

FirstKnock

The Local Business Operator Playbook

Turn new homeowner alerts into paying customers -
postcards, door knocking, and canvassing teams.

Daily new homeowner leads for pest control, lawn care, and house cleaning.

Contents

01	The Opportunity New homeowners - the highest-intent window in local services	3
02	Your Core Plays Postcards, door knocking, and door hanger canvassing	4
03	The Canvasser Hiring Kit Where to find, what to pay, how to train	7
04	Vertical Playbooks Pest control, lawn care, and house cleaning strategies	9
05	The ROI Math Revenue projections on the Growth plan	12
06	Advanced Plays Multi-touch, referral, re-engagement, and more	13
07	Getting Started Setup checklists by play	18

SECTION 1

The Opportunity

Every week, families move into a new home in your market. They don't have a pest control company. They don't have a lawn service. They don't have a house cleaner. And unlike most prospects, they're not stuck with a competitor - they're actively looking.

The first 30 to 90 days after move-in is the highest-intent window in local services. New homeowners make more vendor decisions in this period than in the next several years combined. The operator who shows up first with a professional pitch wins the relationship.

The Problem with Traditional Lead Gen

- **Shared leads** - You're one of 4–6 companies calling the same person within minutes. Price wars start immediately.
- **Aged lists** - Data weeks or months old, contacted dozens of times, sold by brokers with no accountability.
- **Pay-per-click** - Expensive, competitive, and requires the homeowner to already know they have a problem.
- **Word of mouth** - Great when it works. Impossible to scale.

FirstKnock is different.

Every alert is a freshly sold single-family home - a family that just moved in and hasn't chosen any of their service providers yet. You get their address and property details. The lead is exclusive to your action. No bidding. No sharing.

How FirstKnock Works

- 1 A home sells in your service area.
- 2 FirstKnock scans recently sold listings daily - most markets update within 24–48 hours of a sale closing.
- 3 New homeowners appear in your dashboard automatically with address and property data.
- 4 You act: send a postcard, knock the door, or deploy a canvasser with door hangers.
- 5 You get the call. You close the job. They become a long-term customer.

SECTION 2

Your Core Plays

FirstKnock gives you the addresses and ability to send thousands of postcards with one click. What you do with them determines your results. There are three core plays - use one, use all three. They compound.

How the plays compound

Each play works on its own. Combined, they create a sequenced acquisition system that touches the same new homeowner three times before 30 days have passed. Example: a postcard arrives on day 7 (they see your brand). A door hanger appears on day 14 (they see your offer). You or a canvasser knocks on day 21 (they say yes). This is what \$99/month actually buys - not just a list, but a full acquisition system running on autopilot.

PLAY 1 - POSTCARDS

Postcards via FirstKnock

Best for: Operators who want hands-off reach. Set it, forget it, measure results.

FirstKnock's built-in postcard feature lets you launch campaigns directly from your dashboard. Choose from professional designs tailored to your trade, customize your offer and contact details, and FirstKnock handles printing, addressing, and mailing via USPS First Class. Postcard pricing as low as \$0.75 per card - no minimum order.

What makes a good postcard:

- **Headline that speaks to the moment** - 'Congratulations on your new home' beats any generic offer.
- **One clear offer** - Free first treatment. Free estimate. 10% off.
- **A reason to call now** - 'Offer valid for new homeowners in your first 60 days.'
- **Your logo** - Local trust signals. Make your brand recognizable at the door.
- **One phone number** - Big. Easy to read. Nothing else competes with it.

Realistic expectations by play

On the Growth plan (25 zip codes), you receive roughly 312 new homeowner leads per month. Close rates vary by play: postcards alone typically close 1-2% of recipients. Door knocking runs 5-8% when the pitch is sharp and timing is right. Canvassing with door hangers lands in the middle at 2-4%. Run all three in sequence and your blended rate moves toward 4% or higher - which is how the ROI Math section is modeled. Postcards cost as low as \$0.75/card with no minimum order. Door knocking and canvassing cost only your time and door hanger printing.

PLAY 2 - DOOR KNOCKING

Door Knocking

Best for: Owner-operators and small crews who want the highest conversion rate. Nothing closes like face-to-face.

