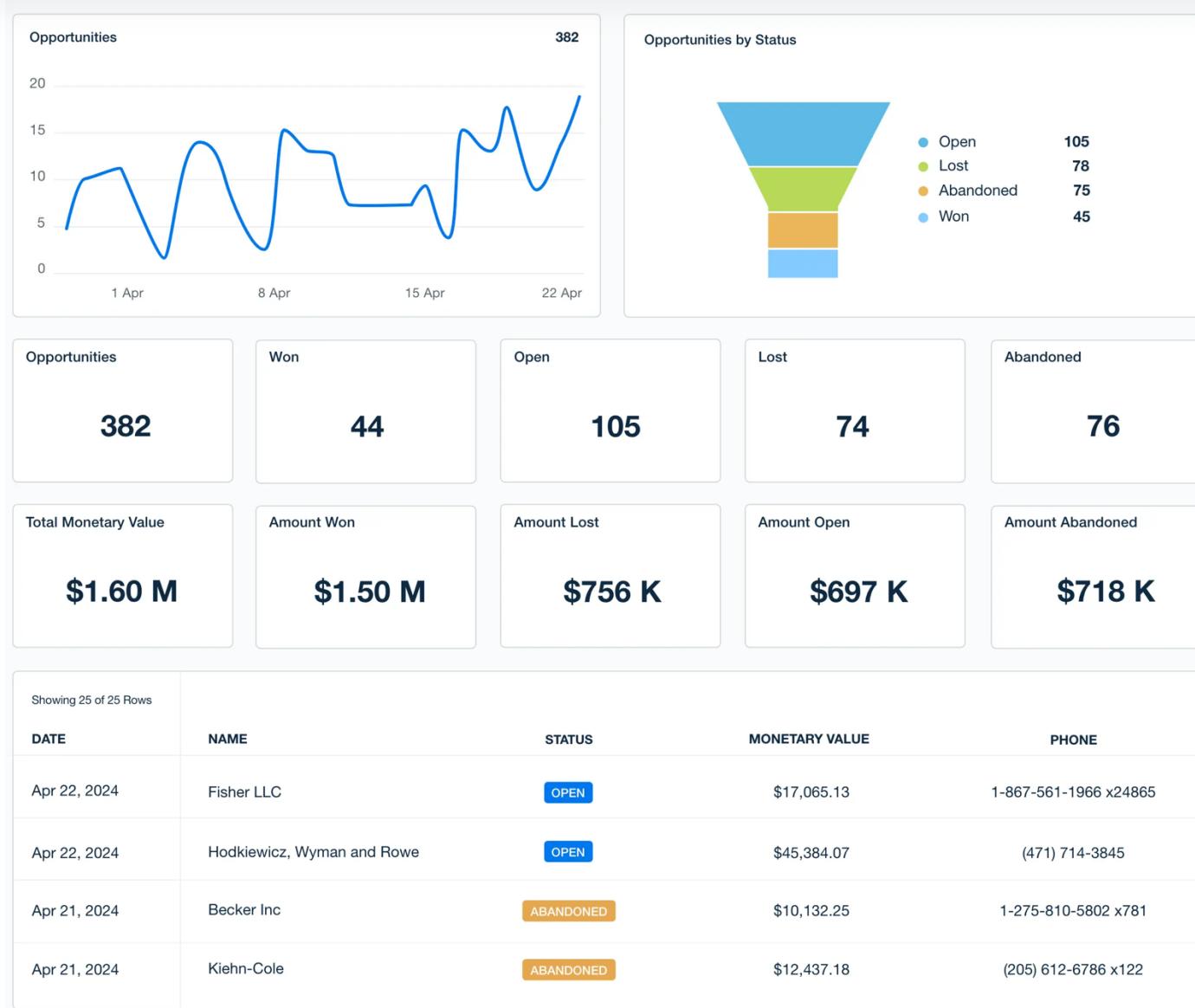
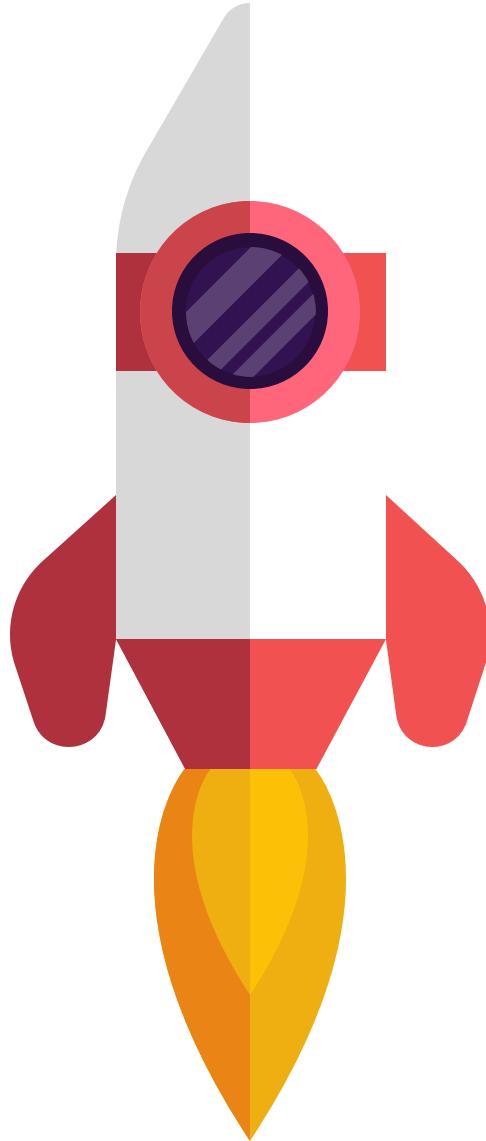
2x1 Rug Cleaning 18 opportunities + Add opportunity

