Grow That Local

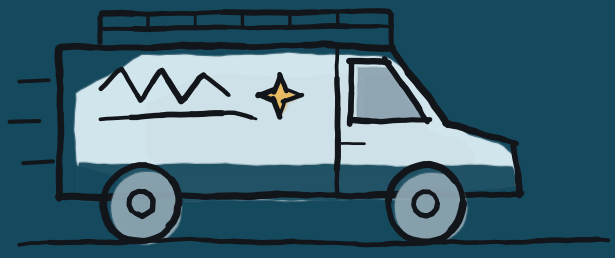
a free guide

30 before-and-after captions

Five captions for each of six trades, ready to post with your next before-and-after photo.

For owners with project photos.

- 9 short sections in 4 parts
- 27 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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Before you start

You took the photos. Now you need two or three sentences to go with them. This pack gives you 30, five for each of six trades: roofers, landscapers, plumbers, HVAC, house cleaners and painters. Each one names the job, the place, one detail only a pro would notice, and how to reach you.

Fill in the brackets: [neighborhood], [town], [business], [phone], plus a few like [number] or [color] that only you know. Then post.

Two rules we kept while writing it:

- Every rule we quote has a public source you can check, listed at the end. When we give our own judgment, we say "GTL estimate" and tell you why we think it.
- Every caption is a made-up example to show the idea. None of them describe a real customer's home.

These are posts for your own pages and groups. If you text a caption and photo to a customer instead, text only people who've agreed to hear from you, say who it's from, and stop when anyone replies STOP (FCC, fcc.gov).



Part 1

Before you post

1 The four-part caption

The idea. Every caption in this pack follows the same pattern. Once you see it, you can write your own in a minute.

1. **What it was.** The problem, in the customer's words: a leak, a bare yard, a stained ceiling.
2. **What you did.** Plain words, no jargon.
3. **One pro detail.** The thing that shows you do it right: the decking you replaced, the base under the pavers, the shut-off valve.
4. **Where and how to reach you.** The neighborhood, and your phone number or "message us."

GTL estimate: the pro detail does more work than any adjective. "Great job" says nothing. "Replaced every sheet of soft decking" says you don't cut corners.

Example. A made-up caption, labeled by part:

> **What it was:**
> **"This ceiling stain started at the chimney."**
>
> **What we did:**
> **"New flashing, sealed and tested with a hose."**
>
> **Pro detail:**
> **"The old flashing had been tarred over twice instead of replaced."**
>
> **Where and how:**
> **"[neighborhood], [phone]."**

Do it in 24 hours

- [ ] Pick one before-and-after from your phone.
- [ ] Write the four parts for it, one line each.
- [ ] Post it today.

2 Three checks before any caption goes up

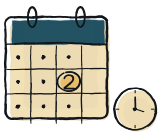
The idea. A caption is a public claim about a real home. Three quick checks keep it fair to the customer and true to the work.

- **The customer said yes.** Name the neighborhood, never the street or house number, and only with their OK.
- **The photo is real.** Google wants profile photos that "represent reality," with "no significant alterations or excessive use of filters" (Google Business Profile Help, support.google.com). Brighten and straighten, nothing more.
- **Change the words for each group.** Nextdoor counts "unoriginal/templated content with no personalization or original commentary" as spam (Nextdoor Help, help.nextdoor.com). Use these captions as a start and add your own detail each time.

Example. A made-up painter posts the same cabinet job on their Facebook Page, in the town group and on Nextdoor. The Page gets the kitchen cabinets caption as written. The town group gets a version that mentions the street fair that weekend. Nextdoor gets one that answers a question a neighbor asked last month.

Do it in 24 hours

- [ ] Add a photo question to your quote or welcome text, if it isn't there.
- [ ] Turn off any automatic filter in your camera or photo app.
- [ ] Before you post in a group, change at least one line of the caption.



Part 2

Outside jobs

3 Roofers

When to use. Any roofing before-and-after: full replacements, storm repairs, leaks, decking and gutters.

Full replacement:
"Before and after in [neighborhood]. The old roof was [number] years old and shedding granules. Two days later: new [shingle line] shingles, a new ridge vent, and the yard swept twice for nails. Thinking about yours? [phone]"

Storm repair:
"Wind took a strip of shingles off this one in [neighborhood]. We tarped it the same day to stop the leak, then matched and replaced the whole section. Seen shingles in your yard since the storm? Text a photo to [phone]."

Chimney leak:
"This ceiling stain started at the chimney. The old flashing had been tarred over twice instead of replaced. New step flashing and counter-flashing, tested with a hose. Dry ceiling since. [business], [phone]"

Soft decking:
"The part you never see. Under the old shingles on this [neighborhood] roof: [number] sheets of soft, rotted decking. We replaced every bad sheet before a single new shingle went on."

