Grow That Local

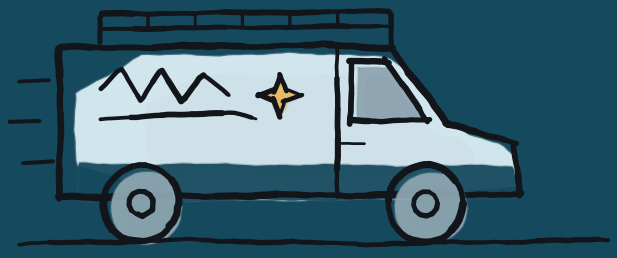
a free guide

The plumber marketing playbook

Every step to more plumbing calls, one idea at a time.

For plumbing business owners who want more of the right calls.

- 34 short sections in 11 parts
- 147 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

This is the whole job of getting a plumbing company more calls, broken into 34 short sections. Each one holds one idea, one example and a short list of things you can do in the next 24 hours.

You don't need to read it in order. Pick the part that hurts most, do its checklist today, and come back next week for the next one.

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 example is made up to show the idea. None of them are real customers, reviews or results.

If you'd rather hand a part off, each area ends with the free sample we'll make for you.



Part 1

Start here

1 Know what one household is worth, not one call

The idea. Plumbing is a trade of small calls that open the door to big ones. A clogged sink today. A water heater in three years. A sewer line or a repipe after that. The customer who calls you for a running toilet is the same one who'll need a new water heater, because every home has one and none of them last forever. InterNACHI's life-expectancy chart puts a conventional tank water heater at 6 to 12 years (InterNACHI, nachi.org).

So don't judge a lead by the size of the first ticket. Judge it by what that house will spend with a plumber over the next ten years, if it stays yours.

Example (sample numbers). A made-up plumber pulls last year's invoices and writes three numbers on a sticky note: average service call $300, average water heater install $2,400, gross margin 45%. One drain call that turns into a loyal customer, plus one water heater down the road, is close to $1,200 of gross profit from a single first visit. Now every marketing choice gets one question: "Will this bring in households that call us back?"

Do it in 24 hours

- [ ] Write down your average service call, your average water heater job and your average big job (sewer, repipe, slab leak) from last year's invoices.
- [ ] Write down your gross margin on each.
- [ ] Count how many of last year's customers called you more than once.
- [ ] Keep those numbers on your phone. You'll use them in every section after this one.



Part 2

Your website

2 The first screen sorts the emergency from the planned job

The idea. Two very different people land on a plumber's site. One has water on the floor right now. The other wants a quote for a new water heater next week. The first one needs your phone number in one second. The second one wants to book a time without calling.

Give each one their own button, and say plainly whether you answer after hours. If you don't, say when you open. An honest "We answer until 10 p.m." beats a vague promise that sends a 2 a.m. caller to voicemail.

Example. A first screen that works on a phone:

> **Plumbing trouble in (your town)? Same-day visits most weekdays.**
>
> **(Big button: Water leaking now? Call) (Smaller button: Book a visit)**
>
> **Small line under the buttons: "Water leaking? Turn off the main valve first. Here's how."**

That small line links to a page that shows where most main shut-offs are, with a photo. It keeps a panicked caller calm and shows you know what you're doing before you've said a word.

Do it in 24 hours

- [ ] Open your site on your own phone. Time how long it takes to find your phone number. More than three seconds is too long.
- [ ] Rewrite your top headline so it names plumbing and your town.
- [ ] Add two buttons: one for emergencies (call) and one for planned work (book or text).
- [ ] Write one honest line about your hours, including after-hours calls.
- [ ] Add a short "how to shut off your water" page and link it from the first screen.

3 Pass the 2 a.m. test

The idea. A plumber's most valuable call often comes at the worst hour. A pipe bursts at night. A water heater lets go on a Sunday. The homeowner is standing in wet socks, searching on their phone, and calling the first plumber who looks open.

The test is simple: be that homeowner, at that hour. Load your site on your phone. Call your own number after closing. What happens?

The five-second check. Hand your phone, with your site open, to someone who's never seen it. Give them five seconds, then take it back. Ask:

1. Does this company handle emergencies?
2. Are they local to me?
3. If it were 2 a.m., what would happen if I called?

If they can't answer the third question, your site has a hole on the night it matters most.

Example. A made-up plumber calls their own line at 11 p.m. and gets a voicemail box that's full. They fix it the same night. Now after-hours calls go to a short greeting: "If water is leaking, turn off your main valve. Then press 1 to reach our on-call plumber, or leave a message and we'll call you by 7 a.m." Their site says the same thing, word for word.

Do it in 24 hours

- [ ] Call your business line tonight after closing. Write down exactly what a caller hears.
- [ ] Make sure your voicemail box isn't full, and that the greeting says when you'll call back.
- [ ] Turn off Wi-Fi and load your site on your phone with one or two bars. Time it.
- [ ] Test your homepage at pagespeed.web.dev on its mobile setting.
- [ ] Make your site and your phone greeting say the same thing about after-hours calls.

4 Give every job, and every symptom, its own page

The idea. "Plumbing services" is too broad for one page. People search for the job they need: water heater replacement, tankless install, drain cleaning, sewer line repair, leak detection, slab leak repair, burst pipe repair, repiping, gas line work, sump pumps. A page for each tells Google and the homeowner that you do exactly that.

Plumbing has a second layer most trades don't. People often don't know the job. They only know the symptom. "No hot water." "Water heater leaking from the bottom." "Toilet keeps running." "Sewer smell in the basement." "Water bill doubled." A short page for each common symptom, saying what usually causes it and when to call, catches searches your competitors miss.

Example. A made-up plumber's menu:

> **Water heaters · Drains and sewer · Leaks and slab leaks · Burst and frozen pipes · Repiping · Fixtures · Areas we serve**

Under "Water heaters," they have three short symptom pages: "No hot water," "Water heater leaking," and "Rusty or smelly hot water." Each one ends with the same two buttons as the homepage.

Do it in 24 hours

- [ ] List the three jobs that make you the most money. Check whether each one has its own page.
- [ ] Ask whoever answers your phone for the five problems callers describe most, in the caller's own words.
- [ ] Turn each one into a page title, like "No hot water? Here's what's usually wrong."
- [ ] Add an "Areas we serve" page that lists every town you work in.

