



TopTopLeads

— BUYER MEDIA KIT · 2026

Quality over Quantity.

We deliver exclusive Home Remodel Leads that convert.

Every client relationship starts with a conversation about what success looks like for your business — not just how many leads we can send.

100%

IN-HOUSE GENERATED LEADS

10+

YEARS IN BUSINESS

1.5M+

LEADS SENT TO CLIENTS

WHO WE ARE

We measure success by your booked jobs.

TopTop Leads is the lead generation division of AdSwapper, based in Columbia, Missouri and operating globally.

We generate leads in-house, through consumer brands we own — driving traffic via paid social, paid search, SEO, and select affiliate partnerships. No blind sources, no resellers. You know where every lead came from and how it was generated.

Our focus is quality. Most lead gen companies track one number: leads delivered. We track what happens after — appointment rates, contact rates, booked jobs. Every client relationship starts with a clear conversation about what success looks like for your business. We check in, collect feedback, and adjust when something is not working. This feedback loop is what drives the results.

**The goal is not to sell you as many leads as possible.
The goal is to send leads **that convert**.**

WHO WE WORK WITH

01

Home Services Contractors

Roofing, windows, gutters, and bath remodelers looking for exclusive leads delivered to one contractor per job.

02

Lead Platforms & Networks

Lead aggregators seeking consistent volume from a direct source with full documentation.

WHAT YOU'RE GETTING

Every lead is exclusively yours.

Lead quality is what separates a wasted call from a booked job. Here is what goes into every lead we send.

01 Exclusivity

One contractor per lead, guaranteed

The lead goes to one contractor and no one else. You are not competing with other companies on the same contact. We never resell, recycle, or share a lead.

02 Intent

Actively requesting a quote

Our multi-step form filters out low-intent traffic naturally, so only serious shoppers make it through. All leads are sent to you in real time while the consumer's interest is at its peak.

03 Validated Data

Real users. Verified contact info.

Phone numbers and emails are validated at the form level. Project details, address, and homeowner status captured at intake. No bots, no outdated databases.

04 Direct Source

Every lead comes from us

Every lead is collected on a website we build, own, and operate. We never buy leads from third parties to resell them. For you it means full transparency and a faster feedback loop on what is and is not working.

CLIENT RESULTS

We help contractors triple their average net sales **per lead**.

A home improvement contractor purchased 38 leads at \$100 per lead. After qualification, 18 were passed to the sales team and generated \$116,151 in total revenue.

\$30.57

RETURN PER \$1 SPENT

47.4%

ISSUED TO SALES TEAM

\$6,452

REVENUE PER LEAD
ISSUED

By focusing on quality and intent, this client transformed a modest marketing investment into substantial revenue — without increasing volume.

BRANDS & CATEGORIES

BetterBathQuote.com
BATH REMODEL

RoofRemake.com
ROOFING

WindowsRenew.com
WINDOWS

GutterRenew.com
GUTTERS

TopTopServices.com
MULTI-VERTICAL

— GETTING STARTED

Live in 3 to 5 business days.

Most clients are up and running within a week of our first conversation.

01 Reach out

Contact us at toptopleads.com/contact or email info@toptopleads.com and we will get back to you with everything you need to know.

02 Discovery call

We talk through verticals, target states, monthly volume, and what success looks like for your team. No commitment required to move forward.

03 Setup and test

We configure your account — add zip codes, set up lead volume and delivery method — and send you a test lead to confirm that everything works correctly.

04 Your first leads arrive

Real home remodel leads come in and your team starts calling. We want to hear from you: what's working, what's not, where we can improve. The feedback loop is what keeps lead quality high and the relationship growing stronger.

READY TO GET STARTED?

Let's talk.

Reach out today and we will have you receiving leads within 3 to 5 business days.

toptopleads.com/contact

OR

info@toptopleads.com