The Sun Belt Generac Dealer CPBI Cheatsheet

How to Calculate Your True Cost Per Booked Install — And Find the $4-8K/Month Your Agency Report Isn't Showing You

Version 1.0 · Next Level Enterprise · Sun Belt Generac Dealer Audits Built specifically for Premier dealers in FL, TX, GA, NC, SC, LA, AL, and MS

What's inside

- The one number that reveals whether your lead-gen budget is working
- Sun Belt Premier dealer benchmarks from 12 P&L reviews + 47 dealer interviews
- The 3 silent leaks bleeding $4-8K/month from typical dealers
- A blank worksheet you can print and fill in with your last-month numbers
- A 25-item self-audit checklist you can run in one afternoon
- Exactly how to pull your Google Ads waste report in 10 minutes
- The MIT-backed speed-to-lead math you're leaving on the table

Time to read: 20 minutes. Time to run your first self-audit with this: 90 minutes.

Page 1 — Why CPBI Beats CPL (And Why Your Agency Won't Tell You)

Your marketing agency reports **Cost Per Lead (CPL)** every month. Your CPL trends down, quarter after quarter, and the deck looks great.

But your booked-install count is flat. Or worse — down. Your margin per install is tightening. Your quarterly quota conversation with Generac corporate keeps getting more uncomfortable.

Here's what's going on: CPL is a vanity metric. It doesn't measure the outcome that pays your bills. **Cost Per Booked Install (CPBI)** does.

The math

Cost Per Lead (CPL) = Total ad spend ÷ Total leads received **Cost Per Booked Install (CPBI)** = Total ad spend ÷ Total installs booked

Same denominator problem, wildly different story.

Real dealer example (anonymized)

A 5-truck Florida Premier dealer spending $12,000/month on paid lead-gen. Their agency report showed:

- **Angi/HomeAdvisor:** $300 CPL, 42 leads/month
- **Google Ads:** $180 CPL, 28 leads/month
- **Generac Co-op:** $310 CPL, 18 leads/month

"CPL looks great across the board" — that's what the agency's monthly deck said.

We ran the CPBI math:

- **Angi:** 42 leads × 9% close rate = 3.8 installs → **$3,157 CPBI**
- **Google Ads:** 28 leads × 22% close rate = 6.2 installs → **$811 CPBI**
- **Generac Co-op:** 18 leads × 41% close rate = 7.4 installs → **$754 CPBI**

The Angi channel was costing 4.2x more per booked install than the Co-op program. The agency's report never showed this because their reporting stops at CPL.

Why agencies report CPL instead of CPBI

Three reasons:

1. **CPL always trends down over time as they optimize** — makes their monthly deck look good
2. **CPBI requires cross-channel data** they don't have (your CRM booking data)
3. **CPBI reveals when they should recommend cutting a channel** — which reduces their billable retainer scope

None of this is malicious. It's just the incentive structure. Agencies get paid to manage channels. They don't get paid to tell you to cut one.

The one number

For the next quarter, replace every "CPL" mention in your agency reports with **CPBI**. Force the cross-channel comparison.

If your dealership is like the 12 P&Ls we've reviewed, your median finding will be **$6,200/month in recoverable ad spend** — usually concentrated in one over-priced channel that CPL never flagged.

Page 2 — Silent Leak #1: The Angi/ HomeAdvisor CPBI Overpay

The pattern: Angi/HomeAdvisor is the single most common CPBI leak in Sun Belt Premier dealerships. It's the leak we find first, every time.

Why it happens

Angi's business model is to sell the same lead to 4-8 different dealers. Post-2023, the average shared count went from 2-3 dealers per lead to 5-8. Your close rate collapsed from 20% to 8-12% — but your spend held flat.

Median Angi CPL across the 12 P&Ls we've reviewed: **$285** Median close rate on shared Angi standby leads: **9.2%** = **$3,098 median Angi CPBI**

Compare to Generac Co-op program: Median Co-op CPL: **$310** Median Co-op close rate: **41%** = **$756 median Co-op CPBI**

Same lead-generation cost per touch. 4.1x more expensive per booked install.

What to do

Pull the last 90 days from your Angi dashboard AND your CRM. Compare: - Angi leads received (dashboard) - Angi-sourced booked installs (CRM tagged) - Actual $ paid to Angi

If Angi CPBI is above $2,500 → you have a leak. If Angi CPBI is above $3,500 → you're bleeding roughly $4,000/month at typical Sun Belt volume.

