Grow That Local

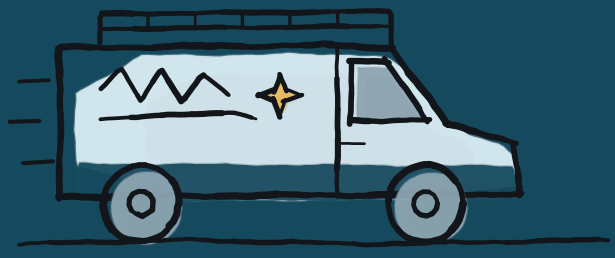
a free guide

12 newsletters a plumber can send this year

A year of finished monthly emails for your past customers. Fill in the brackets, add one photo, send.

For plumbing business owners who can't picture a newsletter.

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



growthatlocal.com · Text us at (423) 924-2014

Contents

Before you start: how this pack works 3

Part 1 **Freeze season and spring leaks** 4

1 January: frozen pipes and your shut-off 4
2 February: how old is your water heater? 5
3 March: leak check week 6

Part 2 **Rain, home sales and summer trips** 7

4 April: spring rain and your sump pump 7
5 May: buying or selling a house this summer? 7
6 June: going away? Two things to turn off 8

Part 3 **Summer and early fall** 10

7 July: the toilet that runs 10
8 August: a review, if we earned it 10
9 September: know someone who needs a plumber? 11

Part 4 **Before the freeze and the holidays** 13

10 October: outside faucets before the first freeze 13
11 November: the drain rush after the big dinner 13
12 December: thank you, and a January check-up 14

Your first 24 hours, in one list 16

Where to go next 17

If you'd rather hand it off 18

Sources 19

GTL estimates 19

Before you start

A roofer may wait twenty years for a repeat job. A plumber doesn't. The family you helped with a clog will have a running toilet, a dripping faucet, a tired water heater and a slow drain over the next few years. The only question is whether they remember your name or search for a new one with water on the floor. A short email each month keeps your number in their inbox, at the top, where it's easy to find in a hurry.

This pack has 12 emails, one for each month. Each one has a subject line, the preview text (the gray line people see next to the subject in their inbox), the email itself, the photo to add and the one thing it asks for. Copy it into your email tool, fill in the brackets, add the photo, send.

Why email. In Litmus's 2025 State of Email survey, 35% of marketing leaders said they got $10 to $36 back for every $1 spent on email, and another 35% said they got more than that (Litmus, litmus.com). It's a survey of marketers across many industries, so treat it as a sign that email is worth doing, not a promise for your business.

The rules, once. A newsletter that promotes your business is a commercial email, and the federal CAN-SPAM Act covers it, including emails to past customers. Here's what the Federal Trade Commission's CAN-SPAM guide asks of you (FTC, "CAN-SPAM Act: A Compliance Guide for Business", ftc.gov):

- Say who it's from. The From name, the reply-to address and the subject line must be honest. Use your business name.
- Put your mailing address in every email: your street address, or a post office box you've registered with the Postal Service.
- Give people a clear way to unsubscribe, and honor it within 10 business days. You can't charge for it or ask for anything more than their email address.
- Make it clear the email is promoting your business. A newsletter with your logo, your name in the From line and a "book" link does that. Don't dress a sales email up as a personal note or an invoice.
- If someone sends it for you, you're still responsible for it.

The FTC says each email that breaks these rules can cost up to $53,088 (FTC, ftc.gov). The law doesn't require permission before you email, but we'd only email people who've hired you, asked for a quote or asked to hear from you. Strangers mark you as spam, and that hurts every email after.

The footer. Most email tools add this for you. Check it's there before your first send:
Footer for every email:
"[business] · [street address or registered P.O. box], [town], [state] [ZIP] · [phone]. You're getting this because you hired us or asked to hear from us. Unsubscribe: [unsubscribe link]"

Texting. These are emails. If you send any of them by text instead, the texting rules apply: written consent for marketing texts, say who it's from, and an easy way to opt out. Our free guide Texting Customers Without Breaking the Rules covers it.

