

## **Nomination for the Harold Hammerman “Spirit of Education” Award**

**Nominee:** Bob Vance, Home Remodeler SEO

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### **Summary of Qualifications**

Bob has dedicated his career to advancing education and training within the remodeling and construction industry. Through his impactful speaking engagements, workshops, and professional expertise, Bob has provided invaluable guidance to industry professionals, empowering them to improve their skills in key areas such as digital marketing, website optimization, and customer engagement. His commitment to the education of others exemplifies the spirit of the Harold Hammerman “Spirit of Education” Award.

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### **Detailed Biographical Information**

Bob Vance developed his passion for home remodeling through firsthand experience building million-dollar custom homes in Denver, Colorado. Frustrated by the struggles many contractors faced in gaining new customers, he decided to combine his builder’s expertise with his deep interest in computers, programming, and marketing. This led to the creation of Home Remodeler SEO, a company dedicated to solving the unique challenges of the remodeling and construction industry.

In 2011, Bob took on his first employee—who remains with him to this day—and began scaling his company with the motto “Onward and Upward.” Recognizing the value of focusing on a specific niche, Bob concentrated on serving the home improvement sector, where his background and passion gave him a unique edge. His mission became clear: to help 500 contractors triple their business, a goal he is steadily achieving.

As his company grew, Bob insisted on a culture of continual learning. He required every employee to dedicate time each week to ongoing education, ensuring the company stayed ahead of industry trends. This commitment extended beyond his team. In 2020, Bob authored the book *Internet Marketing for Contractors & Builders*, which is widely praised for its clear,

actionable guidance on digital marketing strategies tailored to contractors and related industries. Readers commend its ability to simplify complex topics like SEO and online visibility, offering straightforward steps to grow their businesses. The book has been described as a “powerful sales tool” and an “excellent roadmap” for small businesses looking to succeed online.

When the COVID-19 pandemic disrupted traditional networking and education, Bob launched webinars to share his knowledge more broadly. Initially held quarterly, these webinars now occur monthly, covering a wide range of topics tailored to the remodeling industry. Bob’s ability to address pressing industry concerns—from digital marketing to company culture and leadership—has made these sessions highly impactful.

In 2024, Bob expanded his educational outreach with *The Home Remodeler Toolbox Podcast*, a platform for industry leaders to discuss not only marketing strategies but also business development, customer service, and more. The first episode was released on October 16, 2024, and since then, 8 episodes have been published, with new episodes coming out monthly. This initiative further cements Bob’s role as an educator and advocate for the industry.

Bob’s journey has not been without challenges. He has faced the struggles common to many business owners, such as hiring missteps and cultural mismatches with clients. However, his dedication to transparency and education remains unwavering. His nine-month-long education email sequence for clients ensures they not only achieve success but also gain a deeper understanding of the strategies driving their growth. Those who meet Bob often remark on his heart for helping people—a value that defines his work with employees, clients, and the broader community.

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## Contributions to Training and Education

Speaking Engagements: Bob has delivered numerous presentations designed to educate and inspire remodeling and construction professionals. **Examples include:**

### 1. SEO Formula for Contractors

- **Date:** May 12, 2022

- **Host:** NARI and Sashco Corporation
- **Focus:** Actionable SEO strategies to enhance online visibility and attract more clients.

## 2. How to Create a Digital Marketing Plan

- **Date:** July 26, 2023
- **Host:** NKBA Denver Chapter
- **Focus:** Step-by-step guidance on building a comprehensive digital marketing strategy tailored to the remodeling industry.

## 3. How to Optimize Your Website

- **Date:** August 17, 2023
- **Host:** NKBA Denver Chapter
- **Focus:** Improving website performance and increasing user engagement and conversion rates.

## 4. SEO and Website Optimization to Guide the Customer Journey

- **Date:** October 2, 2023
- **Host:** NARI National Conference
- **Focus:** Advanced SEO strategies to enhance the customer journey and build stronger client relationships.

**Workshops and Seminars:** Bob's hands-on workshops focus solely on equipping professionals with practical, immediately actionable skills. His emphasis on real-world applications ensures participants can implement their learnings to drive measurable results.