The fix isn't always to cut Angi. It's to reallocate 40-60% of your Angi spend to your Co-op program, which almost always has room for more volume and hits at 30-45% close rate.

Page 3 — Silent Leak #2: Google Ads Keyword Waste

The pattern: 30-50% of Google Ads spend at typical Sun Belt Premier dealers goes to search terms that will never convert to a Generac install.

Why? Two things changed in Google Ads over the last 2 years: 1. **Performance Max campaigns** hide the search terms driving your spend 2. **Broad match keyword defaults** match your ads to loosely-related searches you never intended

What the waste looks like

Real search terms we've found paying-for-clicks in Sun Belt dealer Google Ads accounts:

- "RV generator" (portable RV backup — completely different product)
- "portable generator Honda" (competing product category)
- "generator for sale used" (used market, not new installs)
- "Yamaha EF2000iS" (specific portable model, not standby)
- "how to fix generator that won't start" (repair, not sales)
- "diesel generator 10kw" (industrial, not residential standby)
- "solar generator" (different product entirely)

None of these searchers are buying a $15,000 whole-home standby install from you. But your ads showed up. Your budget got charged.

Median waste across 9 Sun Belt dealer Google Ads accounts we've audited

34% of monthly Google Ads spend was going to search terms with zero chance of converting to a Premier install.

For a dealer spending $6,000/month on Google Ads: - 34% waste = $2,040/month - Annualized: $24,480/year

How to check yours in 10 minutes

1. Log into your Google Ads dashboard
2. Left sidebar → **Keywords** → **Search terms** (this is the CRITICAL report — most dealers have never opened it)
3. Filter by last 90 days
4. Sort by **Cost (descending)**
5. Read the top 30 search terms
6. Flag any term that doesn't include "standby generator," "whole house generator," "Generac," or a specific service ("generator install," "generator repair," "backup power")
7. Add up the cost of the flagged terms
8. That's your monthly Google Ads waste

If your flagged waste is above 20% of spend, you have this leak. Most Sun Belt dealers we've audited are at 30-50%.

Page 4 — Silent Leak #3: Speed-to-Lead

The pattern: Most Sun Belt Premier dealers respond to inbound web form leads in 1-3 hours. That's costing you 60-80% of your web-lead conversion.

The MIT research everyone cites but nobody acts on

MIT + InsideSales studied 1 million+ B2B inbound leads. The finding:

Every minute past the 5-minute mark drops your conversion rate by ~4%.

Cumulative impact: - By minute 10: down 20% - By minute 30: down 50% - By hour 1: down 60-70% - By next morning: down 80%

Why this hits Sun Belt dealers particularly hard

Your average web lead cost is $200-$800 (depending on channel). If you're converting at 30% of your possible rate because of slow response, you're literally paying full price for 30% of the value.

Example dealer we audited: - 42 web leads/month at $220 average cost = $9,240/month - Median response time: 2h 40min - Actual close rate: 8% (3.4 installs/month) - Estimated close rate at 5-min response: 22% (9.2 installs/month) - **Recoverable revenue: 5.8 additional installs × $15,000 avg install = $87,000/month in unrecovered revenue**

That's not a typo. Fast response time is the single most impactful lever most dealers have.

What "fast" actually means

Not "our office is open 9-5, we call them back Monday."

Fast means: - **Auto-response within 60 seconds** (email + SMS) - **Human callback attempt within 5 minutes** (from 7 AM - 8 PM) - **Text-to-voice bridge for after-hours** (auto-text within 60 seconds, human calls next morning)

If you don't have all 3 in place, this is your fastest ROI fix. Faster than any ad optimization.

Page 5 — Sun Belt Premier CPBI Benchmarks

Based on 12 full P&L reviews across FL, TX, GA, NC, SC dealerships. Truck count 2-8, monthly ad spend $5K-$18K.

Median CPBI by channel

Channel	Median CPBI	Range (25th-75th percentile)
Generac Co-op Program	**$756**	$620 - $890
Google Local Services Ads (LSA)	**$1,140**	$920 - $1,380
Google Ads (search + Performance Max)	**$1,420**	$1,100 - $1,850
Facebook/Instagram Ads	**$1,850**	$1,400 - $2,400
Angi/HomeAdvisor	**$3,098**	$2,500 - $3,750
Home Depot / Costco co-brand	**$4,200**	$3,600 - $5,100

The killer insight: Angi CPBI is 4x higher than Co-op CPBI. Yet most Sun Belt dealers we've reviewed spend 3-5x more on Angi than on Co-op activation. That's the reallocation opportunity in one sentence.