The months. This year is for a made-up plumber in a place with real winters. Your key date is your area's first fall freeze, which NOAA publishes for towns across the US (NOAA, first fall freeze, ncei.noaa.gov). In warm places where pipes rarely freeze, swap the freeze emails for heavy rain, water heaters and drains.

One habit that makes every email work harder. Put your phone number at the very top of each email, above "Hi." When someone has water on the floor and searches their inbox for "plumber," your number is the first thing they see.

The brackets. [first name] is the customer's first name. [your name] is yours. [business] is your business name. [town] is where they live. [phone], [review link] and [booking link] are yours. Anything else in brackets is a detail only you know, such as a date. Anything in brackets that starts with "If" is an offer: keep it only if you make that offer.

Two rules we kept while writing it:

- Every number has a public source you can check, listed at the end. When we didn't have one, we say "GTL estimate" and tell you why we think it.
- Every email is a made-up starting point. Only send what's true for your business.



Part 1

Freeze season and spring leaks

1 January: frozen pipes and your shut-off

When to send it. Two days before the first forecast night below 20°F, or the first week of January.

The fact behind it. State Farm says pipes in uninsulated areas are most at risk "especially when temperatures drop below 20°F," and that its average frozen pipe and winter water claim payment from 2024 through June 2025 exceeded $30,000 (State Farm newsroom, newsroom.statefarm.com).

- **Subject line:** A hard freeze is coming. Do you know where your shut-off is?
- **Preview text:** Two minutes now can save you a flooded floor.

[business] · [phone]
Hi [first name],
It's [your name] from [business]. A hard freeze is on its way to [town], and freeze nights are when we get our worst calls. Pipes in garages, crawl spaces and outside walls are most at risk once it drops below 20 degrees.
Here's the most useful thing you can do tonight: find your main water shut-off. It's usually where the water line comes into the house, often in the basement, a utility room or a garage, near the water heater. If a pipe bursts, turning that valve stops the water while you call us. If we've been to your house, we probably tagged it for you.
A few other things help on the coldest nights. Open the cabinet doors under sinks on outside walls, so warm air reaches the pipes. Keep the heat on, even if you're away. And if a faucet that's normally fine only trickles, call us before it thaws, because that's often a frozen pipe.
Save our number now: [phone]. [We answer after hours on freeze nights.]
[your name], [business]

Photo to add. A real main shut-off valve with your tag hanging on it.

The one ask. Find the shut-off and save your number.

Do it in 24 hours

- [ ] Export every past customer's email from your invoices or job software into one list in your email tool.
- [ ] Set up the footer above and put your phone number at the top of the email template.
- [ ] Set a phone weather alert for 20°F or lower, and send this email when it fires.

2 February: how old is your water heater?

When to send it. Mid-February, after freeze season has peaked.

The fact behind it. InterNACHI's life expectancy chart puts a conventional tank water heater at 6 to 12 years (InterNACHI, nachi.org).

- **Subject line:** How old is your water heater?
- **Preview text:** The date is on the label. Here's what it tells you.

[business] · [phone]
Hi [first name],
Most people don't think about their water heater until the morning there's no hot water, or there's a puddle around the base. Here's how to see it coming.
Every tank has a label on the side with a serial number, and the serial number usually tells you the year it was made. If you can't read it, snap a photo of the label and reply to this email. We'll tell you how old it is.
InterNACHI, the home inspectors' association, puts a standard tank water heater at 6 to 12 years. Hard water, a high temperature setting or never having the tank flushed can shorten that.
If yours is 8 years old or more, nothing needs to happen today. But it's worth knowing, so you can replace it on a weekday you choose, with a price you've had time to think about, instead of on a holiday weekend with no hot water.
Signs it's getting tired: rusty or brown hot water, popping or rumbling sounds when it heats, or water pooling under the tank.
Reply with a photo of the label anytime. We're happy to tell you what it says.
[your name], [business]

Photo to add. A real water heater label with your install-date sticker on it.

