Grow That Local

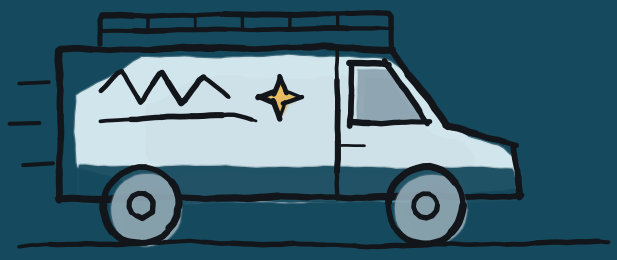
a free guide

Quote follow-up texts

The texts that bring back the customer who never answered your quote, for small jobs and big ones.

For owners whose quotes go quiet.

- 10 short sections in 3 parts
- 30 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

A quote that goes quiet usually means "not yet," not "no." The customer is busy, waiting on a partner, an insurer or the HOA, saving up, or comparing prices. A short, useful follow-up at the right moment brings many of them back. Most owners never send one.

This pack has the whole sequence after a quote: the text that sends it, then same day, two days, a week, three weeks and when the season changes. Each step has a version for small jobs and one for big jobs, with trade versions where the words should change. Then there are replies to the three answers you'll hear most: "it's too much," "we're getting other quotes" and "not right now."

Small or big? A small job is one people decide on in a day or two: a cleaning, a mowing plan, a repair, a room. A big job needs time and often someone else's say: a roof, a new system, a repipe, a patio, a whole exterior.

The rules, once. Follow-up texts that nudge someone to book are marketing under US texting rules. So the first text, the one that sends the quote, asks if it's OK to check in by text. Send the follow-ups only to customers who said yes, in writing or by text. Every follow-up names your business and ends with "Reply STOP to opt out." Keep both, and send between 9 a.m. and 8 p.m. their time. Our free guide Texting Customers Without Breaking the Rules explains the rules in plain English.

The brackets. [first name] is the customer's first name, [your name] is yours and [business] is your business name. [job], [day], [month], [price] and [quote link] are what they say. Every text is under 300 characters once filled in.

Two rules we kept while writing it:

- Every timing tip is a GTL estimate, with our reasoning at the end. Laws are cited from the official page.
- Every text is a made-up starting point. Only offer what you really offer: payment plans, rebates, held dates or a second visit.



Part 1

Send the quote right

1 Send the quote, and ask to check in

When to use it. The moment the quote is ready. This one text does two jobs: it gets the quote to them, and it asks permission for the follow-ups.

Small job:

"Hi [first name], it's [your name] at [business]. Here's your quote for [job]: [quote link]. We can do [day] or [day]. OK if we check in by text about it? Reply YES. Reply STOP any time."

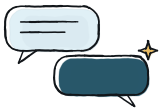
Big job:

"Hi [first name], it's [your name] at [business]. Your quote for [job] is here: [quote link], with photos and both options. Take your time. OK if we check in by text while you decide? Reply YES. Reply STOP any time."

On paper or a tablet, add this line to the quote, with an unchecked box: "☐ OK to text me follow-ups and offers about this quote at the number above. I don't have to agree to buy anything."

Do it in 24 hours

- [ ] Save both versions on your phone or in your quoting tool.
- [ ] Add the checkbox line to your printed and emailed quotes.
- [ ] Record each YES and its date next to the quote.



Part 2

The follow-up sequence

2 Same day: did it come through?

When to use it. A few hours after the quote, if they haven't replied.

Small job:

"Hi [first name], [your name] from [business]. Just checking the quote came through. Want [day]? Reply YES and it's yours. Reply STOP to opt out."

Big job:

"Hi [first name], [your name] from [business]. Did the quote come through OK? If any line doesn't make sense, text me and I'll explain it. Reply STOP to opt out."

Do it in 24 hours

- [ ] Look at today's quotes and send this to every one with no reply.
- [ ] Set a same-day reminder for every new quote.
- [ ] Check the quote link opens on a phone before you send it.