All List Advanced Filters Sort (1) Search Manage Fields

New Lead	Hot Lead	Consult Booked	Verbal Yes	Proposal Sign
4 Opportunities \$1,701.00	3 Opportunities \$1,200.00	4 Opportunities \$11,200.00	7 Opportunities \$2,800.00	0 Opportunities
Ryan Howell check in form \$500.00 	Ross Geller \$400.00 	Saruman The White \$10,000.00 	Obi Wan Kenobi \$400.00 	
Legolas Greenleaf \$401.00 	Ellie Sattler \$400.00 	Chew Bacca \$400.00 	Ian Malcolm \$400.00 	
Monica Geller \$400.00 	Yoda Best \$400.00 	John Hammond \$400.00 	Henry Wu \$400.00 	
Frodo Baggins claim offer \$400.00 		Chandler Bing \$400.00 	Gandalf Mithrandir \$400.00 	

CUSTOMER RELATIONSHIP MANAGEMENT 

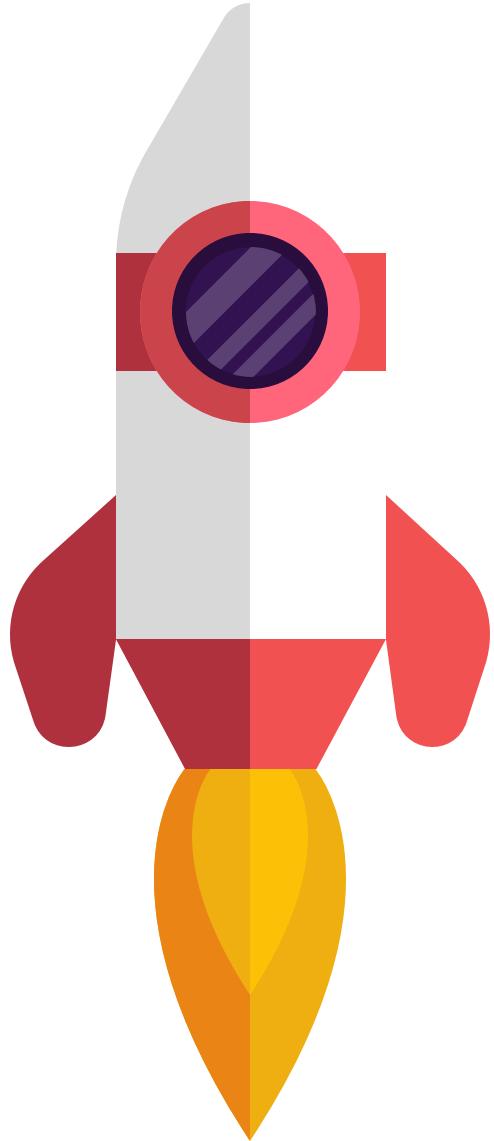
TRACKING & REPORTING



CUSTOMER
RELATIONSHIP
MANAGEMENT



MORE CRM FEATURES



- ★ Call Tracking
- ★ Sales Funnels
- ★ Booking & Appointments
- ★ Memberships
- ★ Surveys / Forms
- ★ Reputation Management
- ★ Invoicing / Payments
- ★ Team Project Tracking
- ★ Document Signing
- ★ Client Portal



AI IS YOUR NEXT TEAM MEMBER

LET ROBOTS HELP YOU OUT BEFORE THEY TAKE OVER THE WORLD



- 1 Use ChatGPT to Practice Sales Calls
- 2 Writing Emails (Grammarly)
- 3 Set up an AI Phone Agent
- 4 Use AI to Summarize New Radon / Vapor Barrier Research.
- 5 Use AI to Help Write Content for Your Website*
- 6 Set Up an AI Web Chatbot
- 7 Use AI to Create Training Tools for Your Team
- 8 Analyze Cost Per Job, Close Rates by Lead Sources, Spending, etc.
- 9 Use AI to Predict Trends in Lead Volume Seasonally
- 10 Analyze Competitors and Other Market Research

SALES & MARKETING

DRIVE MORE LEADS TO YOUR INBOX

Google
& Search

Referrals

Paid Ads



GOOGLE SEARCH


ADS
GBP
MAPS

Google Search (SEO)

Know Where You Rank!

Google Ads

Pay To Play – (But it WORKS!)



Google Maps

Know Your Heat Map On Maps Search!

Google Business Profile (GBP)

Optimize Your GBP For Incredible Results!



radon mitigation wisconsin

AI Mode All Images Videos Shopping News Short videos More Tools

Online appointments Open now Top rated

Results for Wisconsin · Choose area :

Places

Veterans Day might affect these hours

Wisconsin Radon & Environmental, LLC

5.0 ★★★★★ (276) · Environmental consultant
15+ years in business · Wauwatosa, WI
Closed · Opens 7 AM Wed
"Installation of the radon mitigation system was very quick and effective."

[Website](#) [Directions](#)

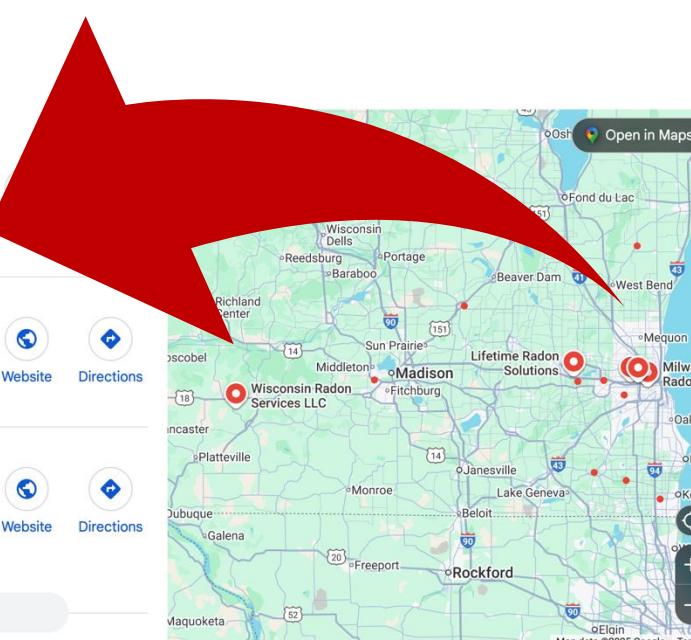
Wisconsin Radon Services LLC

5.0 ★★★★★ (269) · Environmental health service
Mineral Point, WI · (608) 279-7853
Closed · Opens 6 AM Wed
"If you need an installation done for Radon Mitigation, I highly recommend!"

