

PRESS RELEASE

Cabinet Boost Publishes a 12-Question Showroom Marketing Scorecard

Cabinet Boost

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LONG BEACH, CA - Cabinet Boost, a marketing agency that works with cabinet stores and kitchen and bath showrooms, has released a scorecard called the Empty Showroom Diagnostic. The tool asks showroom owners 12 questions and returns an A to F grade that shows where their marketing system is working and where it falls short.

“From inside a quiet showroom, two different problems look the same: buyers who cannot find the business, and buyers who find it but do not book,” said Sezgin Arslan, founder and CEO of Cabinet Boost. “The diagnostic shows which one to work on first.”

The agency built the scorecard for owners who see fewer booked consultations than expected but are unsure of the cause. The online showroom diagnostic takes under three minutes, and the grade appears on screen right away without an email address or account.

Each question maps to one of four dimensions. Online visibility looks at whether buyers can find the showroom, while lead response speed looks at how quickly inquiries receive a reply. Conversion quality asks whether the right buyers are calling, and attribution asks whether the owner knows which marketing activity produced a signed project.

The questions themselves are practical. They ask how many booked consultations arrive in a typical month, where the showroom appears when a local homeowner searches for one, and whether AI assistants mention the business when asked for recommendations.

Other questions focus on follow-up and measurement. Owners are asked what happens to an inquiry submitted late on a weekend, whether they know the marketing cost of one booked appointment, and whether a signed contract can be traced back to the call or click that started it.

The final set of questions covers reviews and planning. They ask how the showroom's Google review count compares with its busiest local competitor, whether reviews are requested at project completion, and whether next month's consultation count can be forecast with any confidence.

All 12 questions are listed on the page, so an owner can preview the scorecard before taking it. The results include a breakdown for each dimension rather than a single score, which is meant to show whether the main problem is being found or being chosen.

The page explains that an empty showroom usually comes down to visibility or conversion. Separating the two lets an owner decide what to fix before adding more marketing spend.

According to the agency, low grades usually point to one of three systems, namely paid search, local map visibility and follow-up automation. Owners who want to see how these systems have been applied for other businesses can read the agency's published case studies , and the full range of work is outlined on its services page .

Cabinet Boost serves cabinet stores, kitchen and bath showrooms, custom cabinet makers, closet companies and remodelers across the United States. The Empty Showroom Diagnostic is available on the agency's website.

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