3 Two days: answer the question they haven't asked

When to use it. Day 2. Most people have one question they haven't asked. Answer it before they do.

Small job:

"Hi [first name], [your name] from [business]. I still have [day] open for your [job]. Want it? Reply STOP to opt out."

Big job:

"Hi [first name], [your name] from [business]. Two things people ask about a job like this: it takes about [days] days, and if we find more damage, we stop and show you first. Any other questions? Reply STOP to opt out."

Roofer:

"Hi [first name], [your name] from [business]. Heard from your insurance yet? Happy to talk to your adjuster or send them our photos if it helps. Reply STOP to opt out."

Landscaper:

"Hi [first name], [your name] from [business]. If your HOA needs drawings or a material list for the patio, we can send them over. Reply STOP to opt out."

Plumber:

"Hi [first name], [your name] from [business]. Want me to resend the camera video, so you can show it to anyone else before you decide? Reply STOP to opt out."

HVAC:

"Hi [first name], [your name] from [business]. Want me to walk you through the two options, or check which rebates your system qualifies for? Reply STOP to opt out."

House cleaner:
"Hi [first name], [your name] from [business]. No need to tidy up before we come, that's our job. We still have [day] open if it helps. Reply STOP to opt out."
Painter:
"Hi [first name], [your name] from [business]. Still choosing colors? We can paint two big sample boards so you can see them on your own walls. Reply STOP to opt out."

Do it in 24 hours

- [ ] Write down the one question customers in your trade ask most after a quote.
- [ ] Put the short answer in your day-2 text.
- [ ] Set a day-2 reminder for every open quote.

4 One week

When to use it. Day 7. Small jobs get their last friendly nudge. Big jobs get an offer of help.
Small job:
"Hi [first name], [your name] from [business]. We have [day] open next week for your [job]. Want it? If not, no worries, I won't keep texting about it. Reply STOP to opt out."
Big job:
"Hi [first name], [your name] from [business]. Still thinking it over? I'm happy to come back and walk through the quote with you and anyone else deciding. Reply STOP to opt out."
Roofer:
"Hi [first name], [your name] from [business]. If you're getting a second opinion, that's smart on a roof. Ask them to quote the same shingle line, so you can compare fairly. Reply STOP to opt out."
HVAC:
"Hi [first name], [your name] from [business]. If the old unit acts up while you're deciding, call us first. We'll keep your quote open. Reply STOP to opt out."
Painter:
"Hi [first name], [your name] from [business]. If it helps, we can split the job: the front and the sunny side now, the rest next year. Want a quote that way? Reply STOP to opt out."

Do it in 24 hours

- [ ] Pull every quote from 7 days ago with no reply.
- [ ] Send small jobs their last nudge, and big jobs the offer to walk through it.
- [ ] Close out small-job quotes that don't reply to this one.

5 Three weeks

When to use it. Day 21, big jobs only. Give them a reason to decide that's true: your schedule.
Big job:

"Hi [first name], [your name] from [business]. Our [month] schedule is filling. If you'd like your [job] done before [season], I can hold a start date for you. Want me to? Reply STOP to opt out."

Landscaper:
"Hi [first name], [your name] from [business]. Our spring build schedule is filling. Want me to hold a start date for the patio, so it's done before summer? Reply STOP to opt out."

Plumber:
"Hi [first name], [your name] from [business]. Still thinking about the sewer line? Roots tend to push harder in spring. Want a date held before then? Reply STOP to opt out."

Do it in 24 hours

- [ ] Pull every big-job quote from about three weeks ago.
- [ ] Check your real schedule, so the date you offer is a real one.
- [ ] Send the text, and hold the date for a week if they say yes.

6 When the season changes

When to use it. About a month before the season that makes the job urgent. Send it to every big-job quote that went quiet in the last year.

Any trade:
"Hi [first name], [your name] from [business]. [Season]'s a month out. If you'd still like your [job], I have start dates open in [month]. Reply STOP to opt out."

