Grow That Local

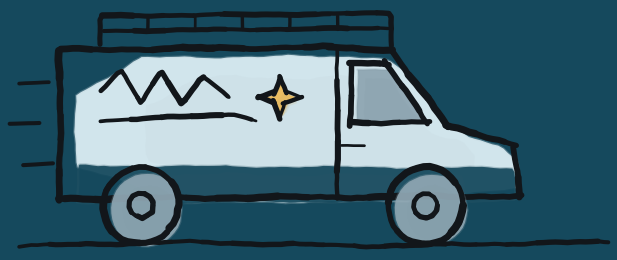
a free guide

When your town searches for a plumber: your busy season calendar

Which months people near you search for a plumber most, from four years of Google search data, and what to do six weeks before, during and after each rush.

For plumbing business owners who plan around the seasons.

- 14 short sections in 6 parts
- 45 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

Plumbing doesn't have one busy season. It has three short ones, and they're easy to miss because the year looks steady overall. This calendar shows when they come. We pulled Google's monthly search estimates for 28 searches people use when they need a plumber ("plumber near me," "emergency plumber," "water heater repair," "frozen pipes" and more) for every month from November 2022 to October 2026. We did it for the whole US, all 50 states and DC, 10 regions, and 10 Southeast metro areas.

How to read the numbers. Each month is compared with an average month in the same year. "+23%" means about 23% more plumbing searches than an average month. "-14%" means about 14% fewer. "Swing" is the busiest month divided by the slowest: a swing of 1.42 means the top month gets about 1.4 times the searches of the bottom month. Across the US, people make about 2,090,376 plumbing searches a month on these terms, more than any other home repair trade we measured.

The limits, in plain words:

- **These are searches, not jobs or leads.** For plumbing the gap is short, often hours, because so much of it is urgent. For planned work like a water heater, it can be weeks.
- **Google's numbers are estimates, rounded into steps.** Google says its monthly search figure is an average for a search and its close variants (Google Ads Help, support.google.com). Small states and small searches are rough, and we mark them "rough" where the numbers are small.
- **October 2026 is left out.** Google's newest month runs high, so we kept it out of every number here.
- **March 2025 and July 2024 look high in every trade we checked,** hair salons included. We treat them as reporting bumps, not real spikes, and our method smooths them out. July is still the top month in years without that bump.
- **Year-over-year falls aren't demand falls.** Google's yearly totals are lower for almost every trade we checked. That reflects how Google reports searches, and searches moving to Maps and chat assistants, not fewer customers. So we only compare months within the same year.
- **Freeze years differ.** One hard freeze can make a January. Where it moves, we say "usually."

Every figure about plumbing searches comes from one source: GTL analysis of Google Ads search estimates, November 2022 to October 2026. Every example is made up to show the idea. Where a checklist says to text customers, text only people who've agreed to hear from you by text, and stop when they ask. Our free texting rules guide has the details.



Part 1

Your year at a glance

1 The plumber calendar, month by month

The idea. Across the US, plumbing searches have three high points: July, January and October. May, June and November are the quiet stretches. The table shows the whole US, the region that differs most from it (New England, where February is a peak), and the Southeast.

Month	Whole US	New England	Southeast and Upper South	Do this month
January	**+11%**	+6%	+9%	Freeze calls. Answer every one the same day.
February	-3%	**+17%**	+1%	Quote repipes and pipe insulation after freeze repairs.
March	-8%	-3%	-10%	Offer sump pump checks before spring rain.
April	-5%	0%	-9%	Ask winter customers for reviews.
May	-9%	-14%	-20%	Quiet month. Sell water heater checks.
June	-14%	-15%	-17%	Slowest month. Get ready for July.
July	**+23%**	**+25%**	**+23%**	Top month. Staff the holiday week.
August	-1%	+1%	-5%	Follow up July jobs and ask for reviews.
September	0%	+5%	-4%	Offer sewer camera checks and water heater flushes.
October	+9%	-6%	**+11%**	Water heater and sewer line season.
November	-12%	-13%	-11%	Mail the freeze postcard. Send freeze tips.
December	-5%	-13%	+3%	Freeze kit ready. Holiday hours posted.