[Website](#) [Directions](#)

Lifetime Radon Solutions

4.9 ★★★★★ (451) · Environmental consultant
25+ years in business · Delafield, WI · (262) 955-5701
Open 24 hours
"Very knowledgeable of Radon mitigation processes."

[Website](#) [Directions](#)[More places >](#)

Wisconsin Department of Health Services (.gov)
<https://www.dhs.wisconsin.gov/radon/reduce-radon>

Radon Mitigation

Aug 27, 2025 — The average cost for a contractor to install a radon mitigation system ...
Your costs may vary depending on the size and design of ...

Wisconsin Radon Services
<https://wisconsinradonservices.com>

Wisconsin Radon Services ("WRS")

Wisconsin Radon Services provides fast & accurate radon testing for residential & commercial properties throughout Madison & Southern Wisconsin.

[Contact](#) [Radon Mitigation Installation](#) [Madison Radon Testing](#) [DIY Mistakes](#)

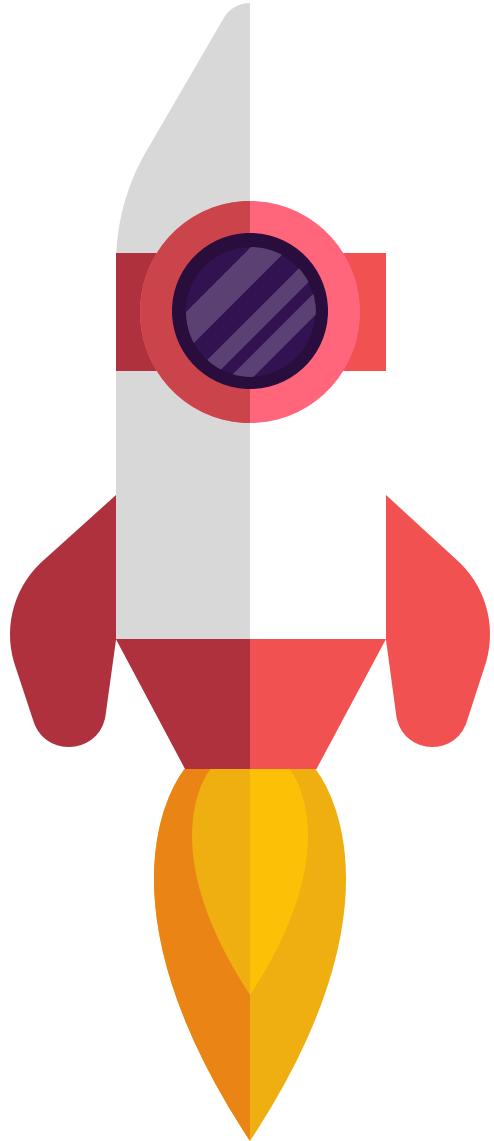
Wisconsin Department of Health Services (.gov)
<https://www.dhs.wisconsin.gov/radon/proficiency>

Radon: How to Find a Contractor

Jan 2, 2025 — Radon contractors can offer radon measurement (testing) or radon mitigation (fixing) and are oftentimes certified for both.

GOOGLE SEARCH

GOOGLE BUSINESS PAGE



radon mitigation milwaukee

AI Mode All Images Videos Shopping Short videos News More Tools

Online appointments Open now Top rated

Results for Milwaukee, WI · Choose area

Businesses

Veterans Day might affect these hours

Wisconsin R...
5.0 ★★★★★ (2)
15+ years in bus...
Closed · Opens ...
"Installation of 1

Milwaukee ...
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7+ years in bus...
Open 24 hours · ...
"Brian installed

Lifetime Ra...
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25+ years in bus...
Open 24 hours · ...
"Very knowledg

More businesses >

Wisconsin Radon & Environmental, LLC

5.0 ★★★★★ (276) · Environmental consultant in Wauwatosa, Wisconsin

Open in Maps

77+ Photos

Website Directions Save Share

Overview Reviews

Skilled professionals who perform radon testing and install systems that lower radon levels.

Review summary

S "Installation of the radon mitigation system was very quick and effective. The pricing quote provided beforehand was completely accurate and Jerome explained everything ..." ★★★★★

D "Great service and response! Our radon level went from 11 to 0.3 after our mitigation was installed. Thank you!" ★★★★★

J "Jerome did a great job installing our radon mitigation system. He's very knowledgeable in this space and easy to work with. Would highly recommend!" ★★★★★

→ More Google reviews

Write a review

Address: 10514 W Bluemound Rd #101, Wauwatosa, WI 53226

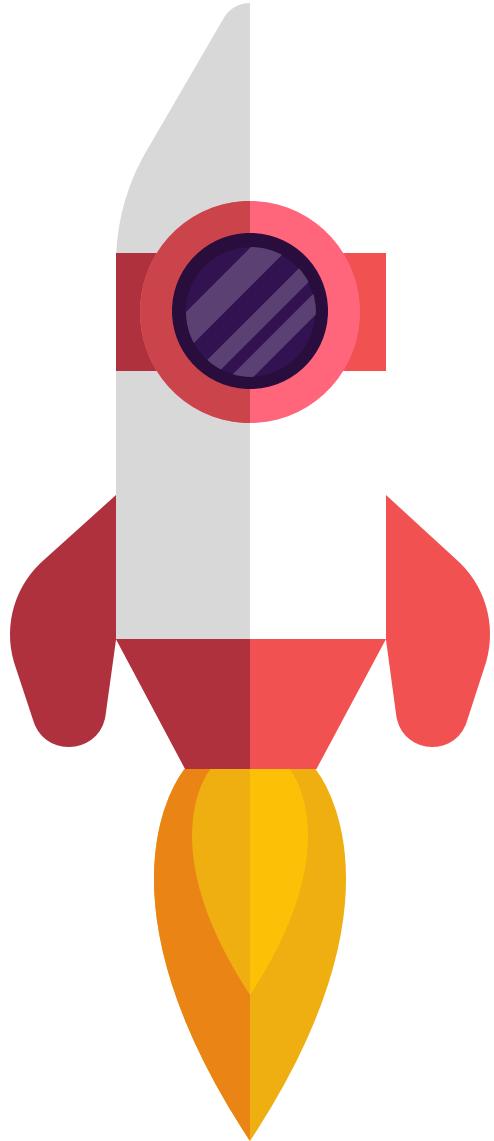
Areas served: Milwaukee and nearby areas