5 Answer the questions people are too stressed to ask

The idea. A homeowner calling a plumber is often worried about two things they won't say out loud. What will this cost? And who's coming into my house? A site that answers both, plainly, feels safer than one that hides them.

You don't have to post a price list. You can explain how you charge: whether there's a trip or diagnostic fee, whether nights and weekends cost more, and that you give the price before you start.

Example. Two answers, written the way a plumber would say them:

> **What will it cost? We charge a set fee to come out and find the problem. Before we fix anything, we tell you the price, and you decide. Nights and weekends have a higher fee, and we'll tell you what it is on the phone.**
>
> **Who will come to my house? One of our licensed plumbers, in a company shirt and a marked van. We text you their name and photo before they arrive. They wear shoe covers inside and lay a drop cloth under the work.**

Do it in 24 hours

- [ ] Write down the six questions callers ask most, plus the two they don't ask: price and who's coming.
- [ ] Answer each in two or three short sentences, the way you'd say it on the phone.
- [ ] Add them to your site as a questions section near the bottom of the homepage.
- [ ] Put your plumbing license number where people can see it, on every page footer.

or we can do it for you

Free sample: A preview of your new site

Made before you pay anything. Websites start at $1 a month, with a 7-day full refund.

Websites: growthatlocal.com/services/websites



Part 3

Your Google Business Profile

6 Get the basics right, and set hours you really answer

The idea. When someone searches "plumber near me," the map results usually show before anything else. Your Google Business Profile decides if you show up in that map. Small mistakes in the basics hold a lot of plumbers back.

Google's rules are strict. Your business name must be your real name, with nothing extra added. Service-area businesses should hide their address, and P.O. boxes or remote mailboxes aren't accepted (Google Business Profile guidelines, support.google.com).

Hours are where plumbers get into trouble. Google asks for your regular customer-facing hours. Some plumbers set "Open 24 hours" to show up for late searches, then let the phone ring out at night. That's how angry one-star reviews get written at 1 a.m. Set the hours someone really answers.

Example. A made-up plumber lists their name as "(Your Name) Plumbing Emergency Plumber Drain Cleaning" and sets the profile to open 24 hours. Calls after 9 p.m. go to voicemail. The fix: just "(Your Name) Plumbing," primary category "Plumber," and real hours. If they do take night calls, they say so in the profile description and on the site, and make sure someone picks up.

Do it in 24 hours

- [ ] Search your business name on Google and look at your profile the way a customer sees it.
- [ ] Make sure the name matches your sign, your van and your license exactly.
- [ ] Set your primary category to "Plumber." Add secondary categories only for work you really do.
- [ ] Add every service you offer, each with a one-line description, including water heaters, drains, sewer and leak detection.
- [ ] Set hours that match when your phone is really answered.

7 Show clean work in tight spaces

The idea. Plumbing photos are harder than roofing photos. The work is under sinks, in crawl spaces and in closets. But that's the point. A homeowner can't see your work after you leave, so a photo is the only way they'll ever know it was done right.

Show what a careful plumber does: a neat water heater install with the pipes squared up and labeled, a clean crawl space after a repair, the van parked on a street, a tech in shoe covers. Tidy beats dramatic.

Three shots work especially well for plumbers: the old part next to the new one (a rusted valve beside a new one says more than any caption), the water heater label showing the new install date, and a still from a sewer camera with the root or crack circled.

Example. A made-up plumber's weekly routine: every Friday, the office uploads five photos from the week to the Google profile, plus one short update: "New water heater in a hall closet this week. New shut-off valve, labeled, and the old tank hauled away. Here's the old valve next to the new one."

Do it in 24 hours

- [ ] Upload ten of your best job photos to your Google profile today, including at least one old-part-next-to-new shot.
- [ ] Add a photo of your van and your team (with their OK).
- [ ] Ask every plumber to keep the old part for one photo before it goes in the scrap bin.
- [ ] Post one update about a job you finished this week.
- [ ] Set a weekly phone reminder for photos and one post.

8 Keep your profile safe, and report the fakes

The idea. A suspended profile disappears from the map, and getting it back can take a long time. That's a disaster on the first freezing night of the year. Most suspensions come from mistakes you can avoid: extra words in the name, a P.O. box or virtual office as the address, or a lot of edits made at once.

Plumbing has a second problem. Some map listings in your area may not be real local plumbers at all. Look for a name stuffed with search words, no real address, and a phone number that rings a call center that sells the job to someone else. Those listings push real plumbers down the map. You can report them to Google.

Example. A made-up plumber searches "emergency plumber" in their town and finds three listings with keyword names they've never heard of. They save screenshots, check that no license exists under those names, and report each one through Google Maps' "suggest an edit" and Google's business complaint form.

Do it in 24 hours

- [ ] Take screenshots of your own profile today, so you have a record if anything goes wrong.
- [ ] Remove any extra words from your business name.
- [ ] If your address is a P.O. box or virtual office, switch to a service area.
- [ ] Put your license, a utility bill and photos of your van and sign in one folder, in case Google asks for proof.
- [ ] Search your top three searches in the map and note any listings that look fake.

9 Google screens plumbers harder. Use that.

The idea. Google treats plumbing as an urgent category, because people need fast help with problems like losing hot water. For its Local Services ads, Google says plumbing professionals go through an extra level of screening, including background checks on the plumbers who go to homes, alongside license and insurance checks where they apply (Google Local Services help, support.google.com).

Those ads cost money per lead, so whether they pay is your call. But the screening itself answers the stranger-in-the-house worry. If your plumbers have passed it, or you background-check them yourself, say so on your site, your profile and your texts.

Example. One line on a made-up plumber's profile and homepage:

> **Every plumber we send has passed a background check, and we text you their name and photo before they arrive.**

Do it in 24 hours

- [ ] Find out whether every plumber who goes into homes has had a background check. Write down when.
- [ ] If they have, add one line saying so to your site and your Google profile description.
- [ ] Read Google's Local Services screening page for plumbers, so you know what it asks for.
- [ ] Gather your license and insurance papers in one folder, whether or not you run the ads.

or we can do it for you

Free sample: A profile check-up with 10+ fixes

Google Business Profile is $200 a month, with a 7-day full refund.