Roofer:
"Hi [first name], [your name] from [business]. Storm season is a month out. If you'd still like the roof done, we have dates before it starts. Reply STOP to opt out."

Landscaper:
"Hi [first name], [your name] from [business]. Spring's close. If the patio is still on your list, we have build dates in [month]. Want one? Reply STOP to opt out."

Plumber:
"Hi [first name], [your name] from [business]. Freezing weather is a month out. If you'd still like the repipe or the new water heater, we have dates before the cold. Reply STOP to opt out."

HVAC:
"Hi [first name], [your name] from [business]. Summer's a month out. If you want the new system in before the rush, we have install days open now. Reply STOP to opt out."

House cleaner:
"Hi [first name], [your name] from [business]. Spring cleaning season is here. Want the deep clean we quoted, with a regular plan after? We have [day] open. Reply STOP to opt out."

Painter:
"Hi [first name], [your name] from [business]. We're booking spring exteriors now. Want us to hold a week for the house we quoted? Reply STOP to opt out."

Do it in 24 hours

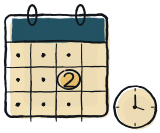
- [ ] Pull every big-job quote from the last 12 months that didn't book.
- [ ] Put a reminder one month before your busy season.
- [ ] Re-check the price before you send. If it changed, say so when they reply.

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 3

Replies to the three answers you'll hear

7 "It's too much"

When to use it. When they say the price is the problem. Don't drop the price right away. Ask, then offer a smaller or split job.

First reply:
"Thanks for telling me straight. What were you hoping to spend? Sometimes we can change the job to fit, without cutting corners."

Small job:
"One way to bring it down: [smaller version] for [price]. Same crew, same care. Want that instead?"

Big job:
"Two ways to bring it down: [part one] now for [price] and the rest in [season], or [smaller version] for [price]. Either one work for you?"

Roofer:
"We could repair the worst section now for [price] and plan the full roof for next year. Want me to write that up?"

Landscaper:
"We could build the patio now and do the plantings next season. That brings this year's cost to [price]. Want that version?"

Plumber:
"We could do a spot repair now for [price]. It's not a full fix, but it buys time while you plan. Want me to quote both side by side?"

HVAC:
"We could repair it for [price] to get you through this season, then plan the new system. Want both options in writing?"

House cleaner:
"We could come every three weeks instead of two, at [price] a visit. Or a shorter checklist each time. Want either one?"

Painter:
"We could do the rooms you use most first, for [price], and the rest later. Want me to split the quote?"

If you offer payment plans, say so once: "We also offer payment options. Want the details?" Only say it if you do.

Do it in 24 hours

- [ ] For each of your three most common jobs, write down a smaller or split version and its price.
- [ ] Save your trade's reply with those filled in.
- [ ] Next time you hear "too much," ask the first question before you offer anything.

8 "We're getting other quotes"

When to use it. When they say they're comparing. Agree, and help them compare fairly.

Any trade:
"Smart on a job like this. When you compare, check that each quote covers the same work. Happy to answer anything the other quotes bring up."

Roofer:
"Smart on a roof. When you compare, check the shingle line, whether they tear off the old roof, and what the warranty covers. Happy to answer anything."

Landscaper:
"Smart on a patio. When you compare, ask how deep the base is and what holds the edges. Those decide whether pavers stay level. Happy to answer anything."

Plumber:
"Smart on a job this size. Happy to walk the other plumber through our camera video, so you're comparing the same problem."

HVAC:
"Smart on a new system. When you compare, check the size, the efficiency rating, the permit and the install warranty. Happy to answer anything."

House cleaner:
"Makes sense. When you compare, ask what's included each visit and whether it's the same cleaner every time. Happy to answer anything."

Painter:
"Smart. When you compare, ask how many coats, what prep is included and which paint. Those decide how long it lasts. Happy to answer anything."