Door knocking on a FirstKnock address is fundamentally different from cold canvassing a neighborhood. You know this person just moved in. That changes everything about how the conversation starts.

Timing

The sweet spot is 7–21 days after closing. Early enough that they're still setting up and haven't committed to providers. Late enough that the chaos of moving week has passed.

What to say at the door:

"Hi - I'm [Name] with [Company]. I noticed you just moved into the neighborhood and wanted to stop by and introduce myself. We take care of [pest control / lawn / cleaning] for a lot of families on this street, and we always like to welcome new neighbors with a free [inspection / estimate / walkthrough]. Would that be something you'd be interested in?"

What to leave behind:

- A door hanger or flyer with your offer and phone number (if no answer)
- A business card with a handwritten note - rare enough to be remembered
- A refrigerator magnet - especially for recurring services like pest or lawn

Handling Objections at the Door

"We already have someone."

→ *Totally understand - do you mind if I leave this in case anything changes? We work with a lot of families on this street and would love to help if you ever need us.*

"We're not interested."

→ *No problem at all - I'll leave this in case you change your mind. Have a great day!*

"We just moved in and aren't ready yet."

→ *That's exactly why I stopped by - new homeowners get our best offer. No pressure, but here's my card. Call anytime in your first 60 days and we'll honor this deal.*

"How did you get this address?"

→ *We track recently sold homes in the area so we can welcome new neighbors. It's all public record - we just want to be the first to say hello.*

"No one answers."

→ *Leave your door hanger, note the address as a no-answer in your log, and let the multi-touch sequence take over. A postcard follows a few days later, and you or your canvasser can circle back in two weeks. The no-answer is step one of three, not a dead end.*

PLAY 3 - DOOR HANGERS

Door Hangers & Canvassing

Best for: Operators ready to scale without the owner's time. Deploy a canvasser with a stack of FirstKnock addresses and let them run.

Door hangers convert better than most operators expect - especially on new homeowner addresses, where the recipient is actively looking for exactly what you're offering.

How to route your canvasser:

- Add your canvasser as a daily lead recipient in your FirstKnock subscription - add up to 5 daily recipients
- Group stops geographically to minimize drive time between doors
- Assign 20-40 addresses per canvasser per day as a realistic target
- Track addresses hit; follow up with FirstKnock postcards to any no-answers

What your canvasser should say:

"Hi! I'm with [Company] - we take care of [pest control / lawn / cleaning] for a lot of families in this neighborhood. We're welcoming new homeowners with a special offer right now and wanted to make sure you got one. Welcome to the neighborhood!"

Door hanger design tips:

- **Bold headline** - 'New to the neighborhood? We've got you covered.'
- **One offer, big font** - Don't cram in your full service list
- **QR code** linking to your booking page
- **Expiry date** - Even a soft one drives action
- **Your face or truck** - Builds trust, makes it personal

Where to order door hangers:

Vendor	Min Qty	Est. Cost	Notes
GotPrint	50	~\$30	Best quality, ~5 day turnaround
VistaPrint	50	~\$45	Fastest, frequent sales
UPrinting	250	~\$90	Best price at volume
Canva + local print	Any	Varies	FedEx/Staples for rush orders

SECTION 3

The Canvasser Hiring Kit

You don't have to knock every door yourself. A part-time canvasser working your FirstKnock addresses can cover 20–40 homes per day, 3–4 days a week - for a fraction of what you'd spend on paid ads.

Where to Find Canvassers

- **Facebook Jobs / Marketplace** - Post 'part-time canvasser' in your city. Fast response, local candidates, free to post.
- **Indeed** - Use 'part-time' and 'flexible schedule' in the title. Target candidates comfortable talking to strangers.
- **Nextdoor** - Post in local neighborhood groups for motivated, nearby candidates.
- **College job boards** - Strong for afternoons/weekends. Check your local university's student employment portal.
- **Craigslist 'Gigs'** - Still active in most markets. Good for immediate hires.
- **Word of mouth** - Ask customers, neighbors, or employees if they know someone looking for flexible work.