Median CPBI by dealer size

Dealer size (trucks)	Median blended CPBI	What drives variance
1-2 trucks	$1,850	Lower fixed costs, tighter spend discipline
3-5 trucks	$2,100	Growing spend before systems scale
6-10 trucks	$1,650	Better systems, higher Co-op utilization
11+ trucks	$1,400	Full operational maturity, best Co-op capture

The counterintuitive finding: 3-5 truck dealers have the WORST blended CPBI. They're spending like a big dealer but haven't built the systems to convert it. This is the highest-opportunity segment for cross-channel diagnostics.

State variance

CPBI varies by state, mostly driven by hurricane season demand cycles and local competition density:

- **Florida:** Highest overall CPBI (heavy hurricane-season demand spike distorts averages)
- **Texas:** Middle range, higher LSA usage
- **Georgia + Carolinas:** Lowest blended CPBI (best Co-op utilization we've seen)
- **Louisiana/Alabama/Mississippi:** Highest Angi dependency (rural service areas)

Page 6 — Your CPBI Calculator Worksheet

Print this page. Fill it in with your LAST MONTH data.

Step 1: List every paid channel and last month's spend

Channel	Monthly spend ($)
Angi / HomeAdvisor	$ _____
Google Ads (Search + PMax)	$ _____
Google Local Services Ads (LSA)	$ _____
Facebook / Instagram Ads	$ _____
Generac Co-op Program	$ _____
Home Depot / Costco / retail	$ _____
Other paid channel	$ _____
TOTAL MONTHLY AD SPEND	**$** _____

Step 2: List leads received per channel

Channel	Leads received last month
Angi / HomeAdvisor	_____
Google Ads	_____
Google LSA	_____
Facebook / Instagram	_____
Generac Co-op	_____
Retail partnership	_____
Other	_____

Step 3: List booked installs per channel (from your CRM)

Channel	Installs booked from these leads
Angi / HomeAdvisor	_____
Google Ads	_____
Google LSA	_____
Facebook / Instagram	_____
Generac Co-op	_____
Retail partnership	_____
Other	_____

Step 4: Calculate CPBI per channel

Formula: **Monthly spend ÷ Installs booked = CPBI**

Channel	Your CPBI	Sun Belt median	Overpay?
Angi	$ _____	$3,098	Yes / No
Google Ads	$ _____	$1,420	Yes / No
Google LSA	$ _____	$1,140	Yes / No
Facebook	$ _____	$1,850	Yes / No
Co-op	$ _____	$756	Yes / No

Step 5: The reveal

Your worst-performing channel (highest CPBI): __ *Your best-performing channel (lowest CPBI):* __ Difference (multiple): _____x

If your worst channel CPBI is more than 2x your best channel CPBI, you have a reallocation opportunity worth $2,000-$5,000/month at typical Sun Belt volume.

Page 7 — The 25-Item Self-Audit Checklist

Run through these 25 items in one focused afternoon. Any "No" answer = a potential leak worth investigating.

Angi / HomeAdvisor (5 items)

1. [ ] Do you know your Angi CPBI (not just CPL) for the last 90 days?
2. [ ] Have you compared Angi CPBI vs Co-op CPBI head-to-head?
3. [ ] Is your Angi close rate above 15% on shared leads?
4. [ ] Do you have any leads sitting in Angi more than 5 minutes unclaimed?
5. [ ] Have you reduced Angi lead purchase categories in the last 12 months?

Google Ads (7 items)

1. [ ] Have you opened your **Search Terms report** in the last 30 days?
2. [ ] Do you have negative keywords for "RV," "portable," "Honda," "diesel," "solar"?
3. [ ] Are your service area geo-targets set to specific zip codes (not broad DMA)?
4. [ ] Is your Performance Max campaign spending less than 40% of total Google spend?
5. [ ] Do you have separate ad groups for "install" vs "repair" vs "service"?
6. [ ] Is your Quality Score above 6 on your top 10 keywords?
7. [ ] Do your landing pages match your ad copy (not sending to homepage)?

Speed-to-Lead (5 items)

1. [ ] Do inbound web leads get an auto-response within 60 seconds?
2. [ ] Is your median human callback time under 30 minutes during business hours?
3. [ ] Do you have after-hours SMS auto-response?
4. [ ] Have you tested your response speed personally in the last 30 days?
5. [ ] Do you track "lead-to-first-contact" time in your CRM?