Hours: Closed · Opens 7 AM Wed · Veterans Day hours

Appointments: wisconsinradon.org

Providers

A red arrow points from the top right towards the Google Business Page result for Wisconsin Radon & Environmental, LLC.



radon mitigation milwaukee

AI Mode All Images Videos Shopping Short videos News More Tools

Online appointments Open now Top rated

Results for Milwaukee, WI · Choose area

Businesses

Veterans Day might affect these hours

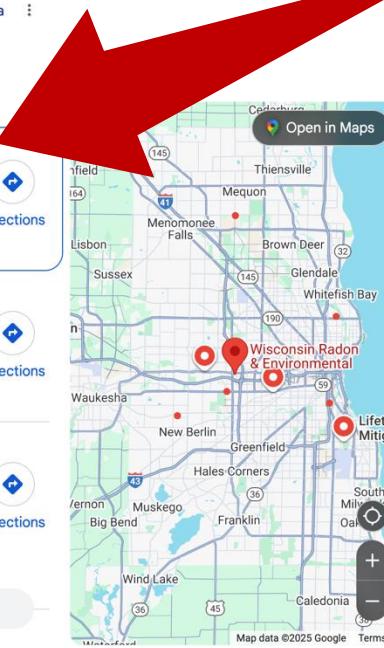
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[More businesses >](#)

[Open in Maps](#)



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[Website](#) [Directions](#) [Save](#) [Share](#)

Overview **Reviews**

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★★★★★

[More Google reviews](#)

[Write a review](#)

Address: 10514 W Bluemound Rd #101, Wauwatosa, WI 53226
Areas served: Milwaukee and nearby areas
Hours: Closed · Opens 7 AM Wed ·
Veterans Day hours
Appointments: wisconsinradon.org

Rating ▾ Hours ▾

Veterans Day might affect these hours

Lifetime Radon Solutions

4.9 ★★★★★ (451) · Environmental consultant
25+ years in business · Delafield, WI
Open 24 hours · (262) 955-5701
"Very knowledgeable of Radon mitigation processes."

[WEBSITE](#) [DIRECTIONS](#)
Radon Measurement & Elimination S...

5.0 ★★★★★ (110) · Environmental health ser...
Elm Grove, WI
Open 24 hours · (262) 797-8949
"Did a great job with our radon abatement."

[WEBSITE](#) [DIRECTIONS](#)
Wisconsin Radon & Environmental, L...

5.0 ★★★★★ (276) · Environmental consultant
15+ years in business · Wauwatosa, WI
Closed · Opens 7AM Wed
"Installation of the radon mitigation system was very quick and effective."

[WEBSITE](#) [DIRECTIONS](#)
Milwaukee Radon Mitigation

5.0 ★★★★★ (23) · Environmental consultant
7+ years in business · West Allis, WI
Open 24 hours · (414) 455-7279
"Brian installed a mitigation system in a couple of hours."

[WEBSITE](#) [DIRECTIONS](#)
Wisconsin Radon Services LLC

5.0 ★★★★★ (61) · Environmental health service
Closed · Opens 6 AM Wed · (608) 279-7853
"... Brenda did an excellent job installing my radon mitigation system."

[WEBSITE](#) [DIRECTIONS](#)
Wisconsin Radon Services LLC

5.0 ★★★★★ (269) · Environmental health ser...
Mineral Point, WI
Closed · Opens 6 AM Wed · (608) 279-7853
"If you need an installation done for Radon Mitigation, I highly recommend!"

[WEBSITE](#) [DIRECTIONS](#)
North Central Radon Mitigation- Wa...

