BEFORE

How a Hamilton mechanical contractor presents itself today

From the company's website and a directory listing, November 2026. Name withheld.

HOMEPAGE HEADLINE

A generic line about building a better plumbing and HVAC experience

Industrial, Commercial, Institutional: all three sector descriptions are still placeholder "lorem ipsum" text.

"Leading" appears three times, with nothing to back it up.

Projects: three names and a photo each. No scope, size, date or result.

Proof: no certifications, safety record, insurance, testimonials or founding year.

One roof: their real edge, in-house trades, gets a single short line near the bottom of the page.

What a buyer still wants to know

Why does one contractor matter to me?

The biggest advantage is there, but it's framed as "convenience" rather than fewer delays and one team accountable.

What have you built?

No projects, clients or job sizes, so a reader can't picture the work or judge the fit.

Are you safe and covered?

Safety record, WSIB and insurance are the first things a general contractor checks, and none are mentioned.

Who is this written for?

"We take pride" talks about the company. Buyers read to find out what's in it for them.

Sample prepared by Mike McCarthy to show a possible rewrite. Not commissioned by or affiliated with the company.

[COMPANY NAME]

PLUMBING · HVAC · EXCAVATION

CAPABILITY STATEMENT

One contract. One crew. No finger-pointing.

[Company name] handles plumbing and HVAC, and the excavation that goes with them, on industrial, commercial and institutional projects with our own crews. For general contractors and facility managers, that means one schedule, one point of contact, and one team accountable from the first trench to the final balancing report.

Excavation

Site servicing dug by the same team that installs the pipe. [Confirm: listed in directory, not on website]

Plumbing

ICI plumbing from rough-in to fixtures. [Typical scopes]

HVAC

Installation through start-up and commissioning. [Typical scopes]

Why general contractors call us back

Fewer handoffs, fewer delays

No waiting on a separate excavator, no gaps between trades. [Example: on the ___ project we dug, serviced and commissioned in ___ weeks.]

Big enough for institutional work

A team of 51 to 100, small enough that the owner still answers the phone.

Safe, covered and ready to start

[COR certification · WSIB clearance · liability limits]

Recent projects

Project	Scope	Value
Elementary school Institutional [client · year]	HVAC [scope]	[$]
Industrial facility Industrial [client · year]	HVAC [scope]	[$]
Commercial building Commercial [client · year]	HVAC [scope]	[$]

At a glance

SECTORS

Industrial · Commercial · Institutional

TEAM

51–100, all in-house crews

SERVICE AREA

Hamilton · GTA · Niagara · Kitchener-Waterloo · London

IN BUSINESS

Over a decade [since ____]

PARTNERS

[General contractors they work with]

CONTACT

[Address]
Hamilton, ON
[Phone]

Sample rewrite by Mike McCarthy, based on public information. Bracketed items are placeholders for the company's own details.