Cross-Channel Analytics (4 items)

1. [ ] Do you have per-channel booking rate data (not just per-channel lead count)?

2. [ ] Is every inbound lead tagged with its source channel in your CRM?
3. [ ] Do you review CPBI monthly (not just CPL)?
4. [ ] Do you know your top 3 highest-CPBI channels?

Google Co-op Program (4 items)

1. [ ] Are you using 100% of your Generac Co-op fund every quarter?
2. [ ] Do you have Co-op-driven campaigns running in Google Ads AND LSA?
3. [ ] Have you tested reallocating Angi budget → Co-op activation?
4. [ ] Do you know which Co-op tactics drive the most booked installs?

Scoring: - 22-25 Yes: You're in the top quartile. Marginal CPBI improvement opportunity. - 18-21 Yes: Middle-of-pack. 1-2 leaks worth investigating. - 13-17 Yes: Below average. Likely $4-8K/month in silent waste. - Under 13: Significant cross-channel leak. Priority audit candidate.

Page 8 — Google Ads Waste Audit — Step-by-Step

The single highest-ROI 30-minute exercise you can run in your dealership this quarter.

What you need

- Admin access (or view-only access) to your Google Ads account
- 30 minutes uninterrupted
- This checklist

Step 1 — Pull the Search Terms report (2 min)

1. Log into ads.google.com
2. Left sidebar → **Keywords**
3. Click **Search Terms** tab
4. Date range → **Last 90 days**
5. Sort by **Cost** (descending)

Step 2 — Identify wasted search terms (15 min)

Go through the top 50-100 search terms. Flag any that match these patterns:

Portable/non-standby keywords: - "RV generator," "portable generator," "camping generator" - Any specific portable brand: Honda EU2000, Yamaha EF2200, WEN, Champion

Wrong product category: - "diesel generator," "gas generator" (natural gas standby is what you sell) - "solar generator," "battery backup" (competing category) - "commercial generator," "industrial generator" (different market)

Wrong intent: - "how to" + anything (research, not buying) - "used" + generator (secondary market) - "cheap" + generator (price shoppers won't buy $15K install) - "rental" + generator (renting, not buying) - "repair" or "fix" (unless you offer repair service)

Wrong geography: - Any city outside your service area - State abbreviations that aren't yours

Step 3 — Add up wasted spend (5 min)

Sum the "Cost" column for every flagged search term. This is your monthly Google Ads waste.

Example: - Flagged terms totaling $1,650 in cost over 90 days - Monthly waste = $550 - Annual waste = $6,600

Step 4 — Add negative keywords (8 min)

For each flagged search term: 1. Check the checkbox next to it 2. Click **Add as negative keyword** 3. Choose match type: **Phrase match** (safest) 4. Select scope: **Campaign** or **Ad Group** (usually Campaign)

Step 5 — Set a calendar reminder (30 sec)

Every 30 days, repeat Steps 1-4. New wasted terms appear as your ads match new searches. This is a monthly hygiene task, not a one-time cleanup.

Realistic time savings after the first cleanup: 20-30 min/month ongoing = 4 hours/year, for $4,000-$8,000/year in recovered ad spend. Best ROI-per-hour in your entire marketing operation.

Page 9 — The 4% Rule Fix Framework

If your median response time to web leads is above 5 minutes, this page is worth more than the rest of the cheatsheet combined.

The math again (in case you skipped Page 4)

Every minute past 5 minutes = ~4% conversion drop.

Response time	Conversion rate as % of best possible
Under 5 min	100% (baseline)
5-15 min	80%
15-30 min	65%
30 min - 1 hr	50%
1-2 hours	30%
2-4 hours	20%
4-24 hours	10-15%
Next day	5-10%

The 3-part fix

Part 1: Auto-response within 60 seconds

The moment a web form is submitted, dealer sends: - **Email:** "Got your request. Calling you within 5 min from 7 AM - 8 PM local. If you need it faster, text this number." - **SMS:** "Got your generator request. Calling shortly. Reply STOP to opt out."

Tools: Zapier + Twilio, or GHL native automation, or CallRail, or ServiceTitan built-in.

Setup time: 2-4 hours. Cost: $30-$50/month.

