CLIENT SUCCESS STORY

OZZY'S GOLDEN CONSTRUCTION SIGNS A $3M CUSTOM HOME

A focused campaign helps Miguel pursue larger custom homes and be more selective about projects. He has since expanded his work with MYA to include social media services.

62	~$2.9K	~$47	$3M
META FORM LEADS	CAMPAIGN AD SPEND	AVERAGE COST PER LEAD	SIGNED REVENUE

THE GOAL

Ozzy's Golden Construction builds custom homes, major additions and full-home remodels across Miami-Dade and Broward County. Miguel had grown the firm to roughly $3M–$5M in annual revenue, with an average contract value of about $700,000.

He wanted more of the substantial residential projects his team could deliver. Referrals had helped build the business, but his experience with paid marketing had been inconsistent. After working with several agencies, too many enquiries still came from people who were not a fit.

The next step was to reach homeowners planning larger projects and give Miguel more choice over the work he took on.

THE CAMPAIGN

MYA started with a detailed onboarding conversation about the clients and projects Miguel wanted. In his testimonial, he singles out that process as something previous agencies had not done.

The video ads introduced the firm to South Florida homeowners, with campaign variations focused on location and financial fit. As enquiries increased, Miguel asked the team to refine the campaign further so he could concentrate on the strongest opportunities.

He also put an in-house team member on calling and qualifying leads and supporting the sales process. More enquiries meant the business needed a clear way to follow up and identify the projects worth pursuing.

THE RESULTS

The tracked MYA campaigns generated 62 form leads at an average cost of about $47. Ozzy has now signed the $3M custom-home project Miguel discussed in his testimonial.

For Miguel, the value was having options. He described several serious custom-home prospects with budgets above $1M, giving him room to be more selective about the projects he pursued.

He has since expanded the relationship with MYA to include social media services. The work now extends beyond the paid campaigns as Ozzy continues to build its presence and pursue larger residential projects.

"I genuinely do feel like I made a good decision hiring your team."

Miguel Graveran



Miguel on working with MYA

Ozzy's Golden Construction