**Webinars and Podcasts:** Bob's monthly live webinars have become a vital resource for contractors seeking guidance on topics beyond marketing, including leadership and operations. During these live sessions, viewers are encouraged to participate in real time. Afterward, the webinars are uploaded to his YouTube channel, which has over 800 subscribers, making the content accessible to an even broader audience. Additionally, his podcast, *The Home Remodeler Toolbox*, has reached a growing audience, fostering knowledge-sharing across the industry. His most recent webinar,

"Your 2025 Marketing Plan to Dominate Online Webinar for Contractors & Remodelers," garnered over 2,000 views, further showcasing the impact of his educational outreach. [Watch the webinar here.](#)

***"I really like the webinars that Bob Vance does, they are super helpful so I hope that they never go away."***

**— Patrick Sansonetti, Owner and President of Carole Kitchen and Bath Design Studio**

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## **Community Service**

Beyond his professional engagements, Bob actively volunteers his expertise to help small businesses in underserved communities develop effective marketing strategies. He believes education should be accessible to all, regardless of budget or background.

Home Remodeler SEO also supports causes close to its employees' hearts, regularly contributing to eight charities, including Safe Harbor Lab Rescue, St. Jude Children's Research Hospital, and the Wounded Warrior Project. These initiatives reflect Bob's dedication to both his community and his team.

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## **Additional Accomplishments**

- **Authored a Book:** Bob's book, *Internet Marketing for Contractors & Builders*, has empowered countless professionals with proven marketing strategies. The book has been described as a "powerful sales tool" and an "excellent roadmap" for contractors and small businesses looking to thrive in the digital landscape.
- **Trade Publications:** Bob's articles on digital marketing and customer engagement have been featured on many websites and within the associations that he is an industry partner in.
- **Awards and Recognitions:** Bob achieved the status of a "7 Figure Agency" owner in the invite only Marketing Association that he is a member of, a testament to not only his commitment to the industry

but to his company's growth and success through forward-thinking marketing strategies and education.

- **Awards and Recognitions:** Bob and Home Remodeler SEO have been nominated as a Finalist for 'Agency Partner of the Year' award given by Yelp for being the country's leading agency that exemplifies growth and support for companies advertising on Yelp in the construction and remodeling industry.

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## Future Vision and Goals

**Bob envisions a future where education in the remodeling industry is:**

- **Technology-Driven:** Adopting artificial intelligence (AI) and automation to streamline processes, improve conversion rates, and make marketing efforts more effective and efficient.
- **Accessible:** Offering learning opportunities to a wide range of professionals, ensuring that education is available to those who can benefit from it most.
- **Collaborative:** Developing mentorship networks that connect experienced professionals with newcomers, fostering knowledge exchange and building a stronger sense of community.

Through these initiatives, Bob aims to shape an innovative, inclusive, and forward-thinking industry that prioritizes continuous professional growth and long-term success.

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**Client Impact and Testimonials:** Bob's commitment to supporting contractors extends beyond his digital content, with hands-on guidance that pushes clients to improve and grow. His ability to listen and act on their feedback helps elevate businesses to the next level, ensuring lasting success.

***"Pushes us to be more proactive in our marketing strategies. HRS takes our input to heart and executes our vision according to plan."***

**— Clay Cole, Vice President/Partner**

***"We had a wonderful experience working with Bob and Matthew. It is great to work with professionals that understand our industry. Our new website has an updated modern feel and represents our brand and company vision. Bob and team were responsive and the communication was great throughout the process. They went above and beyond! Great experience from start to finish."***

**— Tracy Rivera**

***"This SEO company has helped our business gain more clients and always communicate with us on anything we need. Their reports and analysis help our business. I highly recommend them."***

**— David Castaneda**

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## **Conclusion**

Bob Vance's unwavering commitment to education and training makes him an exemplary candidate for the Harold Hammerman "Spirit of Education" Award. His work has equipped remodeling professionals with the tools they need to thrive, embodying the values this prestigious award seeks to honor.