Bold figures are months at least 10% busier than average.

Example (sample numbers). A made-up plumber in Tennessee always thought of summer as slow. The Southeast column shows July is the top month, and May and June are the real low point. They move their vacation to early June.

Do it in 24 hours

- [ ] Find your region in section 3, and your metro area in section 4 if you're in the Southeast.
- [ ] Circle your three busiest months on a paper calendar.
- [ ] Count back six weeks from each one and write "get ready" on that date.
- [ ] Compare with your own call log. Your phone is the final word for your town.

2 Your busy and slow months, and how sure we are

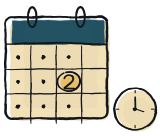
The idea. Across the US, the busiest months are July, January and October. The slowest are June, November and May. July runs 23% above an average month, January 11% above, and June 14% below. The swing is 1.42, one of the flattest of the 70 trades we measured. People need plumbers all year.

Here is the top month in each of the four years: July 2023; July 2024; March 2025 (the reporting bump, so skip it); July 2026. July 2024 carries the reporting bump, but July also won in 2023 and 2026. We don't know every reason. Summer gatherings, the July 4 holiday week when many shops are closed, and heavy water use all likely play a part.

Example (sample numbers). A made-up plumber books 4 crews all year. Their July call log runs a fifth higher than June. They add one on-call tech for the first two weeks of July instead of hiring for the whole summer.

Do it in 24 hours

- [ ] Write your three peaks on one line: "July. January. October."
- [ ] Check last year's call log for those months. Which was biggest for you?
- [ ] Plan your time off, training and truck repairs for May, June and November.



Part 2

Your region and your town

3 How the season changes by region

The idea. July is the top month in every region. What changes is winter. In New England, February runs 17% above average. In the Great Lakes and Upper Midwest, January runs 16% above. The Mountain West is the flattest, with a swing of 1.25.

Region	Busiest months	Slowest months	Top month vs average	Swing
Whole US	Jul, Jan, Oct	Jun, Nov, May	Jul (+23%)	1.42
New England	Jul, Feb, Jan	Jun, May, Dec	Jul (+25%)	1.47
Mid-Atlantic	Jul, Oct, Dec	Jun, May, Nov	Jul (+34%)	1.57
Great Lakes and Upper Midwest	Jul, Jan, Oct	Nov, Sep, Jun	Jul (+23%)	1.46
Great Plains	Jul, Jan, Aug	Dec, May, Feb	Jul (+29%)	1.53
Southeast and Upper South	Jul, Oct, Jan	May, Jun, Nov	Jul (+23%)	1.54
Gulf Coast and Florida	Jul, Jan, Feb	Jun, Nov, Oct	Jul (+24%)	1.44
Mountain West	Jul, Sep, Oct	Mar, Nov, Dec	Jul (+11%)	1.25
Desert Southwest	Jul, Sep, Aug	Jun, May, Apr	Jul (+21%)	1.58
Pacific West	Jul, Jan, Sep	Jun, Nov, May	Jul (+18%)	1.38
Alaska and Hawaii	Jul, Jan, Oct	Jun, May, Nov	Jul (+26%)	1.51

Regions are groups of states. "Top month vs average" is that region's busiest month and how far above an average month it runs. Alaska and Hawaii have small numbers, so treat their row as a rough guide.

Example (sample numbers). A made-up plumber in Minnesota has two peaks of almost the same size, January and July. They plan two pushes a year: freeze prep in November and a summer push in early June.

Do it in 24 hours

- [ ] Find your region's row. Write down its top months.
- [ ] If January or February is in your top three, treat freeze season as a second peak.
- [ ] Check your own winter calls against the row.

4 The Southeast metro areas

The idea. Searches here are counted for each TV market, which is wider than the city itself. In the Southeast, one hard freeze can make a city's whole year. Memphis has the biggest swing, 2.08, and its top month is January, 40% above average. In Montgomery, July runs 61% above average.