The one ask. Reply with a photo of the water heater label.

Do it in 24 hours

- [ ] Look up how to read serial dates for the brands you see most, so replies take a minute.
- [ ] Order water heater stickers with your name, number and an install or check date.
- [ ] Send it to every customer whose job record doesn't show their tank's age.

3 March: leak check week

When to send it. The week before the EPA's Fix a Leak Week, which runs every March.

The fact behind it. The EPA says the average household's leaks waste more than 9,300 gallons of water a year, 9% of homes have leaks wasting 50 gallons or more a day, and fixing easy leaks can save about 10% on water bills (EPA WaterSense, Fix a Leak Week, epa.gov).

- **Subject line:** The average home leaks 9,300 gallons a year
- **Preview text:** A 10-minute check with your water meter, from the EPA.

[business] · [phone]
Hi [first name],
This month is the EPA's Fix a Leak Week. The EPA says the average household's leaks waste more than 9,300 gallons of water a year, and fixing the easy ones can cut a water bill by about 10%.
Most of those leaks are quiet: a toilet that runs a little between flushes, a dripping faucet, a showerhead that drips after you turn it off. Here's a simple way to tell if your house has one.
Pick a time when nobody will use water for two hours. Write down the number on your water meter. Don't run anything. Two hours later, check it again. If the number moved, water is going somewhere.
If your meter moved, or you'd rather we check, book a leak check at [booking link]. We test every toilet, faucet and fixture, look for hidden leaks under sinks and around the water heater, and give you a list of what we found with prices before we fix anything.
[If you offer it: Leak checks are [price] this month only.]
[your name], [business]

Photo to add. A real water meter dial, or a toilet tank part you replaced on a leak call.

The one ask. Book a leak check.

Do it in 24 hours

- [ ] Check the EPA page for this year's Fix a Leak Week dates.
- [ ] Decide whether you'll offer a leak check price for the week, and fill it in or delete the line.
- [ ] Schedule the email for the Monday before the week starts.



Part 2

Rain, home sales and summer trips

4 April: spring rain and your sump pump

When to send it. Before your area's spring rains, usually early April.

The fact behind it. InterNACHI's chart gives a sump pump about 7 years (InterNACHI, nachi.org).

- **Subject line:** Will your sump pump work in the next big rain?
- **Preview text:** Most people find out the night it doesn't.

[business] · [phone]
Hi [first name],
Spring rain is on its way to [town]. If your house has a sump pump, this is the email to read before it starts.
A sump pump sits in a pit in the basement or crawl space and pumps out water before it can rise. It can sit quietly for months, which is why many people don't know theirs has stopped working until the basement is wet.
InterNACHI, the home inspectors' association, gives a sump pump about 7 years. If yours is older than that, or you don't know how old it is, it's worth having it checked before the rainy weeks.
Signs it needs attention: it runs all the time, it never seems to run at all, it makes grinding or rattling noises, or the pit smells musty or looks rusty. A pump with no backup is also worth a conversation if you've ever lost power in a storm.
Our spring sump check takes about [time]. We test the pump, the float and the check valve, look at the discharge line outside, and tell you honestly how much life it has left. Book at [booking link] or reply "sump."
[your name], [business]

Photo to add. A real sump pump you installed, in its clean pit.

The one ask. Book a spring sump check.

Do it in 24 hours

- [ ] Pull every customer with a sump pump job in your records.
- [ ] Set your sump check price and time.
- [ ] Schedule this email for the week before your usual spring rains.

5 May: buying or selling a house this summer?

When to send it. Early May, as home sales pick up for the summer.

The fact behind it. InterNACHI's Home Inspection Standards of Practice say the inspector is not required to inspect underground items or underground utilities (InterNACHI Standards of Practice, nachi.org). A sewer line runs underground, so a standard inspection often doesn't look inside it.

- **Subject line:** The one pipe a home inspection usually skips
- **Preview text:** Buying or selling this summer? Read this before closing.