Google Business Profile: growthatlocal.com/services/google-business-profile



Part 4

Reviews

10 Ask when the water's running again

The idea. Reviews decide which plumber gets called. In BrightLocal's 2026 survey, 97% of consumers said they read reviews for local businesses, 74% look for reviews from the last three months, and 32% look for reviews from the last two weeks (BrightLocal Local Consumer Review Survey 2026, brightlocal.com).

Plumbing gives you a perfect moment to ask. The hot water comes back on. The drain runs clear. The leak stops. That relief is strongest in the first ten minutes, and the emergency customers feel it most. Ask then, in person, and send the link before you've pulled out of the driveway.

Example. A text sent from the van, right after the job:

> **Thanks for having us out tonight. Glad the hot water's back. If you have a minute, a quick Google review helps a small local company like ours a lot. Here's the link: (your review link)**

Do it in 24 hours

- [ ] Get your Google review link from your profile (look for "Ask for reviews" or "Share review form").
- [ ] Save the text above in every plumber's phone as a shortcut.
- [ ] Text it to every customer whose job you finished in the last 30 days.
- [ ] Make "ask in person, then send the text" the last step of every job, before leaving the driveway.

11 Answer every review, especially the one about price

The idea. The next customer reads your replies too. In the same 2026 survey, 89% of consumers said they expect business owners to respond to reviews, and 42% said they're unlikely to use a business that never replies to its reviews (BrightLocal 2026, brightlocal.com).

The bad review a plumber gets most is about price, often after a night or weekend call. Don't argue in public. Thank them, explain the fee calmly so the next reader understands it, and take it offline.

Example. A reply to a one-star review about a weekend bill:

> **Thanks for telling us, and I'm sorry the bill was a surprise. Weekend visits cost more because a plumber leaves their family to come out, and we try to say that on the phone before we come. It sounds like we didn't make it clear enough. I'd like to talk it through. I'll call you today.**

Do it in 24 hours

- [ ] Reply to every unanswered review on your profile, good or bad.
- [ ] For good reviews, thank them and mention the job ("Glad the new water heater is working well").
- [ ] For bad ones, thank, explain, offer to talk, and call the customer.
- [ ] Turn on review alerts in your Google profile so you see new ones the same day.

12 Get reviews that answer "who's coming into my house?"

The idea. A two-word review helps a little. A review that names the plumber, says they showed up on time, wore shoe covers and showed the camera video helps a lot, because it answers the trust question before the next customer asks it. Reviews that name the plumber and the job do the most work in this trade.

You can't write reviews for people. Google also doesn't allow payment, discounts or free work in exchange for reviews, or asking only the happy customers (Google Maps user-contributed content policy, support.google.com). Ask everyone, and make it easy to be specific. A plumber who leaves a card with their name on it gets mentioned by name.

Since April 2026, Google's rules also ban asking for reviews with specific content, including asking customers to name the plumber, and ban review quotas for staff (Google Maps user-contributed content policy, support.google.com). So the card asks for an honest review, nothing more. Customers who remember the plumber's name from the card often use it on their own.

A steady pace matters too. In 2026, 31% of consumers said they'll only use businesses with 4.5 stars or more, up from 17% the year before (BrightLocal 2026, brightlocal.com). GTL estimate: aim for at least four new reviews a month. Our reasoning: plumbers do many short jobs, so a steady flow is realistic, and with a third of shoppers looking at the last two weeks, a gap of a month shows.

Example (sample numbers). A made-up plumbing company runs 60 jobs a month. Each plumber hands the customer a small card with their first name and photo and the review link. If one customer in ten leaves a review, that's six a month. Some will name the plumber on their own, because the name was on the card.

Do it in 24 hours

- [ ] Make a small card for each plumber: first name, photo, license number, review link.
- [ ] Check your review ask: honest review only, no particular words or names, and no review targets or prizes for your plumbers.
- [ ] Count your reviews from the last 90 days, and your jobs in the same 90 days.
- [ ] Look up the top three plumbers in your map results and write down their review counts.
- [ ] Never offer a discount or gift for a review, and ask every customer, not only the happy ones.

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 5

Social media posts

13 Show the work nobody sees, and keep the home private

The idea. Almost everything a plumber does ends up behind a wall, under a floor or underground. That's why plumbing posts work: they show people something they've never seen. A sewer camera clip of roots in a line. The sediment that came out of a water heater. A corroded fitting next to the new one. A tidy manifold.

But you're working inside people's homes. Photos must never show family pictures, mail, house numbers, alarm panels, valuables or anything that tells a stranger whose house it is.

Example. A made-up plumber's shot list, taped inside every van:

> **1. The problem, close up (the leak, the clog, the corroded pipe)**
> **2. The camera view, if there is one**
> **3. The old part in your gloved hand**
> **4. The new work, squared up and labeled**
> **5. The clean floor and drop cloth at the end**
> **Never: faces without permission, family photos, mail, the house number, the alarm panel**

Do it in 24 hours

- [ ] Copy that shot list and tape it in every van.
- [ ] Tell every plumber the "never" line is a rule, the same as wearing shoe covers.
- [ ] Make a shared photo album for job photos.
- [ ] Post one before-and-after from a recent job today, with a one-line caption about what was wrong.

14 Post before the weather and the holidays hit

The idea. Plumbing problems come in waves you can see coming. A hard freeze in the forecast. A week of heavy rain. Thanksgiving. Roto-Rooter, a national plumbing company, reports a 50% spike in service calls the day after Thanksgiving and a 21% boost across the Thursday-to-Sunday holiday weekend (Roto-Rooter, Nov 20, 2025, prnewswire.com).

Post a useful warning a day or two before each wave. When the problem hits, the people who saw your post remember who warned them.

Example. A made-up plumber's ready-to-go posts, saved on a phone:

Freeze coming:
"Down to the teens Thursday night. Open the cabinet doors under sinks on outside walls, let a faucet drip, and know where your main shut-off is. If a pipe bursts, call us."

Week of rain:
"Heavy rain this week. Pour a bucket of water into your sump pit and make sure the pump kicks on. If it doesn't, call us before the basement finds out."

Thanksgiving:
"Grease and turkey drippings go in a can, not the sink. We'll be on call Friday if the kitchen drain disagrees."