Metro area (TV market)	Busiest months	Slowest months	Top month vs average	Swing
Memphis	Jan, Jul, Dec	Nov, Apr, Mar	Jan (+40%)	2.08
Lexington	Jul, Jan, Oct	Nov, Sep, May	Jul (+45%)	1.96
Montgomery	Jul, Jan, Oct	Sep, May, Dec	Jul (+61%)	1.92
Jackson, MS	Jul, Jan, Apr	Nov, May, Oct	Jul (+48%)	1.88
Little Rock	Jul, Jan, Feb	May, Nov, Jun	Jul (+35%)	1.71
Louisville	Jul, Jan, Mar	May, Nov, Jun	Jul (+34%)	1.69
Nashville	Jan, Jul, Feb	Nov, Apr, Sep	Jan (+26%)	1.67
Huntsville-Decatur	Jul, Jan, Mar	Nov, Dec, May	Jul (+28%)	1.66
Tulsa	Sep, Jan, Jul	Aug, May, Apr	Sep (+26%)	1.60
Birmingham	Jul, Feb, Jan	Oct, May, Dec	Jul (+17%)	1.39

Sorted from the biggest swing to the smallest.

Freeze years move the peak. In Huntsville-Decatur, the top months were: December 2022; January 2024; January 2025; July 2026.

Example (sample numbers). A made-up plumber in Memphis sees January at the top. They keep a freeze plan ready from mid-November: saved texts, extra parts on the truck, and a backup tech on call.

Do it in 24 hours

- [ ] Find your metro area's row, or the nearest one.
- [ ] If January is in your top two months, read section 6 today.
- [ ] If your town isn't listed, check your state's pattern in Google Trends (section 5).



Part 3

The early signals

5 The searches that rise first

The idea. Each plumbing peak has its own searches. We ran the same method on each plumbing search across the US:

Search	When it rises	Its top month	Top month vs its average
frozen pipes	December	January	6.3 times
burst pipe repair	December	December	+87%
24 hour plumber	December	December	+30%
sump pump installation	March	March	+27%
slab leak repair	March	July	+33%
emergency plumber	July	July	+81%
sewer line repair	August	October	+41%
sewer line replacement	September	October	+86%
water heater repair	July, then October	October	+28%

"Frozen pipes" swings the most of any search in the six home trades we studied closely: 6.3 times its average in January. It's a mid-size search (about 7,317 a month across the US) that tells you exactly when a freeze has hit. "Emergency plumber" runs 81% above its average in July. In fall, "sewer line replacement" climbs to 86% above its average in October, and "water heater repair" to 28%.

To watch your own state, look up "frozen pipes" and "water heater repair" in Google Trends (trends.google.com). Trends shows interest on a 0 to 100 scale compared with all searches in that place and time, not a count of searches (Google Trends Help, support.google.com).

Example (sample numbers). A made-up plumber in Arkansas sets a reminder: when the forecast shows lows in the teens, check "frozen pipes" in Google Trends for the state. When it jumps, they post freeze tips and their emergency number within the hour.

Do it in 24 hours

- [ ] Open Google Trends, set it to your state and "Past 5 years."
- [ ] Add "frozen pipes" and "water heater repair." Note the months each one climbs.
- [ ] Write one short post for each search, ready to publish the day it climbs.



Part 4

Freeze season

6 Six weeks before freeze season: mid-November

The idea. Across the US, "frozen pipes" starts climbing in December and peaks in January. Six weeks before the first hard freeze is usually mid-November. In the north, start in October. Freeze calls come all at once, and the plumber who's ready answers them.

Example (sample numbers). A made-up plumber spends one November afternoon on freeze prep: a freeze tips post, a "pipe burst?" text saved on the phone, extra fittings and heat tape on each truck, and a postcard to older neighborhoods.

Do it in 24 hours

- [ ] Write a short freeze tips post: drip faucets, open cabinet doors, know where the shut-off is.
- [ ] Save a "pipe burst?" text to send past customers when a freeze is forecast.
- [ ] Stock each truck for freeze calls.
- [ ] Book a postcard to land in early December on streets with older homes.

