

A new generator pipeline.

Sean Kennedy | Southeast Electrical Services | Waukesha area, Wisconsin

ABOUT \$375,000-\$380,000

Gross generator revenue reported after about three months.

Where Sean started

His electrical firm had worked in home remodeling and service. He and his lead electrician had generator experience. Sean said he started with SwiftSocial around March 1, 2026, as he built that part of the business.

What changed

SwiftSocial brought in inquiries. Sean had his replies and follow-up ready. He sent a text and email right away, explained the likely project cost, asked about the home, and invited the person to book an estimate.

What helped it work

A series of storms raised demand. Sean and his team were ready to respond. Customers also referred neighbors. Sean included those referred jobs when he described the revenue above.

The lesson for another installer

A lead needs a clear next step and a person who will follow up. Pair relevant ads with useful replies, real reviews and the ability to quote and complete the work.

Source: Sean's June 15, 2026 interview. Revenue is his estimate, includes referrals, and is not profit or ad-only return. Storm demand mattered. Historical experience; results vary.