Do it in 24 hours

- [ ] Write your freeze, rain and Thanksgiving posts now and save them on your phone.
- [ ] Join your town's Facebook group and Nextdoor, and share useful posts there, not only on your page.
- [ ] Set a weather alert on your phone for freezing temperatures in your area.
- [ ] Pin the freeze post to the top of your page from November to March.

or we can do it for you

Free sample: Two weeks of posts, ready to go

Social media posts is $200 a month, with a 7-day full refund.

Social media posts: growthatlocal.com/services/social-media



Part 6

Email newsletter and referrals

15 Leave your number where the next emergency starts

The idea. 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 dying 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.

Plumbers have a trick few trades get: you can leave your number on the exact spot where the next emergency starts. A tag on the main shut-off valve, and a sticker on the water heater, are what a panicked homeowner looks at with water on the floor. Then an email four times a year keeps your name in their inbox for the calls that aren't emergencies.

Example. On every job, a made-up plumber shows the homeowner where their main shut-off is and hangs a tag on it: "Main water shut-off. (Your Name) Plumbing, (phone)." A matching sticker goes on the water heater with the install or check date. They also send four emails a year, each with one seasonal tip, one job photo and the phone number at the very top, where it's easy to find in a hurry.

Do it in 24 hours

- [ ] Order shut-off tags and water heater stickers with your name and number.
- [ ] Make "show them the shut-off and hang the tag" part of every first visit.
- [ ] Export every past customer's email from your invoices or job software into one list in a simple email tool.
- [ ] Only email people who've worked with you or asked to hear from you, and include an unsubscribe link.
- [ ] Write a short "Hi from your plumber" email for this season and send it.

16 Send emails that match what pipes do each season

The idea. A newsletter that only sells gets deleted. One that saves people from a flooded basement gets opened. Pipes have seasons, and each one gives you a reason to write.

Spring has a ready-made hook. The EPA's Fix a Leak Week runs every March (March 16 to 22 in 2026). 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).

Example. A made-up plumber's year of emails:

> **Winter:**
> **"Freezing nights are coming. Here's how to keep pipes from bursting, and where your shut-off is."**
>
> **Spring:**
> **"It's Fix a Leak Week. A 10-minute check for hidden leaks, using your water meter."**
>
> **Summer:**
> **"Going on vacation? Two things to turn off before you leave."**
>
> **Fall:**
> **"Your water heater's yearly checkup, and the outside faucets to shut off before the first freeze."**

Do it in 24 hours

- [ ] Pick your four seasonal topics and put them in your calendar.
- [ ] Write the next one now, under 150 words.
- [ ] Add one photo of a real job from that season.
- [ ] End each email with a single ask: save our number, call, or forward to a neighbor.

17 Build referral partners who hear about leaks first

The idea. Some people hear about plumbing problems before you do, and some hear about them every week. Property managers field leak calls from tenants all year. Real estate agents need inspection repairs done before closing. Home inspectors flag old water heaters and suspect sewer lines. Water damage restoration companies dry out the house but need a plumber to fix the cause. Heating and cooling companies and electricians get asked for plumbers constantly.

One good property manager can be worth more than any ad.

Example. A made-up plumber visits three local property management offices with a one-page sheet:

> **We fix tenant plumbing calls fast. Text us the unit and the problem. We text back an arrival time, send you before-and-after photos when we're done, and bill you, not the tenant. Night calls go to our on-call plumber.**

Do it in 24 hours

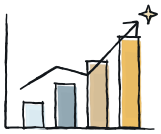
- [ ] Write down five property managers, agents, inspectors or restoration companies you already know.
- [ ] Call or text two of them and ask what they need from a plumber.
- [ ] Make a one-page sheet: what you fix, how fast you answer, how you bill, and how to reach you.
- [ ] Thank anyone who has already referred you, in writing.

or we can do it for you

Free sample: Your first newsletter, written

Email newsletter is $50 a month, with a 7-day full refund.

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



Part 7

SEO: showing up on Google

18 Win the searches, including the symptoms

The idea. You can't rank for everything. Pick the searches that bring the jobs you want, in the towns you want. For plumbers, the list has two halves.

The job searches: plumber, emergency plumber, water heater replacement, tankless water heater, drain cleaning, sewer line repair, leak detection, slab leak repair, each with a town name or "near me."

The symptom searches: no hot water, water heater leaking, toilet keeps running, sewer smell, low water pressure. People type these at the moment something goes wrong. A good page for each one (section 4) catches them before they know which job they need.

Example. A made-up plumber's target list:

> **emergency plumber (town) · water heater replacement (town) · drain cleaning near me · sewer line repair (town) · slab leak repair · no hot water · water heater leaking from bottom**

They search each one on their phone while parked in that town, and write down whether they show in the map, in the regular results, or not at all.

Do it in 24 hours

- [ ] Write your list of eight to ten job searches and five symptom searches.
- [ ] Search each one on your phone from inside your main town. Write down where you appear.
- [ ] Note which competitors show up most often.
- [ ] Make sure each search has a matching page on your site.

19 Fix the listings people check before they let you in

The idea. Before a homeowner lets a plumber into their house, many will check you out, and not only on Google. They look up your plumbing license on the state board's website, check the Better Business Bureau, ask on Nextdoor, and look at sites like Angi or Yelp. If you're a listed installer for a water heater or tankless brand, they may find you on its find-a-pro page. ChatGPT and Google's answer boxes also draw on public listings like these when someone asks for "a good plumber near me."

A wrong phone number on any of them is a lost call. A license listed under a slightly different name than your van looks like something to hide.

Example. A made-up plumber does a 30-minute listing sweep. Their state license is under their legal company name, but their Google profile uses a shorter trade name, and nothing on the site connects the two. Their water heater brand's dealer page has an old phone number. Their BBB page still lists a partner who left. Three fixes in one sitting.

Do it in 24 hours: the 30-minute listing sweep

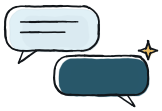
- [ ] Write your exact business name, phone number and website on one line. That's your master copy.
- [ ] Look yourself up on your state's plumbing license lookup. If the legal name differs from your trade name, put both on your site's footer.
- [ ] Check BBB, Nextdoor, and Angi or Yelp against your master copy. Fix every mismatch you can log into today.
- [ ] If you're a listed installer for a water heater or fixture brand, find and fix that listing too.
- [ ] Ask ChatGPT "Who's a good plumber in (your town)?" Note who it names and which sites it mentions. Those are the next listings to fix.

or we can do it for you

Free sample: A ranking check and 10 fixes

SEO is $400 a month, with a 7-day full refund.