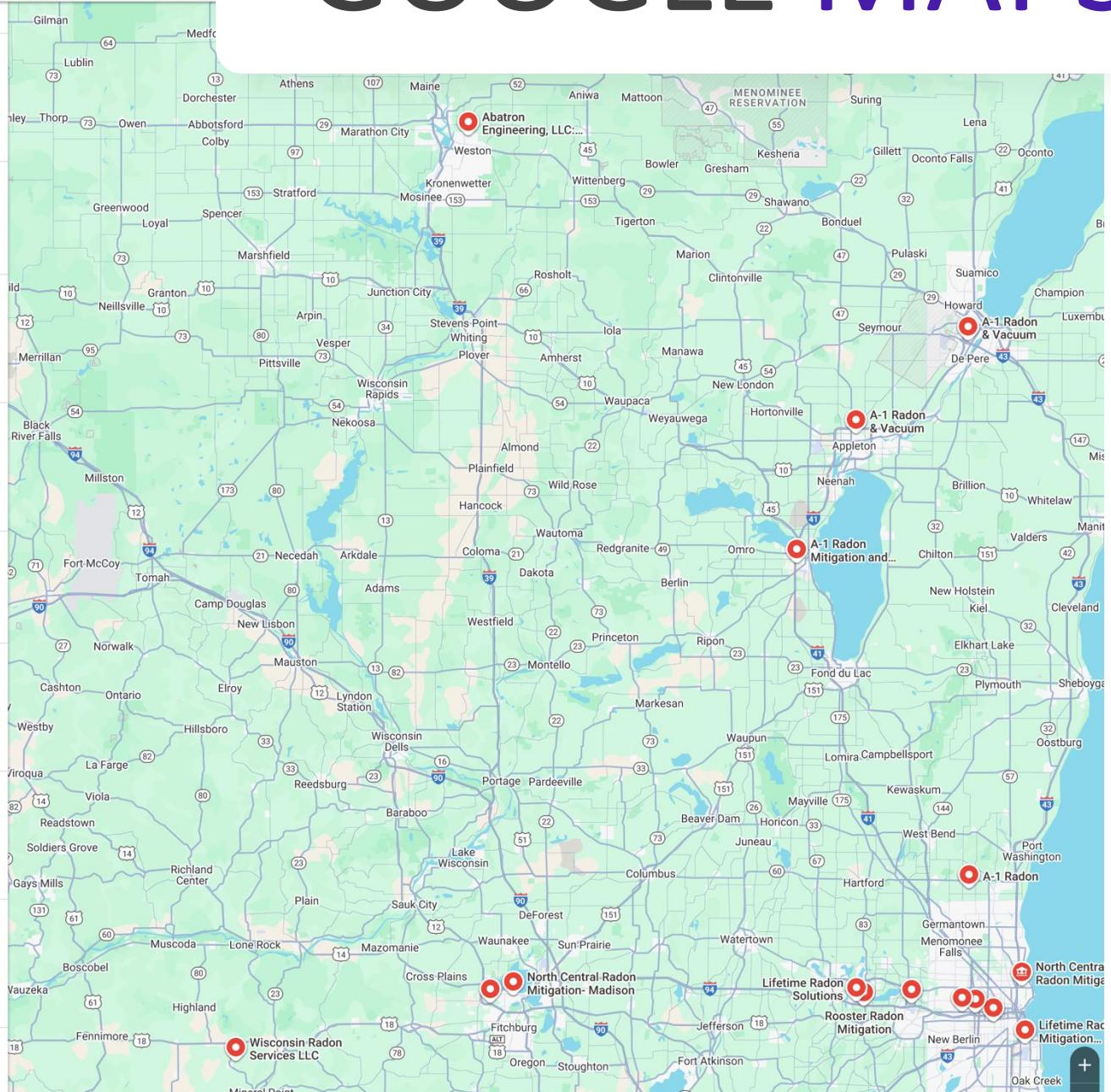
5.0 ★★★★★ (4) · Environmental consultant
7+ years in business · Waukesha, WI
Open 24 hours · (262) 725-0162
"Needed to replace my fan as the existing one started to get noisy."

[WEBSITE](#) [DIRECTIONS](#)
A-1 Radon

5.0 ★★★★★ (165) · Contractor
40+ years in business · Cedarburg, WI
Closed · Opens 8 AM Wed · (920) 731-0003
"They were able to get the radon installed prior to closing in record time."

[WEBSITE](#) [DIRECTIONS](#)
Rooster Radon Mitigation

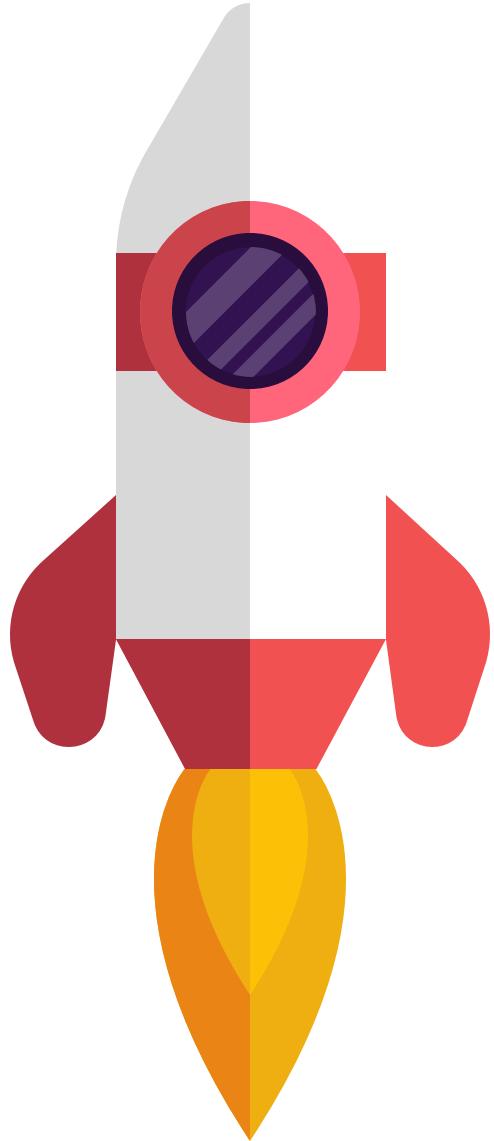
5.0 ★★★★★ (6) · Environmental consultant
20+ years in business · Delafield, WI