Gutters:
"New gutters and downspouts in [town]. The old ones were pulling off the fascia and dumping water at the foundation. Now it drains [number] feet out from the house, where it should."

Do it in 24 hours

- [ ] Pick the caption that fits your latest job and fill in the brackets.
- [ ] Post it with the matched wide before-and-after.
- [ ] Post the decking caption with a tear-off photo this week, even from an older job.

4 Landscapers

When to use. Cleanups, patios, lawn renovations, overgrown yards and new mowing customers.

Spring cleanup:
"Spring cleanup in [neighborhood]: beds cleared, edges cut, fresh mulch. The crew had it done in [number] hours. We're on this street every [day], so adding your yard is easy. [phone]"

Paver patio:
"From a muddy corner to a patio in [neighborhood]. Under every paver: [number] inches of compacted base. That base is the part that decides whether a patio stays flat for years."

Lawn renovation:

"Same lawn, [number] weeks apart. Aerated, overseeded and watered on a schedule we set with the owner. Early fall is when we do most of these in [town]. Booking now for [month]. [phone]"

Overgrown yard:

"This one had gotten away from the owner, and that's fine. Two days of clearing in [neighborhood], and the shrubs by the walk are cut back so you can see the front door again."

New mowing customer:

"Week one and week four on a new mowing customer in [neighborhood]. Sharp blades, mowed high and edged every visit. Room for two more yards on our [day] route. [phone]"

Do it in 24 hours

- [ ] Pick the caption that fits this week's work and fill in the brackets.
- [ ] Post it with a pair taken from the same spot.
- [ ] Use the mowing caption on a route street and post it in that neighborhood's group, if the rules allow.

5 Painters

When to use. Exteriors, cabinets, interior rooms, trim repair and decks.

Exterior:

"Same house in [neighborhood], [number] days apart. Scraped, sanded, primed bare wood, caulked, two coats. The prep takes longer than the painting, and it's why the paint lasts."

Kitchen cabinets:

"Kitchen cabinets in [town], before and after. Cleaned, sanded, primed and sprayed in [color]. Same cabinets, new-looking kitchen, without the tear-out."

Interior room:

"A dark [color] living room, now [color]. Furniture covered, floors protected, and cut lines you could check with a straight edge. Done in [number] days. [phone]"

Trim repair:

"Before we paint, we fix. This window trim in [neighborhood] had soft, rotted wood under the old paint. New pieces in, primed and painted. Painting over rot only hides it for a season."

Deck:

"Grey and splintered to stained and sealed in [town]. Washed, sanded and stained in [color]. Booking decks for [month] now. [phone]"

Do it in 24 hours

- [ ] Pick the caption that fits your latest job and fill in the brackets.
- [ ] Post the trim repair caption with a close-up of the rot, from any recent job.
- [ ] Add the real color name. People save posts with color names.



Part 3

Inside jobs

6 Plumbers

When to use. Water heaters, leaks, drains, repipes and fixture swaps.

Water heater:

"Out with a [number]-year-old water heater, in with the new one in [neighborhood]. New shut-off valve and expansion tank, strapped and to code. Hot water back the same afternoon. [phone]"

Under-sink leak:

"The before: a cabinet floor ruined by a slow drip. The after: new supply lines and shut-offs, and a dry cabinet. A musty smell under a sink is worth a look. [phone]"

Drain line:

"Before and after inside a drain line in [neighborhood]. Tree roots had grown in at a joint. Cleared, then checked on camera to be sure it was clean all the way out."

Repipe:

"The wall was already open, so we replaced the old galvanized pipe while we could reach it. Better pressure, and no more rusty water first thing in the morning. [town], [phone]"

Faucet swap:

"New faucet and shut-offs in this [town] kitchen, and no more drip. Under an hour. If yours has been dripping for months, it's a small job. [phone]"

Do it in 24 hours

- [ ] Pick the caption that fits your latest job and fill in the brackets.
- [ ] Post the water heater caption with the old and new units side by side.
- [ ] Keep the camera still for drain photos, so the before and after match.

7 HVAC

When to use. New systems, coil and blower cleaning, duct fixes and filters.

New system:

"Old system out, new one in, in [neighborhood]. The old unit was [number] years old and on its second summer of repairs. New pad, level and tidy wiring. Quieter, too. [phone]"

Coil cleaning:

"That's the same outdoor coil, before and after cleaning. A dirty coil makes your AC work harder for the same cool air. We clean it on every tune-up. [phone]"

Blower wheel:

"Before and after on a furnace blower wheel in [town]. All that dust was cutting airflow to the upstairs rooms. Cleaned, balanced and back in."

Duct fix:

"The upstairs bedroom in this [neighborhood] home never cooled. We found a duct that had come apart in the attic. Reconnected and sealed, and the room cools now."