SEO: growthatlocal.com/services/seo



Part 8

Win-back texts and fast follow-up

20 Answer the emergency, or text back with the shut-off step

The idea. Plumbing calls don't wait. When water's on the floor, the homeowner calls the next plumber on the list after one unanswered ring. You're under a sink and can't pick up. The answer is a missed-call text that goes out in seconds, and does something useful: it tells them how to stop the water while they wait.

GTL estimate: for emergency calls, the first plumber who answers or texts back gets the job most of the time. Our reasoning: a caller with an active leak can't wait for a callback, and once a plumber is on the way they stop calling around.

Example. An automatic text sent when you miss a call:

> **Sorry we missed you. We're probably on a job. Is water leaking right now? If so, turn off your main water valve first (usually where the water line comes into the house). Reply here with what's going on and we'll call you right back.**

Do it in 24 hours

- [ ] Turn on a missed-call text-back on your business line (most phone systems and apps offer it).
- [ ] Add the shut-off step to the text, and to your voicemail greeting.
- [ ] Decide who checks messages during jobs, and how often.
- [ ] Look at last week's missed calls and call every one back today.

21 Follow up on the big quotes that went quiet

The idea. Small plumbing jobs get fixed on the spot. The big ones don't: a repipe, a sewer line replacement, a tankless upgrade, a slab leak reroute. Those get a quote, then silence. The homeowner is getting a second opinion, checking with insurance, or saving up. A polite follow-up brings many of them back.

GTL estimate: three follow-ups over a month is a good default. Our reasoning: big jobs take time to decide, and one message is easy to miss, while more than three starts to feel pushy.

Example. A made-up plumber's follow-up texts for a sewer line quote:

> **Day 2:**
> **"Just checking you got the quote OK. Want me to resend the camera video so you can show it to anyone else?"**
>
> **Day 7:**
> **"If you're getting a second opinion, that's smart on a job this size. Happy to walk the other plumber through what we saw."**
>
> **Day 30:**
> **"Still thinking about the sewer line? Roots grow back faster in spring, so let me know if you want a spot before then."**

Do it in 24 hours

- [ ] Pull every quote over your "big job" line from the last 90 days that didn't turn into work.
- [ ] Send each one a friendly check-in text today.
- [ ] Set reminders for day 2, 7 and 30 on every new big quote.
- [ ] Write down the reasons people give. They tell you what to fix in your quotes.

22 Use equipment age as your calendar

The idea. You've installed water heaters, sump pumps and toilets in your customers' homes, and every one has a lifespan. InterNACHI's life-expectancy chart gives 6 to 12 years for a conventional water heater, about 7 years for a sump pump, and about 5 years for toilet tank parts (InterNACHI, nachi.org). Your invoices are a calendar of future calls.

A water heater that fails floods a closet. One replaced on schedule is a calm, booked job. Sent at the right time, the text feels like a favor.

Example. A text to a customer whose water heater you installed nine years ago:

> **Hi, it's your plumber. We put in your water heater back in (year), so it's getting near the age when tanks start to leak. Want us to take a look while we're in your area next week? If it's still in good shape, we'll tell you.**

Do it in 24 hours

- [ ] Sort your past water heater and sump pump installs by year.
- [ ] Pick the 25 oldest.
- [ ] Make sure you have their permission to text. Federal rules require consent for marketing texts, and you must stop when someone replies STOP (FCC, fcc.gov). If unsure, ask a lawyer.
- [ ] Send the check-in text above to those who've agreed to hear from you.
- [ ] From now on, write the install date in marker on every water heater you put in.

or we can do it for you

Free sample: Your first 25 customers texted

Win-back texts is $100 a month, with a 7-day full refund.

Win-back texts: growthatlocal.com/services/win-back-texts



Part 9

On the street: postcards, vans and door hangers

23 Mail the street after a sewer or repipe job

The idea. Homes on the same street were often built in the same years, by the same builder, with the same pipes, under the same old trees. When you find a root-cracked sewer line or failing pipes in one house, the neighbors often have the same problem coming. A postcard to the homes around that job is the most relevant mail they'll get all year.

GTL estimate: expect only a few calls per thousand cards from a single mailing. Our reasoning: most homes on the street don't have a plumbing problem the week your card arrives, so it's repeated mailings to the same streets that build up calls over time.

Example. A made-up plumber's postcard front:

> **We just replaced a sewer line on your street.**
>
> **Homes built around the same time often have the same pipes. We'll run a camera down yours and show you what we see.**
>
> **(Phone number, large)**

Do it in 24 hours

- [ ] Pick your last three sewer, repipe or slab leak jobs.
- [ ] Draw a circle of about 100 to 200 homes around each one on a map.
- [ ] Write the card in two sentences: what you just found nearby, and what you'll do for them.
- [ ] Get a print and mail quote from a local printer or the post office's Every Door Direct Mail service.

24 Make your van and your shoe covers do the talking

The idea. A plumber's van sits in a driveway for hours, and neighbors notice. A clean van with a readable name and phone number is advertising the whole street sees. So is the plumber walking in with shoe covers on and a drop cloth under the arm.

Plumbers rarely knock doors, and after a job you shouldn't. A door hanger on the five or ten homes next door does the same job, without a stranger on the porch.

Example. A made-up plumber's door hanger:

> **We were working next door today. If your water heater is the same age as theirs, it may be close to the end. Free check while we're nearby this week.**
>
> **(Name, license number, phone number)**

Do it in 24 hours

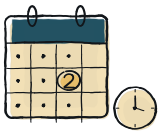
- [ ] Stand across the street from your van. Can you read the phone number?
- [ ] Wash the vans this week, and keep them clean. A dirty van says "messy plumber."
- [ ] Check your town's and the HOA's rules on door hangers.
- [ ] Print a door hanger with your license number and a short web address or QR code.

or we can do it for you

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

Neighborhood postcard is $400 a month, with a 7-day full refund.