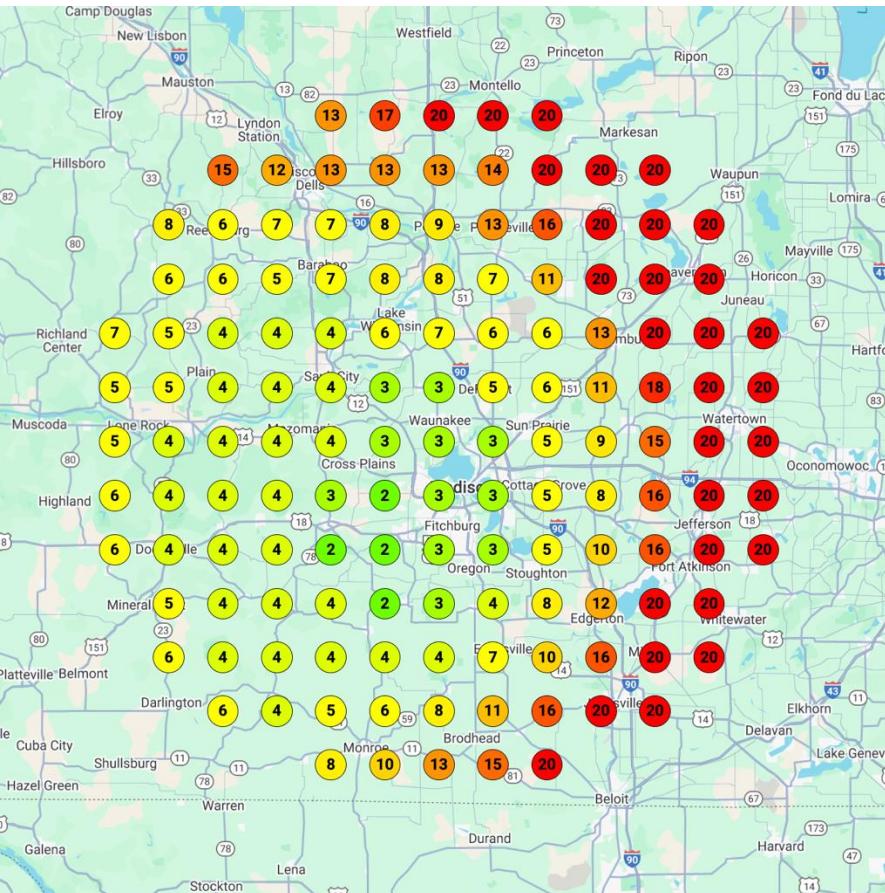
GOOGLE MAPS



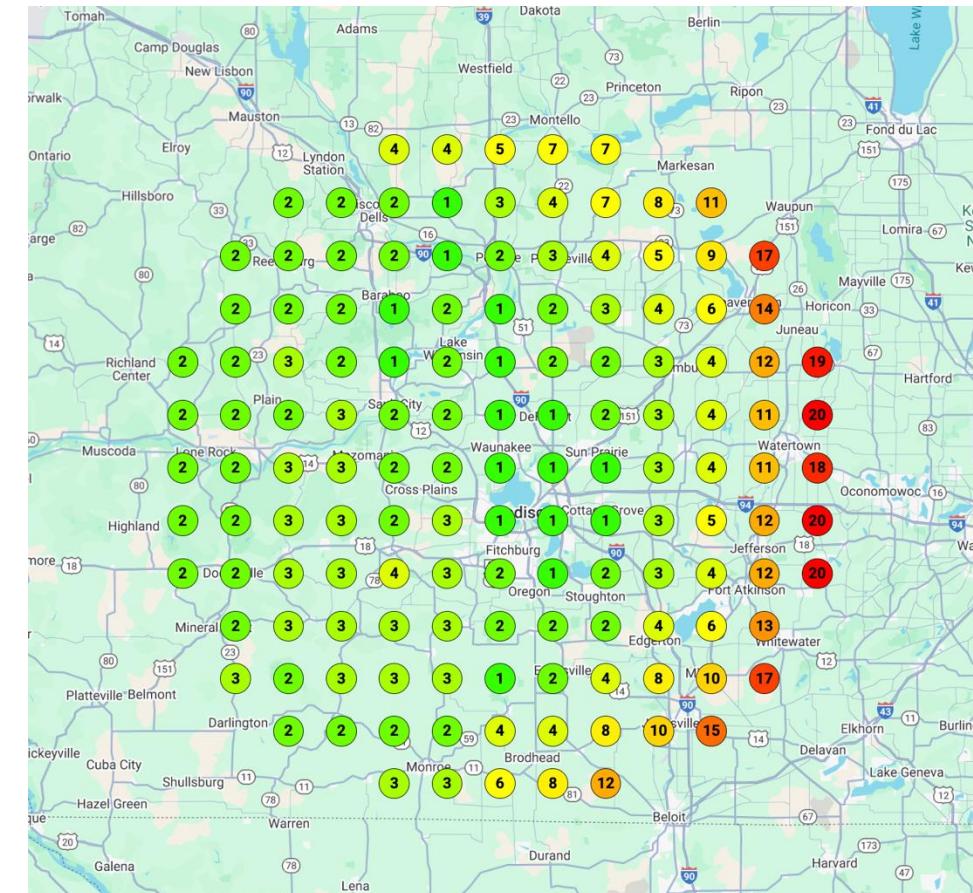
HEAT MAPS



ABC RADON MITIGATION

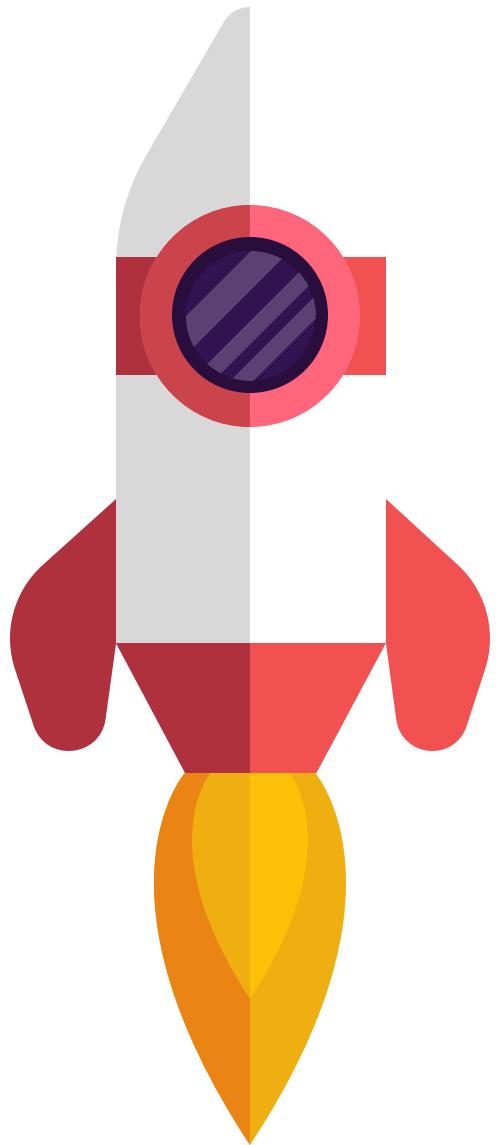


XYZ RADON MITIGATION





GOOGLE REVIEWS



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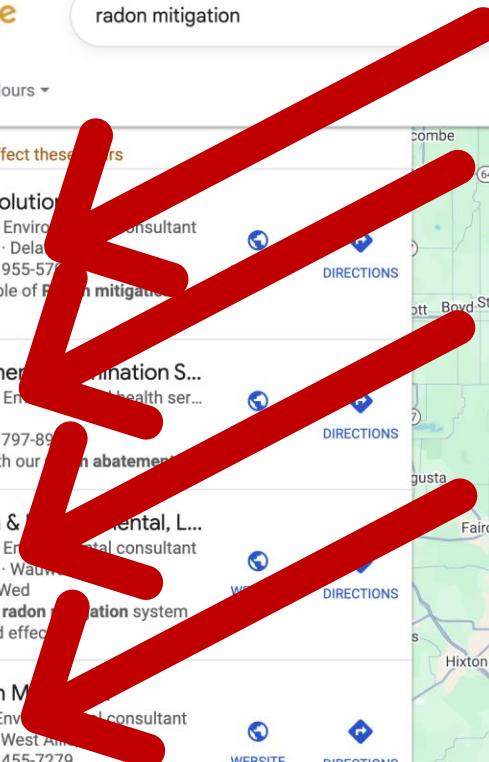
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40+ years in business · Cedarburg, WI



WEBSITE TIPS

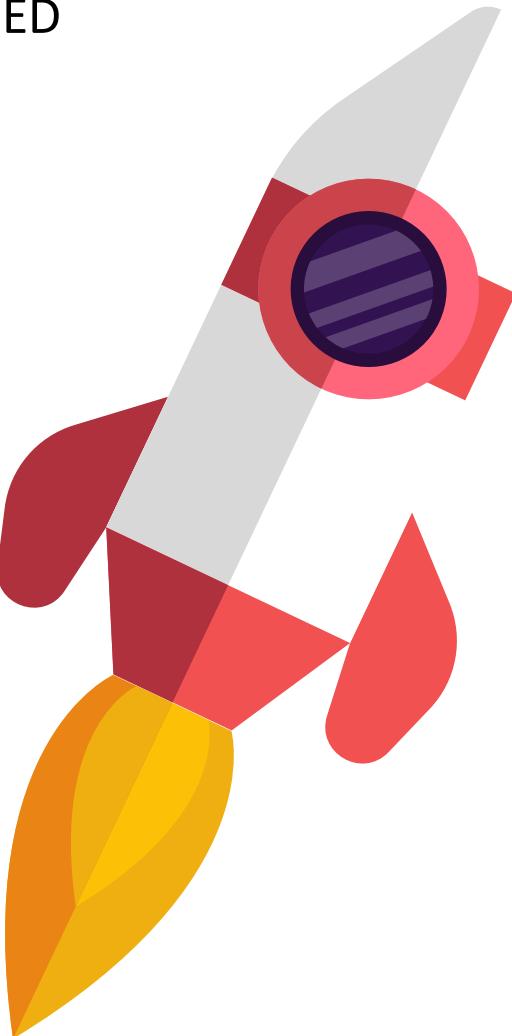
BETTER WEBSITES CREATE TRUST AND AUTHORITY



- 1 Your Website Should Be EASILY Navigable on Both Desktop and (especially) Mobile
- 2 Make Sure Your Website Loads REALLY Fast!
- 3 Show Real Pictures of Your Team and Installations (not stock photos)
- 4 Create a “Meet The Team” Section with Bios of Your Team Members
- 5 Create CLEAR Call-To-Actions
- 6 Create a Blog with Updates About Installs
- 7 Add Customer Reviews!