Filter:

"A filter that should have been changed months ago, next to a new one. If you can't remember your last change, it's probably due. We check it on every visit. [phone]"

Do it in 24 hours

- [ ] Pick the caption that fits your latest call and fill in the brackets.
- [ ] Post the coil or blower caption this week. Dirty-to-clean pairs get the most questions.
- [ ] Hold the part in the same spot for both photos.

8 House cleaners

When to use. Kitchens, baths, move-outs, grout and recurring clients. Never show anything personal in a client's home.

Stovetop:

"Same stovetop, about 20 minutes apart. Baked-on grease, gone. It's part of every deep clean we do in [neighborhood]. Openings on [day]. [phone]"

Shower glass:

"Hard water on shower glass, before and after. It's one of the first things clients notice after a first clean. [business], [phone]"

Move-out:

"Move-out clean in [town]. Empty rooms show everything, so we do baseboards, inside cabinets and inside the oven. Ready for the walk-through. [phone]"

Grout:

"Half-done on purpose, so you can see it. Grout that had looked grey for years. [business], [neighborhood]."

Recurring client:

"Every other [day] in [neighborhood]. Same team, same checklist, every visit. Week one on the left, week six on the right."

Do it in 24 hours

- [ ] Pick the caption that fits today's clean and fill in the brackets.
- [ ] Take the grout photo half-done, before you finish the second half.
- [ ] Check the frame for family photos, mail or anything personal before you post.



Part 4

Keep it going

9 Make any caption yours

The idea. Five captions for your trade won't last long if you post every week. To keep them fresh, change one thing each time. GTL estimate: a caption with one detail from this job reads as yours, even if the rest is from the pack.

Swap the detail:
"...[number] sheets of soft decking" becomes "...rot all the way around the skylight."

Add the time:
"Done by 3pm, yard swept." or "Two days, start to finish."

Add the season:
"Just in time for the first freeze." or "Ready before the first hot week."

Add the customer's own words, with their OK:
"The owner's first words: 'I forgot the floor was this color.'"

Example. A made-up landscaper uses the spring cleanup caption six times in April. Each time, they change the neighborhood, the hours and one detail: the overgrown holly, the buried edging, the bed nobody had seen in years.

Do it in 24 hours

- [ ] Save your trade's five captions in your phone's notes.
- [ ] Write one detail from today's job you could swap into one of them.
- [ ] Post one this week, and one more next week with a different detail.

or we can do it for you

Free sample: Two weeks of posts, ready to go

Social media posts is $200 a month, with a 7-day full refund.

Social media posts: growthatlocal.com/services/social-media



Your first 24 hours, in one list

If you only do five things this week, do these:

- [ ] Write one caption with the four parts (section 1).
- [ ] Add a photo question to your quote or welcome text (section 2).
- [ ] Save your trade's five captions in your phone (sections 3 to 8).
- [ ] Post one before-and-after with a caption today.
- [ ] Change one line before you post the same job in a group (section 9).



Where to go next

Captions need photos to go with them. Our free Job-Site Photo Shot List gives you the 13 shots to take on every job, so you always have a matched before-and-after.

For posts that fit the calendar, our free Holiday and Season Post Pack has a year of dated post ideas with ready text.



If you'd rather hand it off

Grow That Local turns your real job photos into posts every week. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Social media posts. Free sample: two weeks of posts, ready to go. Social media posts is $200 a month, with a 7-day full refund.

Social media posts — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

Websites — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

Google Business Profile — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

Review requests — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

Email newsletter — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

SEO — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

Win-back texts — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

Neighborhood postcard — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

Monthly report card — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

Text us at (423) 924-2014, or start at growthatlocal.com/start.

Sources

This pack quotes rules, not statistics. Each was checked on 2026-11-12:

- Google Business Profile Help, "Manage your Business Profile photos & videos": photos should "represent reality," with "no significant alterations or excessive use of filters." support.google.com (section 2)
- Nextdoor Help, "Business page policy and posting guidelines": "unoriginal/templated content with no personalization or original commentary" counts as spam. help.nextdoor.com (section 2)
- FCC, unwanted robocalls and texts, consent and STOP: fcc.gov (before you start)

GTL estimates

These are our own judgment, not measured facts:

1. One pro detail does more work than any adjective (section 1). Reasoning: a specific detail is something a neighbor can picture and a weaker company wouldn't think to mention.
2. One changed detail makes a pack caption read as yours (section 9). Reasoning: readers notice the specific part of a caption, and a detail from this job is the part no other business could copy.

want it done for you?

Every part of this guide is something we do.

Each one starts with a free sample, so you see the work before you pay. Text us at (423) 924-2014 or start at growthatlocal.com/start.

Grow That Local