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



Part 10

The plumbing moments: trust, emergencies, freezes, water heaters, sewers, leaks, home sales and plans

25 Solve the stranger-in-the-house problem before you knock

The idea. Every plumbing call asks the homeowner to let a stranger into their home, often when they're alone, often at night. Most will never say they're nervous. They'll just pick the plumber who feels safest. You can make that you, before you arrive.

Four things do most of the work: a text with the plumber's name and photo before arrival, a marked van and a company shirt, shoe covers and a drop cloth, and a clear price before any work starts. Background checks (section 9) and a license number on every page back them up.

Be careful with big sales at the kitchen table. Federal law gives buyers three business days to cancel many sales over $25 made at their home (FTC Cooling-Off Rule, ftc.gov). Ask a lawyer how it applies to your jobs. Either way, never pressure anyone to decide on the spot.

Example. A made-up plumber's "on the way" text:

> **Hi, this is (Your Name) Plumbing. Your plumber today is (plumber's first name), photo attached. They're licensed and background-checked, and will be there between 2:00 and 2:30 in a white van with our name on it.**

Do it in 24 hours

- [ ] Take a clear, friendly photo of every plumber in their company shirt (with their OK).
- [ ] Set up an "on the way" text with the plumber's name and photo, from your job software or by hand.
- [ ] Buy shoe covers and drop cloths for every van, and make them part of the job.
- [ ] Write a one-line rule for the team: price first, then work, and no pressure.

26 Set your after-hours rules before the 2 a.m. call

The idea. After-hours calls are where plumbers make good money and earn bad reviews. The money comes from a real emergency handled fast. The bad review comes from a surprise bill, or a plumber who said they'd call back and didn't. Decide the rules in daylight.

Write down three things: which problems you'll come out for at night (water you can't shut off, sewage backing up, no heat and no hot water in winter), what it costs, and who's on call. Then say all three on the phone before you get in the van.

Example. A made-up plumber's after-hours phone script:

> **"Is water still coming out, or were you able to shut it off? If it's off, we can be there first thing at 7 and save you the night fee. If it's still running, our on-call plumber can come now. The night visit fee is (your fee), and we'll give you the price for the repair before we start."**

That script often saves the customer money and earns the review anyway.

Do it in 24 hours

- [ ] Write your list of "we come out now" problems and "first thing in the morning" problems.
- [ ] Set your after-hours fee and write it down where whoever answers can see it.
- [ ] Make an on-call schedule for the next month.
- [ ] Practice the script above with whoever answers your phone at night.

27 Frozen pipes: your freeze-watch plan

The idea. A hard freeze is a plumber's version of a hail storm, and it's expensive for homeowners. State Farm handled more than 20,000 frozen pipe and winter water claims from 2024 through June 2025, with over $628 million paid and an average claim payment over $30,000. It warns that pipes in uninsulated spaces are most at risk below 20°F (State Farm, newsroom.statefarm.com). Across all insurers, about one in 67 insured homes has a water damage or freezing claim each year, averaging $15,400 per claim (2019 to 2023 data, Insurance Information Institute (iii.org)).

The calls often come in two waves: the night it freezes, and the day it thaws, when cracked pipes start to leak. Plumbers who set up before the cold snap get both.

Example. A made-up plumber's freeze plan, set off when the forecast shows 20°F or lower:

> **Two days before:**
> **Post the freeze warning (section 14). Text past customers who've agreed to texts: "Hard freeze Thursday. Here's how to protect your pipes, and our number if one bursts."**
>
> **Freeze night:**
> **Extra plumber on call. Missed-call text-back on, with the shut-off step.**
>
> **Thaw day:**
> **Post: "Pipes that froze can crack and leak when they thaw. Check under sinks and in the basement today." Book repairs in tight route clusters.**

Do it in 24 hours (before your next freeze)

- [ ] Set a phone alert for forecasts at or below 20°F in your area.
- [ ] Write your freeze text and your thaw-day post now, and save them.
- [ ] Make a list of past customers with crawl spaces, older homes or pipes on outside walls.
- [ ] Plan who's on call for the first hard freeze of the year.
- [ ] Add a "burst or frozen pipe" page to your site (section 4).

28 Water heaters: catch them before they fail

The idea. Water heaters are one of the best jobs a plumber does, and they come two ways. Planned: the homeowner knows the tank is old and wants a calm replacement. Failed: no hot water, or a puddle in the closet, today. The plumber who stays in touch (section 22) gets the planned job. The plumber who's easy to find (sections 4 and 18) gets the failed one.

When it fails, money is the next worry. In the Federal Reserve's 2025 household survey, only 63% of adults said they'd cover a surprise $400 expense with cash or its equivalent (Federal Reserve, federalreserve.gov). A new water heater costs many times that, so a lot of callers need a plan to pay over time. Most won't ask.

Mind the ad rules. Under federal lending rules, an ad that names a monthly payment or a number of payments must also show the APR, the down payment and the repayment terms (CFPB, Regulation Z 1026.24, consumerfinance.gov). "Ask about payment options" is the safe line unless your lender gives you approved wording.

Example. A made-up plumber's water heater page, top to bottom:

> **No hot water? We can usually replace a standard tank the same day or next.**
>
> **How old is yours? The date is in the serial number on the label. Text us a photo of the label and we'll tell you.**
>
> **Prefer to pay over time? Ask us about payment options.**

Do it in 24 hours

- [ ] Add a "text us a photo of the label" button to your water heater page.
- [ ] Decide how many of each common size you keep on hand, so you can say "same day" honestly.
- [ ] If you offer financing, add one line about it to the water heater page and every estimate.
- [ ] Ask your lender for approved ad wording before you show any payment amount.

29 Drains and sewer lines: let the camera do the selling

The idea. A sewer line replacement is a big bill for something the homeowner can't see. That's why it's the job people most suspect they're being oversold. A camera fixes that. Show them the video. Let them see the roots, the crack or the sag for themselves, and send them the clip to keep.

The same video helps them get a second opinion, which sounds like a risk but builds trust. A plumber who says "show this to anyone you like" is a plumber with nothing to hide.

