

— CASE STUDY · WESTERN PENNSYLVANIA

# McCLELLANDS CONTRACTING & ROOFING

From a \$250K startup with no CRM and no camera presence to an eight-figure exit — four years of partnership that redefined what contractor marketing can look like.

<b>8- FIG</b> EXIT VALUE	<b>4 YRS</b> PARTNERSHIP	<b>\$250K</b> STARTING REVENUE	<b>∞</b> ROI MULTIPLIER
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**"YOU'RE NOT JUST CREATING A WEBSITE FOR SOMEBODY AND RUNNING ADS – YOU'RE GUIDING THEM ON THINGS TO IMPLEMENT. YOU GREW WITH ME, HAND IN HAND."**

— BROCK MCCLELLAND, OWNER • MCCLELLANDS CONTRACTING & ROOFING

THE JOURNEY

# FOUR YEARS. ONE TRAJECTORY.

2021

PHASE 01 – FOUNDATION

## THE STARTING LINE

Brock came in lean — a strong local reputation, a \$299 eLocal Google Maps listing, and big ambition but no digital infrastructure. Ascend started from zero: a proper website, Google Ads, and the first conversations about what real brand-building looks like in a saturated market. No CRM. No video. No system. Just potential.

WEBSITE BUILD

GOOGLE ADS LAUNCH

ELOCAL MIGRATION

MARKET ASSESSMENT

2022

PHASE 02 – SYSTEMS

## INFRASTRUCTURE & BRAND IDENTITY

Ascend pushed hard on operational systems. A CRM was identified as a critical gap – and implementation began within 48 hours of the recommendation. SEO was layered in alongside expanding ad budgets. Branding conversations began: bus shelter placements, park bench ads, and staying visible in a highly competitive, highly saturated market. The long-game thinking took root.

CRM IMPLEMENTATION

SEO/SEM STRATEGY

BUDGET SCALING

OOH BRANDING GUIDANCE

2023

PHASE 03 – AUTHORITY

## CAMERA, CONTENT & CREDIBILITY

Ascend visited on-site, shooting testimonial videos and coaching Brock through the discomfort that stops most contractors cold – getting in front of a camera. He pushed through it. What followed was a consistent video content engine that built real brand authority across Western PA. Meanwhile, Ascend assisted in negotiating the Owens Corning Platinum Preferred designation – and helped grow McClellands' co-op advertising budget from \$3,500 the prior year to up to \$32,000, a nearly 10x increase that dramatically expanded their marketing firepower.

VIDEO CONTENT STRATEGY

ON-CAMERA COACHING

OC PLATINUM PREFERRED

BRAND AUTHORITY

2024

PHASE 04 – EXPANSION

## MULTI-LOCATION & MARKET SATURATION

McClellands expanded geographically – new locations including Cranberry Township, each supported by Ascend's press release strategy, local SEO buildout, and digital presence infrastructure. The brand was no longer just a roofing company – it was a regional institution. Digital lead flow was scaled alongside the operational growth of the business.

MULTI-LOCATION EXPANSION

PRESS RELEASE STRATEGY

LOCAL SEO

REGIONAL BRAND BUILDING

2025

PHASE 05 – EXIT

## EIGHT-FIGURE EXIT

McClellands Contracting & Roofing sold for an eight-figure valuation. A business that started at approximately \$250K in revenue had been built – systematically, strategically, brick by brick – into a company worthy of a landmark exit. The infrastructure, brand equity, digital presence, and operational systems built over four years all contributed to that number.

8-FIGURE EXIT

BRAND EQUITY

DIGITAL INFRASTRUCTURE

LEGACY BUILT

— WHAT WE BUILT TOGETHER

# THE VALUE DELIVERED

## DIGITAL FOUNDATION

Migrated from a \$299 eLocal listing to a full custom website with proper UX, conversion architecture, and a brand presence worthy of a growing company. The digital home base everything else was built on.

## PAID ADVERTISING

Google Ads campaigns built from scratch, optimized for qualified leads — not vanity clicks. Ad budgets scaled intentionally as the business grew, always tied to revenue outcomes and CPQL performance metrics.

## SEO & MARKET AUTHORITY

Long-game SEO strategy layered in after early ad wins. A sustained investment in visibility inside a highly saturated regional market — not a quick fix. Understood and communicated like a contractor, not an agency.

## CRM IMPLEMENTATION

Identified the operational gap, made the recommendation, held accountability. Implementation kicked off within 48 hours of Ascend's recommendation. Lead management, follow-up sequences, and pipeline tracking — the backbone of a scalable sales operation, built without delay.