7 During freeze season: December to February

The idea. January runs 11% above average across the US, and 40% above in Memphis. "Burst pipe repair" runs 87% above its average in December, and "24 hour plumber" 30%. These calls are urgent. The plumber who answers first gets the job and, often, the customer for years.

Example (sample numbers). A made-up plumber gets 30 calls in two days after a hard freeze. They answer 22 live, text the other 8 back within 10 minutes with a time window, and book the rest of the week by neighborhood.

Do it in 24 hours

- [ ] Turn on missed-call text-back before the freeze hits.
- [ ] Put holiday and freeze-week hours on your Google profile.
- [ ] Answer every freeze call the same day, even if it's only to set a time.
- [ ] Ask every freeze customer for a review once the job is done.

8 After freeze season: March

The idea. Searches dip below average by March. But winter leaves work behind: pipes that were patched, not replaced. Spring rain brings its own searches: "sump pump installation" runs 27% above its average in March.

Example (sample numbers). A made-up plumber did 45 freeze repairs this winter. In March they call each customer to offer a repipe quote or pipe insulation. 7 book the work.

Do it in 24 hours

- [ ] List every freeze repair from this winter. Offer each one a follow-up quote.
- [ ] Offer sump pump checks to customers with basements.
- [ ] Ask freeze customers for reviews if you haven't yet.

or we can do it for you

Free sample: Your ad, designed and shown on the card

Ready before your next busy month. Neighborhood postcard is $400 a month, with a 7-day full refund.

Neighborhood postcard: growthatlocal.com/services/neighborhood-postcards



Part 5

The July rush

9 Six weeks before July: late May

The idea. May and June are the quietest stretch of the year. June runs 14% below average, and in the Southeast May is 20% below. Use them to get ready for July, the top month.

Example (sample numbers). A made-up plumber uses the last week of May to set the July schedule: one tech on call each day of the July 4 week, a summer post planned, and a reminder to customers that they're open over the holiday.

Do it in 24 hours

- [ ] Set your July 4 week schedule now, with one tech on call each day.
- [ ] Post your holiday hours on your Google profile early.
- [ ] Write a summer post: what to do if a pipe or drain fails during a party.

10 During July

The idea. July runs 23% above average across the US, and "emergency plumber" runs 81% above its own average. In Montgomery, July is 61% above average; in Jackson, MS, 48%. Many shops are closed or short-staffed over the holiday. Being open is the edge.

Example (sample numbers). A made-up plumber is one of three in town who answer on July 5. They book 11 calls that day, 6 from people who'd never used them before.

Do it in 24 hours

- [ ] Answer every call or text back within minutes during the holiday week.
- [ ] Ask every new customer for a Google review the same day.
- [ ] Add each new customer to your list for freeze season.

11 After July: August

The idea. August drops back to about average. The new customers from July are now the easiest people to sell fall work to: a water heater check, a drain cleaning, a sewer camera look before winter.

Example (sample numbers). A made-up plumber got 40 new customers in July. In August they text each one a thank-you with a fall water heater check offer. 9 book.

Do it in 24 hours

- [ ] Send July's new customers a thank-you and a fall offer.
- [ ] Ask for reviews from anyone who hasn't left one.
- [ ] Book your fall postcard for mid-September.

or we can do it for you

Free sample: Your first 10 requests sent

Review requests is $100 a month, with a 7-day full refund.

Review requests: growthatlocal.com/services/reviews



Part 6

Fall: water heaters and sewer lines

12 Six weeks before fall: mid-August

The idea. October is the third peak, 9% above average across the US and 11% above in the Southeast. This is planned work more than emergencies: water heaters before winter, sewer lines, drains. "Sewer line repair" already runs 34% above its average in August.

Example (sample numbers). A made-up plumber writes a fall page in August: what a water heater replacement costs, what a sewer camera check finds, and how to book both before the holidays.

Do it in 24 hours

- [ ] Write a fall page or post on water heaters and sewer lines, with honest price ranges.
- [ ] Book your fall postcard to land in mid-September.
- [ ] Line up your water heater supply so you're not waiting on parts in October.

13 During fall: September and October

The idea. "Sewer line replacement" peaks at 86% above its average in October, "water heater repair" at 28%, and "drain cleaning" at 27%. These are bigger tickets, and people compare. A quick, clear quote wins.