Example. A made-up plumber's camera report, texted the same day:

> **A two-minute video of the line, with three short notes: "Roots at 22 feet, at the joint near the oak tree." "Pipe is in good shape from the house to 20 feet." "Our advice: clear the roots now and check again in a year, or replace this section." Two prices, one for each option.**

Do it in 24 hours

- [ ] Make a simple report format: the video, three plain notes, and the options with prices.
- [ ] Send one to the next customer you camera, the same day.
- [ ] Put a sample camera clip (with no customer details) on your sewer page.
- [ ] Offer the cheaper option first when it's a real fix. Customers remember who didn't push the big job.

30 Slab leaks and hidden leaks: be the calm detective

The idea. Hidden leaks scare people, because they can't see them and they imagine the worst. A warm spot on the floor. The sound of running water when nothing's on. A water bill that jumped. The EPA says 9% of homes have leaks wasting 50 gallons or more a day (EPA WaterSense, epa.gov), so you're not hunting for a rare problem.

Be the plumber who explains the steps in plain words. Teach the water meter test on your site. Explain how you find a leak without tearing up the floor. And be careful about insurance: explain the steps, never promise what a policy will cover.

Example. A made-up plumber's "Do I have a hidden leak?" page:

> **1. Turn off every faucet and appliance that uses water.**
>
> **2. Find your water meter and look at the small dial or triangle.**
>
> **3. If it's moving, water is going somewhere. Call us.**
>
> **4. We'll find the leak with listening gear and pressure tests, then tell you the options before we open anything up.**

Do it in 24 hours

- [ ] Write your own four-step meter test and put it on a "hidden leak" page.
- [ ] Add a short list of signs: warm floor spots, running water sounds, a jump in the water bill.
- [ ] Explain how you find leaks, in two sentences a homeowner understands.
- [ ] Remove any wording from your site or ads that promises insurance will pay.

31 Home sales: be the plumber agents call before closing

The idea. About 4.06 million existing homes were sold in the US in 2025 (National Association of Realtors, nar.realtor), and many buyers ordered a home inspection first. Inspection reports flag old water heaters, slow drains and leaky fixtures. Those repairs have to be done fast, before closing.

There's also a gap buyers don't know about. InterNACHI's home inspection standards say the inspector isn't required to inspect underground items, so the sewer line usually goes unchecked. A sewer scope is its own separate service (InterNACHI Home Inspection Standards of Practice, nachi.org; Sewer Scope Standards (nachi.org)). A buyer who skips it can inherit a cracked line.

Example. A made-up plumber's one-page sheet for real estate agents:

> **Inspection report flagged plumbing? Send us the page. We'll quote it within one business day and can usually fix it before closing. Buying an older home? We'll camera the sewer line and send the video to you and your buyer.**

Do it in 24 hours

- [ ] Make a one-page sheet for agents: inspection repairs, fast quotes, sewer camera checks.
- [ ] Call two agents and one home inspector you know. Ask what plumbing items come up most.
- [ ] Add a "Buying or selling a home?" page to your site.
- [ ] Set a rule for how fast you quote inspection repairs, and stick to it.

32 Maintenance plans: turn one call into a yearly visit

The idea. Most plumbing customers only call when something breaks. A maintenance plan gives them a reason to see you once a year, and gives you booked work in slow weeks. A yearly visit might cover a water heater flush, a check of shut-off valves and supply lines, a look under every sink, and a test of the sump pump.

The best part for plan members is the promise of being looked after: first in line when something breaks, no surprise fees, and a plumber who already knows the house.

GTL estimate: a plan is worth offering once you have a few hundred past customers. Our reasoning: a small share of customers sign up for any plan, so a short customer list won't fill the schedule, but a larger one can carry your slowest month.

Example. A made-up plumber's plan, explained on one card:

> **Once a year, we come out and check your water heater, shut-off valves, supply lines, drains and sump pump. Plan members get first spot on our schedule when something breaks, and a set discount on repairs. Cancel any time.**

Do it in 24 hours

- [ ] Write down what your yearly visit would include, in five lines or fewer.
- [ ] Decide what plan members get: priority, a discount, or both.
- [ ] Look at your slowest month and work out how many plan visits it could hold.
- [ ] Offer the plan to the next ten customers whose job went well.

33 Plan your year around freezes, holidays and rain

The idea. Plumbing has a rhythm, and you can plan around it. Winter brings frozen pipes and water heaters working hardest. March brings Fix a Leak Week (section 16). Spring rain tests sump pumps. Summer brings outdoor faucets, sprinklers and vacation leaks. Fall brings outdoor shut-offs and, at the end of November, the Thanksgiving drain rush (section 14).

Plan your marketing so the slow weeks stay full, and the busy ones don't swamp you.

Example. A made-up plumber's year:

> **Jan to Feb:**
> **Freeze plan running. Water heater check-in texts. Fix the website.**
>
> **Mar to Apr:**
> **Fix a Leak Week email. Sump pump posts before the spring rains. Maintenance plan push.**
>
> **May to Aug:**
> **Outdoor faucet and sprinkler work. Postcards around sewer jobs. Reviews from every job.**
>
> **Sep to Oct:**
> **Water heater flush reminders. Outdoor shut-off posts. Freeze kit ready.**
>
> **Nov to Dec:**
> **Thanksgiving drain posts. On-call schedule for the holidays and the first hard freeze.**

Do it in 24 hours

- [ ] Look at your last two years of invoices by month. Mark your three slowest months.
- [ ] Pick one marketing action to start six weeks before each slow month.
- [ ] Put your freeze kit deadline and Thanksgiving on-call plan in your calendar.
- [ ] Share the plan with your office and team, so everyone knows what's coming.

or we can do it for you

Free sample: Your first 25 customers texted

Ready before the next freeze. Win-back texts is $100 a month, with a 7-day full refund.

Win-back texts: growthatlocal.com/services/win-back-texts



Part 11

Tracking and your report card

34 Count calls by job and by hour, and check yourself against the top 3

The idea. You can't fix what you don't measure. Most plumbers know how many jobs they ran, but not where the calls came from, or how many came in after hours and went unanswered. Track a few numbers every week, and once a month see how you stack up against the plumbers who show up above you.

Be exact with words. A tap on your call button isn't a call, and a call isn't a customer. And split the calls two ways: emergency or planned, and in hours or after hours. That tells you whether to add on-call cover.