[business] · [phone]
Hi [first name],
Summer is the busy season for buying and selling houses in [town]. If that's you this year, or someone you know, here's something worth knowing.
A standard home inspection looks at the plumbing you can see: faucets, drains, the water heater. But the main sewer line runs underground from the house to the street, and inspectors generally aren't required to inspect underground lines. A cracked pipe, a sag that holds water or tree roots growing inside can go unnoticed until after the keys change hands.
A sewer camera inspection answers the question before closing. We run a small camera through the line, record what we see and send you the video with a plain-words note. If it's clean, you have proof to show the buyer. If it's not, you know before you sign.
Buying in an older neighborhood, or a house with big trees out front? It's worth the visit.
Reply "camera" or book at [booking link]. We can usually come within [number] days, so it fits a closing timeline.
[your name], [business]

Photo to add. A still from a real sewer camera video, showing roots or a clean pipe.

The one ask. Book a sewer camera inspection.

Do it in 24 hours

- [ ] Decide how fast you can book camera inspections, and fill in the number.
- [ ] Save a still from your clearest camera video for the photo.
- [ ] Forward the email to two real estate agents you know, too.

6 June: going away? Two things to turn off

When to send it. Early June, before summer trips start.

- **Subject line:** Going away this summer? Two things to turn off first
- **Preview text:** A leak is worse when nobody's home for a week.

[business] · [phone]
Hi [first name],
Summer trips are coming up. A small leak when you're home is an annoyance. The same leak running for a week while you're away can ruin floors, walls and whatever is in the basement.
Two things to do before you leave.
First, turn off the main water to the house. That's the valve where the water line comes in, often near the water heater, in the basement, a utility room or the garage. If we've been to your house, it probably has

our tag on it. With it closed, nothing can leak while you're gone. If someone's watering plants or watching a pet, show them where it is instead.
Second, set your water heater to its vacation setting, if it has one, or turn it down. There's no reason to heat a full tank for an empty house.
When you get home, open the main valve slowly and run each faucet for a moment to let the air out.
Can't find your shut-off, or it won't turn? That's worth fixing before you go. Reply "shut-off" and we'll come find it, tag it and make sure it works.
[your name], [business]

Photo to add. A real shut-off valve with your tag on it, or a water heater dial on vacation mode.

The one ask. Reply "shut-off" if they can't find or turn their valve.

Do it in 24 hours

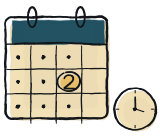
- [ ] Make "find the shut-off and hang the tag" part of every first visit, if it isn't already.
- [ ] Decide what a shut-off visit costs, including a valve replacement if it's stuck.
- [ ] Schedule the email for the first week of June.

or we can do it for you

Free sample: Your first newsletter, written

Made from your own job photos. Email newsletter is $50 a month, with a 7-day full refund.

Email newsletter: growthatlocal.com/services/email-newsletter



Part 3

Summer and early fall

7 July: the toilet that runs

When to send it. Mid-July, a quiet month for emergencies.

The fact behind it. InterNACHI's chart gives toilet tank parts about 5 years (InterNACHI, nachi.org).

- **Subject line:** Does a toilet in your house run on its own?
- **Preview text:** It's one of the most common leaks, and one of the easiest to fix.

[business] · [phone]
Hi [first name],
You know the sound: a toilet that hisses or refills by itself in the middle of the night, when nobody has flushed. It's easy to get used to. But it means water is leaking from the tank into the bowl, all day and all night, and you're paying for every gallon.
The parts inside a toilet tank don't last forever. InterNACHI, the home inspectors' association, gives them about 5 years. Rubber flappers stiffen and stop sealing, and fill valves wear out. Hard water makes both happen sooner.
Here's how to check. Put a few drops of food coloring in the tank, not the bowl, and don't flush for 15 minutes. If color shows up in the bowl, the tank is leaking.
Other signs: you have to jiggle the handle, the toilet takes a long time to refill, or the bowl water level keeps changing.
If one of your toilets is doing this, reply "toilet" and we'll add it to our schedule. We'll replace the worn parts and check every other toilet in the house while we're there, so you're not calling us again next month.
[your name], [business]

Photo to add. A real worn flapper next to the new one you replaced it with.