Sample Job Posting

Part-Time Canvasser / Neighborhood Rep - [Your Company Name]

Location: [City, State] **Pay:** \$15–\$18/hr + bonus

Hours: Flexible, 15–25 hrs/week **Type:** Part-time / 1099

About the Role

[Company Name] is a local [pest control / lawn care / cleaning] company. We're looking for a friendly, outgoing person to visit new homeowners in our service area, introduce our company, and leave behind information about our services.

What You'll Do

Visit a list of addresses we provide. Knock doors, introduce yourself, leave a door hanger or flyer, and note the outcome. This is not high-pressure sales - it's neighborhood outreach.

What We're Looking For

Friendly, comfortable talking to strangers. Reliable and self-directed. Has a car and valid license. No experience required - we train you.

To Apply

Send a short message about yourself and why you're interested. No resume required.

What to look for in the first 5 minutes

Green flags: Shows up on time (or early). Asks what a typical day looks like. Mentions past experience talking to people.

Seems unbothered by rejection. Asks about the product or service with genuine curiosity. **Red flags:** First question is about pay. Vague about availability. Has not read the job posting. Seems put off by the idea of working outdoors or handling no-answers.

Interview Questions

You're not hiring a salesperson - you're hiring someone pleasant, reliable, and coachable. Focus on those traits.

1. Tell me about a time you had to introduce yourself to someone you didn't know.

What you're assessing: Looking for comfort with cold interaction.

2. What does your schedule look like on a typical weekday afternoon?

What you're assessing: Confirms availability in the right hours (3–7pm is prime door knocking time).

3. Have you ever done any field work, delivery, or door-to-door job?

What you're assessing: Experience is a plus but not required.

4. If a homeowner is rude or says no, how do you handle it?

What you're assessing: Looking for thick skin and professionalism, not defensiveness.

5. How do you stay organized when you have a list of tasks to complete?

What you're assessing: Logging results and tracking addresses is important.

6. What would make this the ideal job for you right now?

What you're assessing: Reveals their actual motivation - flexibility, income, etc.

What to Pay

Structure	Rate	Best For
Hourly	\$15–\$18/hr	New canvassers, training period
Per door completed	\$0.75–\$1.50/door	Experienced, fast canvassers
Hourly + bonus	\$14/hr + \$20/booked lead	Best overall - motivates quality conversations

How to Train Your Canvasser

- **Day one setup:** Log your canvasser into FirstKnock as a daily lead recipient. From that point forward, they receive a fresh list of new homeowner addresses every morning - no manual CSV export required. FirstKnock is their system of record.
- Walk them through the script once. Role-play one door together.
- Show them exactly what to leave if no one answers
- Give them a simple log sheet: address, outcome, notes
- Debrief after day one. Adjust based on what objections they heard.

First Day Kit

✓ FirstKnock lead list, grouped by street	✓ Door hangers for the full route
✓ Script card and log sheet	✓ Business cards, water, phone charger

SECTION 4

Vertical Playbooks

The new homeowner trigger is powerful across all three verticals - but the pitch angle and timing differ. Here's how to position your outreach for maximum response.

PEST CONTROL

Pest Control

New homeowners are unfamiliar with the property's history, often spooked by what they found during inspection, and setting up service relationships for the long haul.

The Angle

Lead with the inspection, not the treatment.

Offer a free new-homeowner inspection. It's low friction for them and gives you a foot in the door - literally. Once you're in the home, close the recurring service agreement on the spot.