Example (sample numbers). A made-up plumber's weekly sheet:

> **Calls answered: 41 · Missed: 6 (4 after hours) · Jobs booked: 29 · Emergency: 11, planned: 18 · Water heaters: 3 · Where they came from: Google 17, repeat customer 7, referral 3, van or door hanger 2**

And once a month: their review count, their star score, and their spot in the map for "plumber near me" and "emergency plumber," next to the top three plumbers in town.

Do it in 24 hours

- [ ] Make a simple weekly sheet with the lines above.
- [ ] Ask every new caller, "How did you hear about us?" and write it down.
- [ ] Check your phone system for missed calls, split by time of day.
- [ ] Check the Performance section of your Google profile for calls and website clicks.
- [ ] Write down the review count and star score of the top three plumbers in your map results.

or we can do it for you

Free sample: Your first report card, this month

The monthly report card is free.

Monthly report card: growthatlocal.com/services/report-card



Your first 24 hours, in one list

If you only do eight things this week, do these:

- [ ] Call your own business line after closing and fix what a caller hears (section 3).
- [ ] Add an emergency button and a "book a visit" button to your first screen (section 2).
- [ ] Fix your Google business name, category and hours (section 6).
- [ ] Text a review request to every customer from the last 30 days (section 10).
- [ ] Reply to every unanswered review (section 11).
- [ ] Turn on missed-call text-back, with the shut-off step (section 20).
- [ ] Text the 25 customers with the oldest water heaters you installed (section 22).
- [ ] Start your weekly numbers sheet (section 34).



If you'd rather hand it off

Every part of this playbook is something Grow That Local does for plumbers. Each one starts with a free sample, so you see the work before you pay.

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.

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. InterNACHI Standard Estimated Life Expectancy Chart: conventional water heater 6 to 12 years. nachi.org (sections 1, 22)
2. Same chart: sump pump about 7 years. (section 22) (nachi.org)
3. Same chart: toilet tank components about 5 years. (section 22) (nachi.org)
4. BrightLocal Local Consumer Review Survey 2026 (1,002 US adults, published Feb 11, 2026): 97% read reviews for local businesses. brightlocal.com (section 10)
5. Same survey: 74% look for reviews written in the last three months. (section 10) (brightlocal.com)
6. Same survey: 32% look for reviews from the last two weeks. (sections 10, 12) (brightlocal.com)
7. Same survey: 89% expect owners to respond to reviews. (section 11) (brightlocal.com)
8. Same survey: 42% unlikely to use a business that never replies to its reviews. (section 11) (brightlocal.com)
9. Same survey: 31% only use businesses with 4.5 stars or more, up from 17% in 2025. (section 12) (brightlocal.com)
10. Roto-Rooter press release, Nov 20, 2025: a 50% spike in service calls the day after Thanksgiving. prnewswire.com (sections 14, 33). Company-reported.
11. Same release: a 21% boost in calls over the Thursday-to-Sunday holiday weekend. (section 14) (prnewswire.com)
12. EPA WaterSense, Fix a Leak Week: the average household's leaks waste more than 9,300 gallons a year. epa.gov (section 16)
13. Same page: 9% of homes have leaks wasting 50 gallons or more a day. (sections 16, 30) (epa.gov)
14. Same page: fixing easy leaks can save about 10% on water bills. (section 16) (epa.gov)
15. State Farm newsroom: more than 20,000 frozen pipe and winter water claims, 2024 through June 2025. newsroom.statefarm.com (section 27)
16. Same source: over $628 million in paid losses. (section 27) (newsroom.statefarm.com)
17. Same source: average claim payment over $30,000. (section 27) (newsroom.statefarm.com)
18. Same source: pipes in uninsulated areas most at risk below 20°F. (section 27) (newsroom.statefarm.com)
19. Insurance Information Institute, Facts + Statistics: Homeowners and renters insurance: about one in 67 insured homes has a water damage or freezing claim each year (2019 to 2023 weighted average). iii.org (section 27)
20. Same source: average water damage and freezing claim $15,400 (2019 to 2023). (section 27) (iii.org)
21. Federal Reserve, Economic Well-Being of U.S. Households in 2025 (published 2026): 63% of adults would cover a $400 emergency expense with cash or its equivalent. federalreserve.gov (section 28)
22. National Association of Realtors, existing-home sales breakouts (May 2026 release): 4,060,000 existing homes sold in 2025. nar.realtor (section 31)
23. EPA WaterSense: Fix a Leak Week dates, March 16 to 22, 2026. epa.gov (section 16)

Rules and guidance cited (not statistics):

- Google Business Profile guidelines (real name, customer-facing hours, service-area address, no P.O. boxes): support.google.com (sections 6, 8)

- Google Local Services, business screening and verification (plumbing is an urgent category with extra screening, including service professional background checks): support.google.com (section 9)
- FCC, unwanted robocalls and texts, consent and STOP: fcc.gov (section 22)
- FTC Cooling-Off Rule, three business days to cancel many home sales over $25: ftc.gov (section 25)
- CFPB, Regulation Z 1026.24, what credit ads must disclose: consumerfinance.gov (section 28)
- Google Maps user-contributed content policy (no incentives for reviews, and no asking only happy customers): support.google.com (section 12)
- InterNACHI Home Inspection Standards of Practice (underground items excluded) and Sewer Scope Standards of Practice: nachi.org and nachi.org (section 31)

GTL estimates

These are our own judgment, not measured facts:

1. Aim for at least four new reviews a month (section 12). Reasoning: plumbers do many short jobs, so a steady flow is realistic, and with a third of shoppers looking at the last two weeks, a month-long gap shows.
2. For emergency calls, the first plumber who answers or texts back gets the job most of the time (section 20). Reasoning: a caller with an active leak can't wait for a callback, and stops calling around once someone is on the way.
3. Three follow-ups over a month on quiet big-job quotes (section 21). Reasoning: one message is easy to miss, more than three starts to feel pushy.
4. A single postcard mailing brings only a few calls per thousand cards (section 23). Reasoning: most homes don't have a plumbing problem the week the card arrives, so repeat mailings build calls over time.
5. A maintenance plan is worth offering once you have a few hundred past customers (section 32). Reasoning: only a small share sign up for any plan, so a short list won't fill a slow month.

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