The one ask. Reply "toilet" to book a repair.

Do it in 24 hours

- [ ] Set a flat price for a toilet rebuild, if you can.
- [ ] Keep the next worn flapper you replace for the photo.
- [ ] Schedule the email for a quiet week in July.

8 August: a review, if we earned it

When to send it. Late August. Send it to every customer from the past year, not only the ones you think were happy.

The fact behind it. Google's rules for reviews forbid offering incentives such as payment, discounts or free services for a review, and forbid asking only happy customers (Google Maps user contributed content policy, support.google.com).

- **Subject line:** A small favor, if we earned it
- **Preview text:** Two minutes on Google helps a neighbor find a plumber they can trust.

[business] · [phone]
Hi [first name],
When something's leaking, people in [town] search Google, look at the first few plumbers and read what neighbors wrote. They're asking one question: will this person show up when they said, and charge what they said?
If we've worked at your house this past year, would you take two minutes to say how it went? Your review also helps a small local company like ours show up next to the big national names. Here's the link:
[review link]
The details that help other homeowners most are what the problem was, how fast we got there, and whether the price matched what we told you. Plain and honest beats polished. If something wasn't right, say that too. We read every review.
If you've already left one, thank you. You can ignore this email.
And thank you for letting us into your home. We know that a stranger in the house, often at a bad moment, takes some trust.
[your name], [business]

Photo to add. Your van parked outside a real job, with no house number in view.

The one ask. Leave a Google review.

Do it in 24 hours

- [ ] Copy your review link from your Google Business Profile and test it on your phone.
- [ ] Send the email to every customer from the past 12 months.
- [ ] Reply to every new review within a day or two.

9 September: know someone who needs a plumber?

When to send it. Mid-September, a steady month before freeze season.

- **Subject line:** Know someone who needs a plumber they can count on?
- **Preview text:** Neighbors, landlords, friends who just bought a house.

[business] · [phone]
Hi [first name],
Most of our new customers come from people like you mentioning us. So here's a small ask.
Think of anyone you know who might need a plumber soon. A neighbor with an older house. A friend who just bought their first place. A landlord who's tired of chasing someone down when a tenant calls. A family member who's been putting off a water heater.

If someone comes to mind, forward them this email, or send them our number: [phone]. They'll get what you got: someone who shows up in the window we give, a price before we start, and a clean floor when we leave.
[If you offer a thank-you: When someone you send us books a job, we'll send you [thank-you gift] as our thanks.]
If you own rentals yourself, reply "rentals." We can set up an account where your tenants text us directly, we send you before-and-after photos, and we bill you, not them.
Thanks for thinking of us,
[your name], [business]

Photo to add. A friendly photo of you or your crew at the van, with their permission.

The one ask. Forward this to someone who needs a plumber.

Do it in 24 hours

- [ ] Decide whether you'll give a thank-you for referrals, and what.
- [ ] Decide what a landlord account looks like before you offer it, or delete that paragraph.
- [ ] Schedule the email for mid-September.



Part 4

Before the freeze and the holidays

10 October: outside faucets before the first freeze

When to send it. Two to three weeks before your first fall freeze date.

- **Subject line:** Shut off your outside faucets before [date]
- **Preview text:** The first freeze usually reaches [town] around then.

[business] · [phone]
Hi [first name],
The first freeze usually reaches [town] around [date]. Before then, your outside faucets need attention.
A garden hose left connected holds water against the faucet. When that water freezes, it can crack the pipe just inside the wall. You often won't know until spring, when you turn the faucet on and water runs into the basement or the wall instead of out the spout.
Here's what to do. Disconnect every hose and drain it. If your house has a shut-off valve inside for each outside faucet, close it, then open the outside faucet to let the water out. [If your faucets are frost-free, you only need to remove the hoses.]
Not sure what kind you have, or the inside valve is stuck? Our fall visit takes care of it. We check every outside faucet, close and drain the lines, look at the water heater and test the main shut-off, so the house is ready for winter.
Reply "fall visit" or book at [booking link]. Our spots before [date] fill up quickly once the first cold night is in the forecast.
[your name], [business]

Photo to add. A real outside faucet with the hose removed, on a frosty morning.