Example (sample numbers). A made-up plumber quotes a water heater the same day as every visit, with two options and a photo of the old unit. They follow up every open quote after 3 days.

Do it in 24 hours

- [ ] Send every water heater and sewer quote the same day, with photos.
- [ ] Follow up every open quote after 3 days and again after 10.
- [ ] Post one finished job a week on your Google profile.

14 After fall: November

The idea. November runs 12% below average, one of the quietest months. It's also the six-weeks-before point for freeze season. Go back to section 6 and start.

Example (sample numbers). A made-up plumber uses November for three things: freeze prep, review requests to everyone from the year, and a holiday hours post.

Do it in 24 hours

- [ ] Send a thank-you and review request to every customer from this year who hasn't left one.
- [ ] Start your freeze prep from section 6.
- [ ] Write down your three busiest months this year and compare with section 2.



Your first 24 hours, in one list

If you do these today, you'll be ready before the next rush:

- [ ] Find your region and metro area in sections 3 and 4. Circle your three peaks.
- [ ] Count back six weeks from each and put "get ready" dates on your calendar (section 1).
- [ ] Set up Google Trends for "frozen pipes" and "water heater repair" in your state (section 5).
- [ ] Save your "pipe burst?" text and stock your trucks for freeze calls (section 6).
- [ ] Turn on missed-call text-back (section 7).



Where to go next

For the posts, texts and postcards to use in each moment, read The Plumber Storm and Season Playbook. For the whole job of getting more plumbing calls, read The Plumber Marketing Playbook.

Two free tools go with this calendar. Your slow months shows how many jobs you're short in the quiet months and how many fill the gap. Is your business ready for busy season? gives you a score and the gaps to close first.

To see how plumbing compares with 69 other local trades, read When Customers Search: The Local Trade Season Calendar 2026.



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: Neighborhood postcard. Free sample: your ad, designed and shown on the card. Neighborhood postcard is $400 a month, with a 7-day full refund.

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.

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.

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.

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 it comes from:

1. GTL analysis of Google Ads search estimates, November 2022 to October 2026. Google Ads monthly search estimates for 28 plumbing searches, for the US, all 50 states and DC, 10 regions and 10 Southeast metro areas (TV markets), pulled November 12, 2026. Each month is compared with its own year's average, and the figure for a calendar month is the middle value of four years. October 2026 is left out. (sections 1 to 14)
2. Same data, each plumbing search on its own, for the whole US, using the same method. (sections 5, 6, 7, 8, 10, 12, 13)

Rules, tools and guidance cited (not statistics), each checked on the official page on 2026-11-12:

- Google Ads Help, "About Keyword Planner forecasts" (average monthly searches are an average for a search and its close variants, for the location you choose): support.google.com (before you start)
- Google Trends Help, "FAQ about Google Trends data" (interest is scaled 0 to 100, relative to all searches in that place and time): support.google.com (section 5)

GTL estimates

These are our own judgment, not measured facts:

1. For urgent plumbing, the gap between search and call is often hours; for planned work like water heaters, it can be weeks (before you start). Reasoning: a burst pipe can't wait, and a water heater replacement is usually shopped.
2. Summer gatherings, the July 4 holiday week and heavy water use likely drive the July peak (section 2). Reasoning: July is the top month in every region and won in 2023 and 2026, and "emergency plumber" peaks the same month. We can't prove the cause from search data.
3. Start getting ready six weeks before each peak (sections 1, 6, 9, 12). Reasoning: postcards, parts and schedules each take a few weeks, and freeze calls come without warning.
4. Being open when other shops are closed wins new customers (sections 7, 10). Reasoning: urgent searches go to whoever answers, and many shops close or run short over holidays and freeze days.
5. Freeze repairs and July's new customers are the easiest people to sell follow-up work to (sections 8, 11). Reasoning: they've just seen your work, and the repair often shows other problems.
6. A postcard should land two to four weeks before searches rise (sections 6, 11, 12). Reasoning: it gets your name in the house just before people start looking, without being forgotten.

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.

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