Part 2: Human callback within 5 minutes (7 AM - 8 PM)

Someone at your dealership needs eyeballs on incoming leads and dialing them within 5 minutes. If your admin/sales team can't guarantee this coverage:

- **Option A:** Hire a virtual assistant (Philippines-based, ~$800/month) trained to acknowledge + book the callback
- **Option B:** Use an answering service specialized in home services (Ruby, Answerforce — ~$400/month)
- **Option C:** Route leads to your sales team's cell phones with a "grab it or lose commission" policy

At $87K/month in recoverable revenue for a typical mid-sized dealer, ROI on any of these options is 20-100x.

Part 3: After-hours SMS bridge

Between 8 PM and 7 AM, auto-SMS the lead: "Hey [name], thanks for the generator request. Our team is off for the night — first thing tomorrow (7 AM local) someone will call you. If it's an emergency, call 911. Otherwise, see you tomorrow."

This retains 70-80% of after-hours leads that would otherwise ghost you by morning.

What NOT to do

- **Don't auto-book calendar slots** — dealers who tried this see high no-show rates. The human callback is what closes.
- **Don't use chatbots to try to sell** — homeowners want a human for a $15K decision. Chatbots break trust.
- **Don't wait to build the "perfect" system** — even a 30-min improvement in median response beats a 6-month rollout of a perfect system.

Page 10 — Your Next 30 Days

Now that you've got the framework, here's the priority order for actually using it:

Week 1: Measure your baseline (2 hours)

- Fill in the CPBI worksheet on Page 6 with your last-month numbers
- Run the Google Ads Search Terms report (Page 8, Steps 1-3)
- Test your speed-to-lead by having a friend submit a fake lead
- Score yourself on the 25-item checklist (Page 7)

Deliverable: A single page listing your CPBI per channel, your Google waste $, your median response time, and your self-audit score.

Week 2: Fix Google Ads waste (1 hour)

- Add negative keywords for every flagged waste term (Page 8, Step 4)
- Set the monthly reminder for ongoing cleanup

Expected recovery: $500-$2,000/month, effective immediately.

Week 3: Reallocate Angi → Co-op (variable)

- Cut Angi spend by 40-60%
- Reallocate the recovered budget to your Co-op program (LSA + Search + display through Generac's approved vendors)
- Track for 30 days before evaluating

Expected recovery: $2,000-$5,000/month within 60 days.

Week 4: Deploy speed-to-lead fix (2-4 hours)

- Set up auto-SMS + email response (60 seconds)
- Assign human callback ownership (5 min guaranteed during business hours)
- Deploy after-hours SMS bridge

Expected recovery: 2-5 additional booked installs/month within 60 days.

Total 30-day impact for a typical mid-sized Sun Belt Premier dealer

- Google Ads waste elimination: ~$1,500/month
- Angi→Co-op reallocation: ~$3,000/month
- Speed-to-lead improvement: ~$45,000/month in additional install revenue (3 additional installs @ $15K)

Combined: $4,500 in direct ad spend recovery + $45,000 in additional revenue = $49,500/month impact.

Page 11 — What Comes Next

You've got the framework. You've got the benchmarks. You've got the checklist. You can do this yourself.

But most dealers won't.

Not because they can't — the math isn't hard. Because the 40-60 hours of dedicated analysis time doesn't exist between truck rolls, warranty escalations, Generac corporate quota calls, and payroll.

That's what we built the Sun Belt Dealer Audit System™ for.

The paid audit — for dealers who want it done in 7 days instead of 4 weeks

If you'd rather have a specialist run your dealership through this exact framework using your actual data, that's what we do.

What you get: - 7-day full analysis of your Google Ads + Angi/HomeAdvisor + CRM data - Lead Source Cost Map with CPBI ranked per channel - Google Ads Waste Report (dollarized) - Speed-to-Lead Distribution with recoverable revenue estimate - Top 3 Fixes Ranked by 90-day impact - 8-12 page written report you keep either way - 60-minute walkthrough call

What you invest: - $1,500 flat fee (Founding cohort: $750 for the first 10 Sun Belt dealers) - ~30 min of your time on the kickoff call - Read-only access to your ad accounts

What you're protected by: - Money-back guarantee: if we don't document $5,000+/month in recoverable spend within 10 days, you don't pay.

Book a 15-min discovery call

We only work with 1 Generac Premier dealer per Sun Belt metro. First to book locks their city.

→ **audit.nlenterpricellc.com/generac-quiz**

Take the 60-second CPBI quiz. If your metro is still open, you'll have the chance to book a discovery call at the end.

Questions?

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