The one ask. Book a fall visit.

Do it in 24 hours

- [ ] Look up your area's first fall freeze date and fill it in.
- [ ] Set your fall visit price and what it includes.
- [ ] Schedule the email for two to three weeks before that date.

11 November: the drain rush after the big dinner

When to send it. The Monday of Thanksgiving week.

The fact behind it. A national drain cleaning company reported in a November 2025 press release that the day after Thanksgiving brings a 50% spike in its service calls, and the holiday weekend a 21% boost (PR Newswire, November 20, 2025, prnewswire.com). It's one company's own numbers.

- **Subject line:** This Friday is a big day for clogged drains

- **Preview text:** A few kitchen habits that keep you off our schedule.

[business] · [phone]
Hi [first name],
One of the big drain cleaning companies says the day after Thanksgiving brings about half again as many service calls as a normal day. A full house, a big meal and a lot of showers all hit the pipes at once.
A few habits keep your drains running this week.
Pour cooled grease and oil into a can or jar, not down the sink. It hardens in the pipes and catches everything that comes after it.
Go easy on the garbage disposal. Potato peels, celery, rice and coffee grounds are the usual troublemakers. Scrape plates into the trash instead.
Space out showers and loads of laundry if you have a houseful, so the main drain gets a break.
If something does back up, stop running water into it and call us. [Our holiday hours are [hours], and on Friday we'll have [number] plumbers on call.]
We hope your week is full of good food and working drains.
[your name], [business]

Photo to add. A real kitchen sink you cleared, or your van out on a holiday call.

The one ask. Save your number for the holiday weekend.

Do it in 24 hours

- [ ] Set your holiday hours and who's on call, and update them on your Google profile too.
- [ ] Fill in the bracketed line or delete it.
- [ ] Schedule the email for the Monday of Thanksgiving week.

12 December: thank you, and a January check-up

When to send it. The second week of December.

The fact behind it. InterNACHI's chart gives a food waste disposal about 12 years and a conventional water heater 6 to 12 (InterNACHI, nachi.org).

- **Subject line:** Thank you, and an easy start to next year
- **Preview text:** January is our quietest month. Here's how you can use it.

[business] · [phone]
Hi [first name],
Before the year ends, thank you. Every call this year came from someone letting us into their home, often on a bad day, and many came from you mentioning us to a friend.
Here's something for the new year. January is our quietest month after the holidays, so it's the best time for the jobs nobody wants to do in a hurry.
Our whole-house check looks at everything in one visit. We check the water heater's age and condition, test the main shut-off, look under every sink, test every toilet, run the disposal and check your water pressure. You get a short list: what's fine, what to plan for, and what needs fixing now, with prices.
It's a good fit if your water heater or disposal is getting older, or if you've just moved in and don't know what you've got. InterNACHI gives a disposal about 12 years and a tank water heater 6 to 12.

Reply "January" and we'll send you a few dates to pick from.
Wishing you a warm and dry holiday,
[your name], [business]

Photo to add. You or your crew in the van, with their permission, or a clean new water heater install.

The one ask. Reply "January" to book a whole-house check.

Do it in 24 hours

- [ ] Decide what the whole-house check includes and costs.
- [ ] Block out January days for it.
- [ ] Schedule this email for the second week of December.

or we can do it for you

Free sample: Your first newsletter, written

Written for this month's weather in your town. Email newsletter is $50 a month, with a 7-day full refund.

Email newsletter: growthatlocal.com/services/email-newsletter



Your first 24 hours, in one list

You don't need all 12 today. Start with these:

- [ ] Put every past customer's email in one list in a simple email tool (section 1).
- [ ] Set up the footer, and put your phone number at the top of the template (before you start).
- [ ] Set a phone weather alert for 20°F or lower (section 1).
- [ ] Copy your Google review link and test it on your phone (section 8).
- [ ] Pick next month's email, fill in the brackets and schedule it.