## VIDEO & CONTENT STRATEGY

On-site coaching to get Brock comfortable on camera — breaking through the resistance that stops most contractors from ever building a real brand. The resulting content engine drove recognition and trust across Western PA.

## OWENS CORNING PARTNERSHIP

Assisted in negotiating the Owens Corning Platinum Preferred designation and helped grow McClellands' co-op advertising budget from \$3,500 to up to \$32,000 — a nearly 10x increase that injected real marketing capital into the brand's expansion.

## BRAND STRATEGY

Guided investment in brand visibility: bus shelters, park bench ads, consistent market presence. Helped Brock understand that branding, like SEO, is a long-term asset — not an expense — even when the company was still small.

## FRACTIONAL CMO COACHING

Beyond execution: a strategic advisor who self-audits the client's business, identifies gaps, makes recommendations based on real contractor success patterns, and holds the team accountable to actually implementing them.

## MULTI-LOCATION EXPANSION

Supported geographic growth with press releases, local SEO buildout, and digital presence for each new market. Cranberry Township and beyond — each location launched with the full weight of Ascend's infrastructure behind it.

— BY THE NUMBERS

# PROOF IS IN THE PERFORMANCE

## 8-FIG

EXIT VALUATION

From a regional roofing operation to an eight-figure acquisition — a landmark outcome reflecting four years of compounding brand equity and digital infrastructure.

## 48HRS

CRM IMPLEMENTATION START

Implementation began within 48 hours of Ascend's recommendation — the execution speed that separates clients who act from those who don't.

## 4+

YEARS OF PARTNERSHIP

Not a one-and-done campaign. A sustained, evolving strategic partnership that grew alongside the business at every stage from startup to exit-ready.

## 9X

OC CO-OP BUDGET GROWTH

Ascend negotiated McClellands' Owens Corning co-op advertising budget from \$3,500 to up to \$32,000 — nearly 10x growth in manufacturer-funded marketing support.

# 3+

LOCATIONS  
LAUNCHED

Geographic expansion supported with full press release strategy, local SEO, and digital presence — each new market entered with confidence and infrastructure.

# \$299

STARTING POINT

Started with a \$299 eLocal listing on a third-party platform. Ended with a full custom digital ecosystem: website, ads, SEO, video, brand, CRM.

# 100%

EXECUTION RATE

Brock implemented what was asked. Every time. That accountability — rare among contractor clients — is what made every other result on this page possible.

# ∞

ROI MULTIPLIER

The investment in Ascend's services compounded year over year. When a \$250K business sells for eight figures, the multiplier speaks for itself.

**"YOU SIT WITH ME. YOU SELF-AUDIT WHAT IT IS THAT I'M DOING AND MAKE SUGGESTIONS FROM WHERE YOU FOUND SUCCESS WITH OTHER GUYS TO HELP BUILD, GROW, AND SCALE. YOU'RE NOT JUST AN AGENCY. YOU'RE A PARTNER."**

— BROCK MCCLELLAND

## — THE ASCEND DIFFERENCE

# MORE THAN MARKETING. A SYSTEM FOR GROWTH.

Most agencies build you a website, run your ads, and send you a monthly report. Ascend operates differently — as a strategic co-pilot who sits inside the business, identifies gaps, and holds clients accountable to actually building something worth owning.

- ✓ **Self-Audit Approach.** Ascend doesn't just execute — they analyze the full business and surface what's holding growth back, whether it's digital or operational.
- ✓ **Accountability by Design.** Recommendations are tracked. Ascend only works with clients serious about growth — there are real consequences for not implementing.

For McClellands, this meant frank conversations about what was missing: the CRM they didn't have, the video presence they were avoiding, the brand investment that felt premature but wasn't. Ascend made the calls. Brock executed. That combination is what built an eight-figure company.

- ✓ **Pattern Recognition.** 12+ years working with roofing contractors means Ascend has seen what works. That experience gets applied to every client relationship.
- ✓ **Hand-in-Hand Growth.** Ascend grew with McClellands from startup to exit – adjusting strategy at every phase, from scrappy early campaigns to multi-location brand infrastructure.
- ✓ **Get Comfortable Being Uncomfortable.** Brock's willingness to push through discomfort – on camera, in the market, in investing early – was coached and encouraged by Ascend every step of the way.

READY FOR ROCKET FUEL?

# **BUILD IT. GROW IT. SCALE IT. SELL IT.**

McClellands went from a \$299 local listing to an eight-figure exit. Your business has a trajectory too – Ascend's job is to help you find it, build the infrastructure, and execute without excuses. The question is whether you're ready to implement.

**WORK WITH ASCEND**

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