Timing

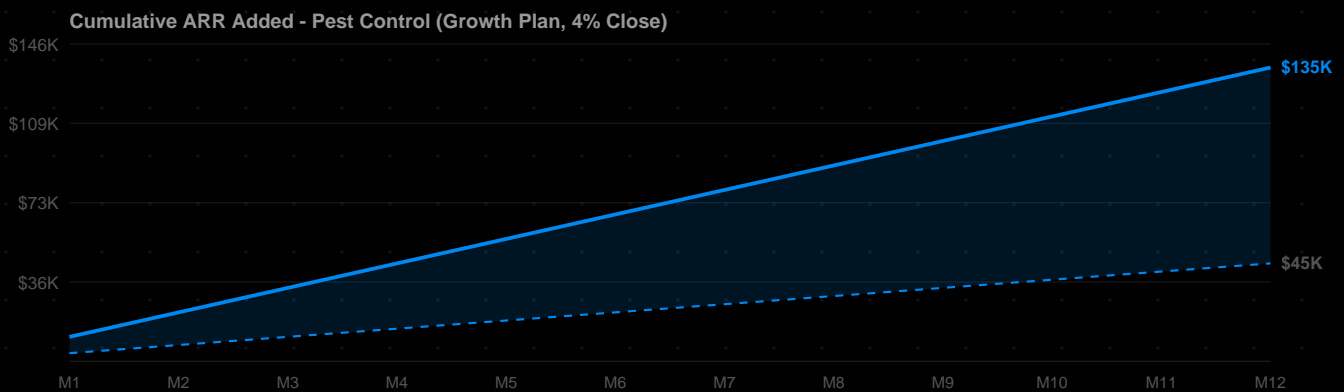
Days 7–30. Pest concerns surface quickly after move-in.

Lead Offer

"Free new-homeowner pest inspection - no obligation."

Why It's Worth It (LTV)

Recurring pest control generates \$300–\$900/year per customer in revenue. On the Growth plan at 4% close, you add ~150 new pest control customers per year, generating \$45,000–\$135,000 in new recurring annual revenue.



LAWN CARE

Lawn Care

New homeowners care about curb appeal. They just spent a lot of money on this house and want it to look good. They also have no idea what the lawn needs or what the previous owner was doing.

The Angle

Lead with curb appeal and a recurring contract.

Frame your pitch around the lawn looking its best year-round, not just a one-time mow. New homeowners are more likely to sign recurring agreements because they're establishing habits, not changing them.

Timing

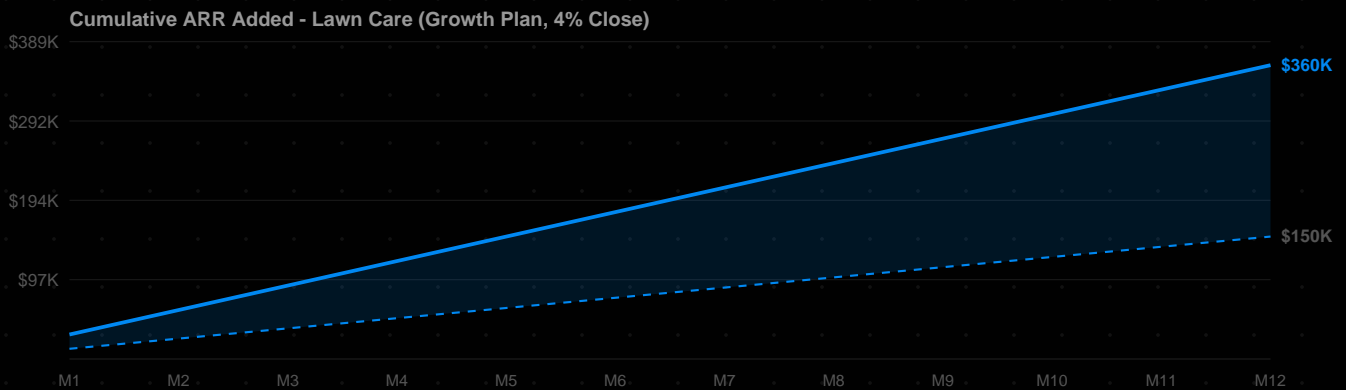
Days 14–45. Give them time to see the lawn and feel the pain.

Lead Offer

"First cut free - then a recurring plan starting at \$X/month."

Why It's Worth It (LTV)

Recurring lawn care generates \$1,000–\$2,400/year per customer in revenue. On the Growth plan at 4% close, you add ~150 new lawn care customers per year, generating \$150,000–\$360,000 in new recurring annual revenue.



HOUSE CLEANING

House Cleaning

Move-in is one of the most overwhelmed moments in a homeowner's life. They need help. A cleaning service that reaches them in week one or two feels like a solution, not a sales pitch.

The Angle

Lead with the move-in clean, close on the recurring plan.