- 8 Add Licensing Badges for Increased Trust and Authority
- 9 Connect Your Website to Your CRM for Faster Lead Generation Processing
- 10 Add a Section to Quickly Explain What Radon is and How it's Tested/Mitigated

HIRING TIPS

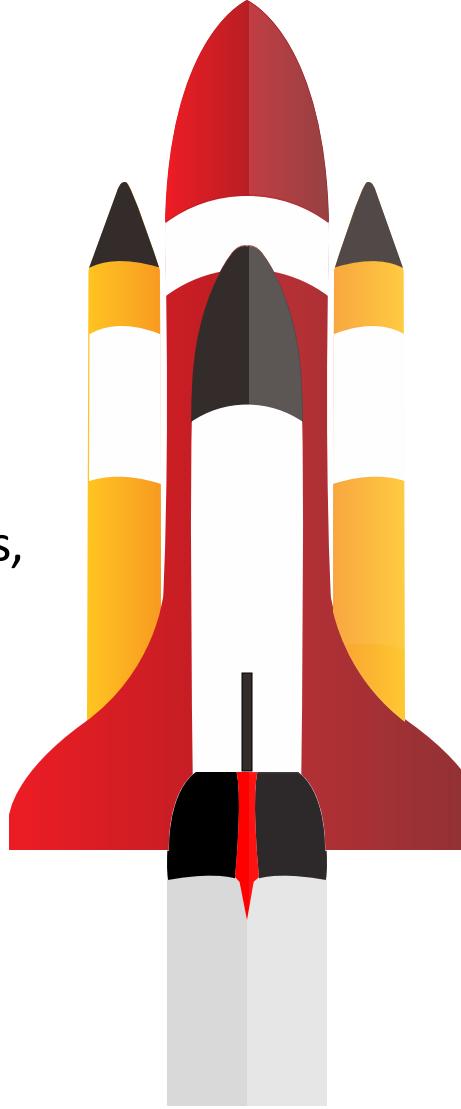
ATTRACT AND HIRE A GREAT TEAM



- 1 START HIRING BEFORE YOU NEED SOMEONE!
- 2 Give Applicants Homework
- 3 PAY for Online Job-Seeking Websites
- 4 Use Chat GPT to Create Great Help-Wanted Posts
- 5 Give Referral Bonuses to People in Your Network or Employees for Referrals
- 6 Ask Problem-Solving Questions During the Hiring Process
- 7 Have Applicants Interview with Multiple People on Your Team, (Including the Team They Would Be On)
- 8 Will They Be Using Technology? Test Their Abilities
- 9 **Hire Slow, Fire Quick**
- 10 Hire for Culture. (Your team will spend more time together than they will with their friends and family.)

