

Not All Wraps Win: 10 Questions Every Home Service Brand Must Ask

Want leads from your wrap—not just compliments? Start here.

1. Strategy-First, Not Art-First Ask: "What's your process before design begins?"

A real partner starts with business goals, buyer psychology, and brand strategy—not just color palettes.

2. Proof of Performance Ask: "Can you show measurable results from past wraps?"

Look for increases in calls, web visits, or lead flow. No data? Big red flag.

3. Brand Consistency Guarantee Ask: "How do you align the wrap with my existing brand?"

If your van and website look like strangers, you're losing trust (and leads).

4. Lead-Gen Orientation Ask: "How do you optimize wraps for response?"

Expect answers on hierarchy, calls-to-action, QR codes, and tracking. "Looks clean" is not a strategy.

5. Clarity on Messaging Ask: "What CTAs do you recommend—and why?"

Strategic agencies test messaging like "Get a 22-minute quote. Scan here." Not vague slogans.

6. Experience in Home Services Ask: "Have you worked with companies in HVAC, plumbing, etc.?"

Industry-aware designers reduce trial and error—and understand what actually converts.

7. Integrated Marketing Perspective Ask: "How does this wrap fit into my overall brand strategy?"

Top-tier partners view wraps as step one—not the whole game. They plan around your funnel.

8. Certified Installation Network Ask: "Who installs your wraps, and what's their training?"

Look for "WrapMaster-Certified Installers" and a clearly defined quality control process.

9. Educational Approach Ask: "Can you walk me through your design choices?"

If they can't explain what works and why, they're not strategic—they're selling templates.

10. Transparent, Value-Anchored Pricing Ask: "Can you break down the cost by design, materials, install, and ROI impact?"

Avoid anyone who dodges questions or lacks tiered pricing

Want to see how your wrap compares? DM us for a free Visibility & Conversion Scorecard.