Offer a discounted move-in deep clean. It's a high-value, high-need service at exactly the right moment. Once you're in the home and they love the result, the recurring biweekly or monthly plan sells itself.

Timing

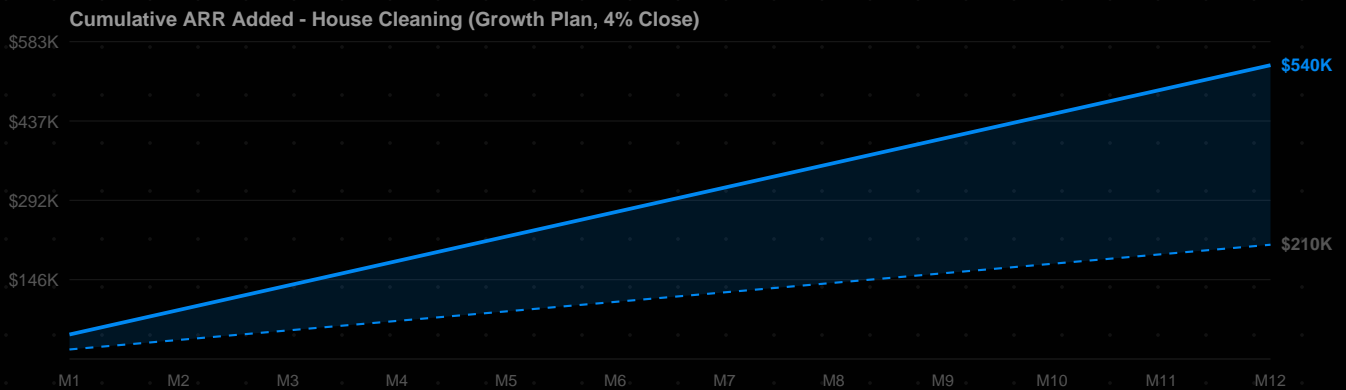
Days 3–21. The earlier the better - they need you now.

Lead Offer

"Move-in deep clean starting at \$X. Book before [date] for 15% off."

Why It's Worth It (LTV)

Recurring cleaning averages \$1,400–\$3,600/year. Referral rates are also exceptionally high. On the Growth plan at 4% close, you add ~150 new cleaning customers per year, generating \$210,000-\$540,000 in new recurring annual revenue.



SECTION 5

The ROI Math

FirstKnock starts at \$49/month (Starter, 10 zip codes) with plans up to \$99/month (Growth, 25 zips) and \$199/month (Pro, 100 zips). The revenue impact below is calculated for the Growth plan using conservative inputs: 25 zip codes, 150 home sales per zip per year (3,750 total annual leads), 4% close rate, and 60% annual customer retention.

Plan	Price	Zip Codes	Est. Annual Leads	New Customers/Yr*
Starter	\$49/mo	10 zips	1,500	60
Growth	\$99/mo	25 zips	3,750	150
Pro	\$199/mo	100 zips	15,000	600

*At 4% close rate, 150 home sales/zip/year.

Revenue Impact by Vertical (Growth Plan - 25 Zips, 150 Sales/Zip/Yr)

Metric	Pest Control	Lawn Care	House Cleaning
Annual Leads (25 zips)	3,750	3,750	3,750
New Customers / Yr (4%)	150	150	150
Annual Revenue / Customer	\$600	\$1,200	\$1,800
New Revenue / Yr	\$90,000	\$180,000	\$270,000
Retention (60%)	1.67x	1.67x	1.67x
New Lifetime Revenue / Yr	\$150,000	\$300,000	\$450,000

The math on \$99/month

On the Growth plan (25 zips, 150 sales/zip/yr), closing 4% of your 3,750 annual leads adds 150 new customers per year per vertical. In pest control that is \$90,000 in new annual revenue and \$150,000 in lifetime revenue. In lawn care, \$180,000 in new annual revenue and \$300,000 in lifetime revenue. In house cleaning, \$270,000 in new annual revenue and \$450,000 in lifetime revenue. Your \$99/month subscription (\$1,188/yr) pays for itself with a single closed customer in any vertical.

SECTION 6

Advanced Plays

Once your core plays are running, these five strategies compound your results - turning a good acquisition system into a great one. Each play costs little to nothing beyond what you're already doing.