Do it in 24 hours

- [ ] Write down the two or three things that make your quote different from a cheaper one.
- [ ] Put them in your trade's reply in plain words.
- [ ] Follow up a week later with section 4's big-job text.

9 "Not right now"

When to use it. When they say later. Ask when, and then wait until then.

First reply:
"Totally fine. When would be a good time to check back? I'll put it in my calendar and won't text before then."

On the day they chose:
"Hi [first name], it's [your name] at [business]. You said to check back in [month] about your [job]. Still on your list? Reply STOP to opt out."

Do it in 24 hours

- [ ] Save both texts on your phone.
- [ ] Put every "check back in [month]" in your calendar the moment they say it.
- [ ] Look through old quotes for any "later" you never followed up, and text them today.

10 The last text: close it kindly

When to use it. After the sequence, when they still haven't answered. It often gets a reply, because it's the first text that asks nothing.

Any job:

"Hi [first name], it's [your name] at [business]. I haven't heard back, so I'll close your quote for now. If you'd like it later, just reply here and I'll pick it up. Thanks for considering us."

After this one, stop texting about that quote. Note why it didn't book, if you know.

Do it in 24 hours

- [ ] Pull every quote that finished the sequence with no reply.
- [ ] Send the closing text.
- [ ] Write down the reasons people give. They tell you what to fix in your quotes.

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



Your first 24 hours, in one list

If you only do five things today, do these:

- [ ] Add "OK if we check in by text about it?" to the text that sends your quotes (section 1).
- [ ] Pull every quote from the last 90 days that didn't book.
- [ ] Send the right step of the sequence to each one that said yes to texts (sections 2 to 6).
- [ ] Write a smaller or split version of your three most common jobs (section 7).
- [ ] Put a season-change reminder in your calendar (section 6).



Where to go next

- Texting Customers Without Breaking the Rules: consent, STOP replies and carrier registration, in plain English.
- Missed-Call Text-Back Replies: the text that goes out the moment you miss a call.
- 10 Texts That Bring Old Customers Back: for customers you finished a job for, not just quoted.



If you'd rather hand it off

Grow That Local sends follow-up and win-back texts for local businesses, with consent and opt-outs handled. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Win-back texts. Free sample: your first 25 customers texted. Win-back texts is $100 a month, with a 7-day full refund.

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.

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.

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

This pack has no statistics. The texting rules it follows, checked November 12, 2026:

- FCC rules, 47 CFR 64.1200: written consent for marketing texts, opt-outs, and the 8 a.m. to 9 p.m. window for sales texts. ecfr.gov (before you start)
- T-Mobile Code of Conduct: promotional texts need a written yes; adding an offer to an informational text can make it promotional. t-mobile.com (before you start)

GTL estimates

These are our own judgment, not measured facts:

1. Small jobs are decided in a day or two, big jobs take longer and often need someone else's say (before you start). Reasoning: a cleaning or repair is one person's quick call, while a roof or new system usually waits on a partner, an insurer, an HOA or savings.
2. Send marketing texts between 9 a.m. and 8 p.m. their time (before you start). Reasoning: that window sits inside the federal hours and the stricter state hours we've seen.
3. Follow up the same day, at day 2 and at day 7 for every quote (sections 2 to 4). Reasoning: the first catches a quote lost in their inbox, the second answers the question holding them up, and by a week a small job has usually been decided.
4. Stop small-job follow-ups after day 7 (section 4). Reasoning: small jobs are decided fast, and a fourth text about a cleaning or a repair starts to feel pushy.
5. Big jobs get one more at day 21, then one when the season changes (sections 5 and 6). Reasoning: big decisions take weeks, and people who waited think again when the weather that makes the job urgent is close.
6. Ask what they hoped to spend before offering a smaller job (section 7). Reasoning: the answer tells you whether a split job can work, and dropping the price first teaches customers to say "too much."
7. The closing text often gets a reply (section 10). Reasoning: it's the first text that asks for nothing, so people who meant to answer feel free to.

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.

Grow That Local