CLIENT INTERACTIONS

MAYBE YOU SHOULDN'T BE THE ONE TO TALK WITH OTHER HUMANS



- 1 Answer the Phone with ENERGY
- 2 Use the Customer's Name Throughout the Call.
- 3 Be Transparent About the Process, Next Steps, and Follow-ups.
- 4 Make Sure You Ask Questions, Not Just Give Answers
- 5 Answer Calls/Messages FAST
- 6 Educate Without Overwhelming
- 7 Manage Expectations
- 8 Personalize Emails/Texts (don't just copy and paste)
- 9 Showcase Social Proof
- 10 Ask How They Got Your Info and Look for Opportunities to Connect with Friends or Neighbors

DAY OF THE JOB

WHAT YOU DO WHEN DURING THE JOB CAN MAKE A BIG DIFFERENCE IN YOUR BUSINESS GROWTH

1

Wear Booties When Inside the Home

2

Take Time To Explain How the System works (or Record Video)

3

SMILE - Remind Your Team That You Get Paid To Do What You Do. Look Like You Like Money.

4

Thank the Customer For the Opportunity To Serve

5

Place Door Hangers Around the Neighborhood

6

Get Yard Signs Printed (and use them)

7

Add Business Stickers With Your Contact Info to the System

8

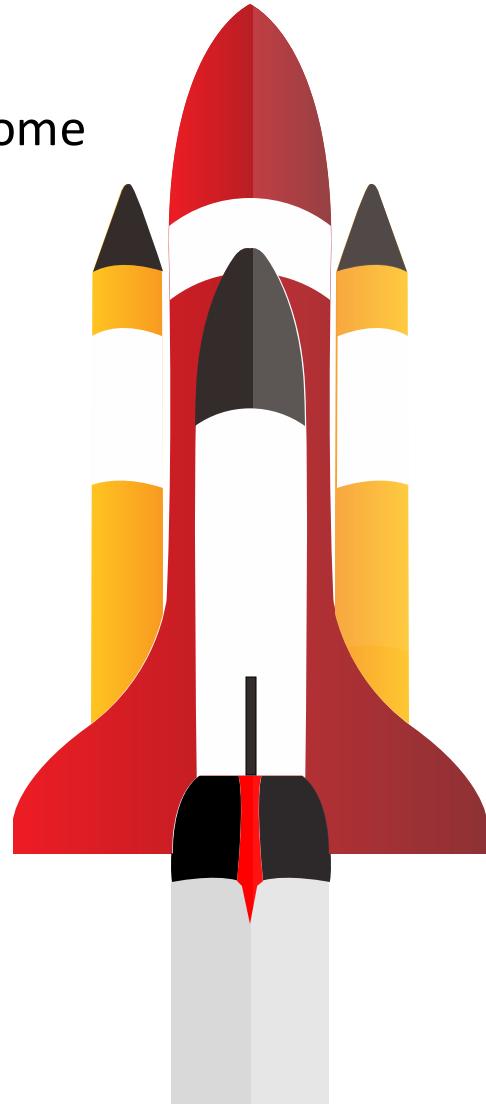
Send Email When Complete (especially if the homeowners aren't home)

9

Add a QR Code To Your Pipes/Fans

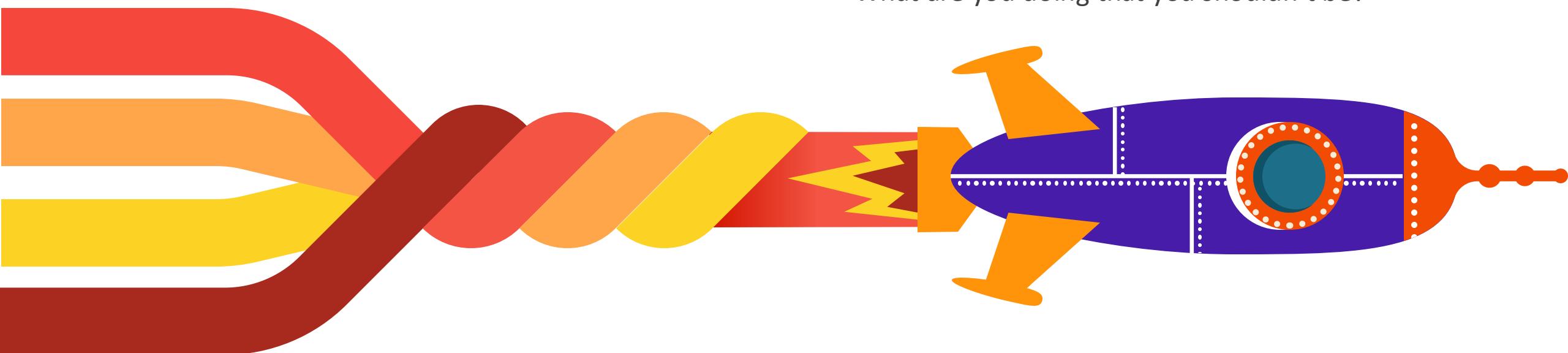
10

Have a Checklist to Make Sure You Didn't Forget Anything



QUESTIONS & ANSWERS

How can I help you get to where you want to go?



- 🕒 What are your top three things to implement in 2026?
- 🚀 Do you need to hire someone? Or can AI do the job?
- 🕒 What do you need to outsource?
- 🚀 What aren't you doing that you should be? What are you doing that you shouldn't be?



BEN MILLER

ben@servicebooster.com

1-866-775-7570



THANK YOU!

Want to go deeper on ANY of these ideas? I'd love to chat!