PLAY A - THE MULTI-TOUCH SEQUENCE

The Multi-Touch Sequence

Best for: Operators who want the highest possible conversion rate without adding significant cost or complexity.

Most operators pick one play and stop. The highest-converting approach is a deliberate three-touch sequence that hits the same new homeowner across channels over 21 days. Each touch reinforces the last. By the time you knock, they already recognize your brand.

The 21-day sequence:

- **Day 7:** Postcard arrives - your brand lands in their mailbox while they're still settling in.
- **Day 14:** Door hanger goes up - a canvasser drops your offer at the door. They see the brand again.
- **Day 21:** You or a canvasser knocks. They've seen your name twice. The conversation starts warm.

Why sequencing beats single-touch

A single postcard might get a 1-2% response. A single door knock might close 5-8%. A sequenced approach that combines all three consistently outperforms any single channel because each touch builds familiarity. The homeowner who ignored your postcard often opens the door on day 21 - because they already know who you are.

The 21-day cadence at a glance

Day	Channel	Action	Goal
7	Postcard	Mail via FirstKnock dashboard	Brand recognition
14	Door hanger	Canvasser drops at the door	Offer lands in hand
21	Door knock	You or canvasser knocks	Conversation starts warm
30+	Re-engage	Postcard or knock for no-answers	Second window

PLAY B - THE NEIGHBOR HALO

The Neighbor Halo

Best for: Operators already doing door knocking or canvassing who want to increase yield per trip at zero added lead cost.

When you're already standing on a street visiting a FirstKnock address, the two or three houses on either side are warm. They watched someone move in. They may be thinking about their own lawn, their own pest situation, or their own cleaning schedule. You're already there - knock those doors too.

How to run it:

- At every FirstKnock address you visit, hit the two neighbors on each side
- Script pivot: 'We're welcoming your new neighbors at [number] - we work on this street and wanted to introduce ourselves'
- Leave a door hanger at every neighbor even if no one answers
- Track neighbor results separately to measure lift vs. FirstKnock-only doors

The math

If your canvasser hits 30 FirstKnock addresses per day and knocks 4 neighbor doors per address, that's 120 additional doors per day at zero additional lead cost. Even a 1% close rate on those neighbor doors adds meaningful volume over a month.

What to say at a neighbor door:

"Hi - I'm with [Company]. We're just down the street welcoming your new neighbors at [number]. We take care of [pest control / lawn / cleaning] for a lot of families on this block and wanted to introduce ourselves. Can I leave you something?"

PLAY C - REFERRAL ACTIVATION

Referral Activation

Best for: Any operator after their first service visit with a new homeowner customer - especially house cleaning and lawn care.

New homeowners are constantly talking to each other - on Nextdoor, neighborhood Facebook groups, and HOA chats. A new homeowner who loves your service after their first visit is sitting on a network of other new homeowners who need exactly what you do. Ask at exactly the right moment.

Timing and offer:

- **When to ask:** Immediately after the first completed service - while the 'they found us right when we moved in' feeling is fresh
- **The ask:** 'Do you know any other families who just moved into the neighborhood? We'd love to take care of them too - and we'll give you a free service for any referral who books'
- **Leave-behind:** A referral card with your number and the offer printed - something they can hand to a neighbor
- **Digital option:** Text them a short link to share with neighbors

House cleaning note

Referral rates for house cleaning acquired through new homeowner targeting are exceptionally high - new homeowners know other new homeowners, and a great first experience travels fast in a new neighborhood. If you're in cleaning, this play should be part of every first-visit close.

Ready-to-send referral text:

"Hi [Name] - so glad we could help you settle in! Quick favor: do you know any other families who just moved into the neighborhood? We'd love to take care of them too - and we'll give you a free service for any referral who books. Just reply with their name and we'll take it from there. Thank you!"

PLAY D - THE GOOGLE REVIEW PLAY

The Google Review Play

Best for: Any operator within 30 days of a first service with a new homeowner - especially lawn care and house cleaning.

New customers acquired through new homeowner targeting are often your most satisfied early customers. They found you at exactly the right moment, you showed up professionally, and the service solved a real problem. That's a five-star review waiting to happen - but only if you ask.