Where to go next

These emails come from The Plumber Marketing Playbook, our free guide to getting more plumbing calls. Sections 15 and 16 cover your email list and the seasons, and section 17 covers referral partners.

Want to know what your list is worth? What your past customers are worth each year shows the repeat and referral work a monthly email brings back. For freeze nights, thaw days and the holiday rush, The Plumber Storm and Season Playbook gives you a plan for each.



If you'd rather hand it off

Grow That Local does this work for plumbers every month. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Email newsletter. Free sample: your first newsletter, written. Email newsletter is $50 a month, with a 7-day full refund.

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.

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.

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.

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

Every statistic above, with where to check it:

1. Litmus, 2025 State of Email survey (nearly 500 marketing leaders): 35% get $10 to $36 back for every $1 spent on email; a further 35% get more than $36. litmus.com (before you start)
2. FTC, CAN-SPAM Act: A Compliance Guide for Business: each separate email in violation can bring penalties of up to $53,088. ftc.gov (before you start)
3. State Farm newsroom: pipes in uninsulated areas most at risk below 20°F. newsroom.statefarm.com (section 1)
4. Same source: average frozen pipe and winter water claim payment over $30,000, 2024 through June 2025. (section 1) (newsroom.statefarm.com)
5. InterNACHI Standard Estimated Life Expectancy Chart: conventional water heater 6 to 12 years. nachi.org (sections 2, 12)
6. Same chart: sump pump about 7 years. (section 4) (nachi.org)
7. Same chart: toilet tank components about 5 years. (section 7) (nachi.org)
8. Same chart: food waste disposal about 12 years. (section 12) (nachi.org)
9. EPA WaterSense, Fix a Leak Week: the average household's leaks waste more than 9,300 gallons a year. epa.gov (section 3)
10. Same page: 9% of homes have leaks wasting 50 gallons or more a day. (section 3) (epa.gov)
11. Same page: fixing easy leaks can save about 10% on water bills. (section 3) (epa.gov)
12. Company press release (PR Newswire, November 20, 2025): a 50% spike in service calls the day after Thanksgiving and a 21% boost over the Thursday-to-Sunday holiday weekend. prnewswire.com (section 11). Company-reported.

Rules and guidance cited (not statistics):

- FTC, CAN-SPAM Act: A Compliance Guide for Business (honest headers and subject lines, identify the message as an ad, a valid physical postal address, a working opt-out honored within 10 business days, no fee or extra information to opt out, responsibility when others send for you): ftc.gov (before you start)
- NOAA National Centers for Environmental Information, "When to Expect Your First Fall Freeze" (1991 to 2020 US Climate Normals): ncei.noaa.gov (before you start, section 10)
- InterNACHI Home Inspection Standards of Practice (inspector not required to inspect underground items or underground utilities): nachi.org (section 5)
- Google Maps user contributed content policy (bans incentives for reviews and asking only for positive reviews): support.google.com (section 8)

GTL estimates

These are our own judgment, not measured facts:

1. Only email people who've hired you, asked for a quote or asked to hear from you (before you start). Reasoning: people who don't know you are the ones who mark email as spam, and spam reports make inbox providers file your later emails as junk.

2. Put your phone number above "Hi" in every email (before you start). Reasoning: people search their inbox for "plumber" in a hurry, and the number should be the first thing they see, before they have to open anything.
3. Flag water heaters at 8 years or more (section 2). Reasoning: that's the middle of InterNACHI's 6 to 12 year range, early enough to plan a calm replacement.
4. Leaving a hose connected in a freeze can crack the pipe inside the wall (section 10). Reasoning: the hose holds water against the faucet, and the split often happens just inside the house, where it's found only when the faucet is used in spring.
5. January is the quietest month for planned work (section 12). Reasoning: freeze calls aside, homeowners put off non-urgent jobs over the holidays, so crews have room for check-ups.

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