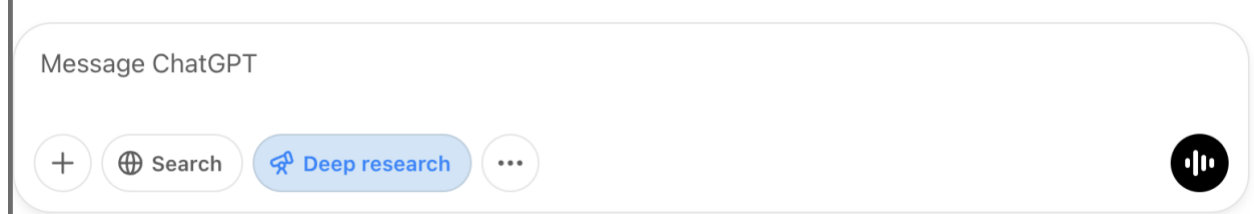


How to Identify your local Market Penetration as a Stone Fabricator with AI:

1. Visit ChatGPT
2. Choose the DEEP RESEARCH OPTION

Note this is only available to paid users starting Feb 2, 2025. Pay the \$20.

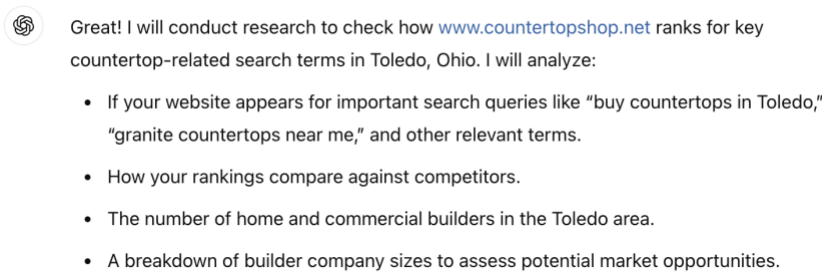


3. Enter this prompt

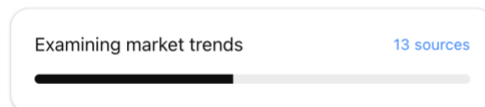
"ChatGPT, my business is {www.website.com}. I am a stone fabricator in {city, state}. Can you run a quick google search to see if I come up for the top keywords in Google for countertop buying terms. Please also do a quick search on how many builders are in my area. I want to see how many I am doing business with.

4. **Grab a beer and watch how nuts this gets!**
Here are some screenshots after 5 minutes of it researching

EXAMPLE SCREENSHOTS



I'll gather these insights and report back soon.



5. Here were some examples results it gave me. But please run this on your own! I got at least 10 pages of very useful regional analysis on competitor trends, building trends and new builders we should be chasing.

Search Query	The Countertop Shop (countertopshop.net) – Ranking/Presence	Top Competitor Sites & Rankings
Buy countertops in Toledo	Ranks on Page 1 (often #1). Homepage featured countertopshop.net .	<ul style="list-style-type: none"> - Toledo Custom Countertops – Page 1 (#2) toledocustomcountertops.com - UMG Toledo (Universal Marble & Granite) – Page 1 (#3) umgtoledo.com - Cutting Edge Countertops – Page 1 (#4) cectops.com
Granite countertops near me (Toledo context)	Visible in local pack; Granite page ranks Page 1 countertopshop.net ; homepage also appears countertopshop.net .	<ul style="list-style-type: none"> - UMG Toledo – Ranks #1 organic umgtoledo.com (strong presence for "granite") - Cutting Edge Countertops – Top 3 organic cectops.com - Toledo Custom Countertops – Top 5 organic toledocustomcountertops.com
Countertops Toledo	Ranks Page 1 (#2 on Bing) countertopshop.net with homepage; Toledo service page also listed countertopshop.net .	<ul style="list-style-type: none"> - Toledo Custom Countertops – Often #1 toledocustomcountertops.com - UMG Toledo – Page 1 (#3) umgtoledo.com - Cutting Edge Countertops – Page 1 (#4) cectops.com

6. Here is some builder information it gave me

Home Builders in Toledo, Ohio

The Toledo area has a **robust home construction industry**, with a mix of large production builders and many small-scale custom builders:

- **Total Number of Home Builders:** There are **several hundred home builders** operating in the broader Toledo region. For instance, the Better Business Bureau lists about **684 home builders** (both accredited and non-accredited) in the Toledo area [BBB.ORG](#). Similarly, Houzz's directory notes **435 home builders in Toledo** [HOZZ.COM](#). These figures include everything from one-person remodeling contractors up to large development companies, so the range is wide.
- **Active New Home Developers:** According to NewHomeSource, **19 builders are actively building new homes in 29 subdivisions in the Toledo area** [NEWHOMESOURCE.COM](#). These would be the *production and semi-custom builders* who drive most of the new housing developments. They typically build multiple houses per year and may work in planned communities. Examples likely include regional firms like **Buckeye Real Estate Group, Saba Home Builders**, and possibly divisions of larger national companies if present (though Toledo has more regional builders than big nationals like Pulte or D.R. Horton). These 19 or so builders can be considered the **"large" or "mid-sized" home builders**, as they have the capacity to handle multi-home projects simultaneously.
- **Medium-Sized Home Builders:** Beyond the top developers, Toledo has a **healthy group of medium-sized builders** – perhaps dozens of firms building anywhere from 3 to 15 homes per year, often custom or semi-custom homes. These include many members of the **Home Builders Association of Greater Toledo**. Custom builders like **Mavillino Custom Homes, Homes by Josh Doyle, Moline Builders, Premier Builders**, and others fall here. They may build high-end custom homes or small developments. They typically have smaller teams (5–15 employees, often family-run). These builders are key targets for partnerships: they need reliable countertop fabrication for each project and often do not have in-house capabilities for things like stone fabrication, thus they partner with local shops.
- **Small Builders and Contractors:** By far the largest group in sheer numbers are the **small builders** – hundreds of **independent contractors, remodeling firms, and one-crew construction companies** that might build one home at a time or focus on additions/renovations. They might not appear in new development listings, but they do custom projects and infill construction. Each of these small firms (often <5 employees) could be a repeat customer on a project-by-project basis. Many of the ~684 "home builders" in BBB's listing would fall into this category. While individually they have modest volume, collectively they represent a significant market. They typically rely on local suppliers like *The Countertop Shop* for each job.

Home Builder Category	Approx. Count in Toledo Area	Characteristics & Examples
Large Home Builders	~10–20 major builders (active in subdivisions)	Build multiple homes/year (often 20+). Staff in dozens. Examples: Buckeye Real Estate Group, Saba Home Builders, possibly regional branches of larger firms.
Medium Home Builders	~30–50 builders (custom & semi-custom)	Build a handful to a dozen homes/year. Small teams (5–15 staff). Examples: Mavillino Custom Homes, Homes by Josh Doyle, Premier Builders, Moline Builders, etc.
Small Builders/Contractors	Hundreds (300+ small firms)	Build one-off homes, renovations or additions. 1–4 homes/year or project-based. Often <5 employees. Examples: Numerous independent general contractors and remodelers throughout greater Toledo.

*(Note: These categories overlap and are based on general estimates; exact counts vary. For instance, the HBA of Greater Toledo has many builder members, and not all small contractors are captured in every directory. Still, it's clear that the **vast majority** of local builders are small firms, while a select few handle the bulk of new home volume.)*