How to capture the review:

- **Timing:** Ask within 24-48 hours of the first completed service - before the newness fades
- **Channel:** Text is best. A simple message with a direct Google review link converts far better than asking in person or by email
- **Script:** 'Hi [first name] - so glad we could help with your new home. If you have 60 seconds, a Google review would mean the world to us: [link]'
- **Follow-up:** If no review after 5 days, one gentle reminder is appropriate

Why new homeowners review

A customer who found you through a postcard or door knock right after moving in has a natural story to tell: 'They found us right when we moved in.' That narrative is compelling, specific, and far more useful for your Google ranking than a generic 'great service' review. These reviews also tend to mention the neighborhood - which helps you rank locally for future new homeowners searching for the same service.

Ready-to-send review request text:

"Hi [Name] - so glad we could help with your new home! If you have 60 seconds, a Google review would mean the world to us: [link]. Even a sentence helps. Thank you for trusting us - we're always here if you need anything."

PLAY E - SEASONAL RE-ENGAGEMENT

Seasonal Re-engagement

Best for: Operators with unconverted leads in their FirstKnock dashboard who haven't closed in the first 30 days.

A new homeowner who didn't respond in month one isn't a dead lead - they're a warm lead with a changed timeline. People get busy during move-in. Priorities shift. But 90 days later, when the boxes are unpacked and the lawn starts looking rough, or the bugs show up, or the house needs a deep clean before visitors arrive - that's a second opening. Your FirstKnock dashboard holds that history.

Re-engagement triggers by vertical:

- **Pest control:** Re-touch in early summer (June) when pest pressure peaks. Script: 'The season is heating up - are you seeing anything in the new house?'
- **Lawn care:** Re-touch in late February or early March before spring growth. Script: 'Spring is almost here - let's get your lawn on a plan before the rush.'
- **House cleaning:** Re-touch 60-90 days after move-in. Script: 'Now that you're settled in, let us do a deep reset on the whole house.'

How to run it

Export your unconverted leads from FirstKnock filtered by move-in date. Segment by vertical and re-touch with a seasonal postcard or personal door knock. These leads already know your brand if you ran the original sequence - the re-engagement is a reminder, not a cold introduction. Conversion rates on warm re-engagement are typically 2-3x higher than first-touch cold outreach.

Re-engagement scripts by vertical:

Pest Control

"Hi [Name] - it's [Company]. The season is heating up and we wanted to check in on your new home. Are you seeing any activity? We're offering new homeowners a free summer inspection this month."

Lawn Care

"Hi [Name] - spring is almost here and we wanted to make sure your lawn is on a plan before the rush. We're still offering our new-homeowner rate - happy to come take a look this week if you're interested."

House Cleaning

"Hi [Name] - now that you're settled in, we'd love to do a deep reset on the whole house. We're running a new-homeowner special this month - want us to send over pricing?"

SECTION 7

Getting Started

You're 10 minutes from your first leads. Complete steps 1-3, then follow your play.

Everyone starts here:

- 1 Start your free 7-day trial at firstknock.app - no credit card required
- 2 Enter your zip codes (Starter: 10 zips / Growth: 25 zips / Pro: 100 zips)
- 3 Set up your daily email digest to receive leads each morning

If you're starting with Postcards:

- Choose a postcard template in the campaign builder
- Set your offer: free estimate, first treatment, or discount
- Launch to your current leads - as low as \$0.75/card, no minimum
- Track which zip codes and offers drive calls

If you're starting with Door Knocking:

- Download your lead list and group by street
- Block 2-3hr afternoon windows (3-7pm is prime)
- Print your script card and bring leave-behinds
- Log every outcome: answered, not home, booked

If you're starting with Canvassing:

- Post your canvasser job listing this week
- Add them as a daily lead recipient in FirstKnock
- Print door hangers and a route sheet for day one
- Debrief after day one, adjust on objections heard

FirstKnock

Ready to start winning new homeowners?

Start your free 7-day trial today. No credit card required.
First leads arrive immediately.

[Start Your Free Trial →](#)

Questions? Reach us at hello@firstknock.app