Grow That Local

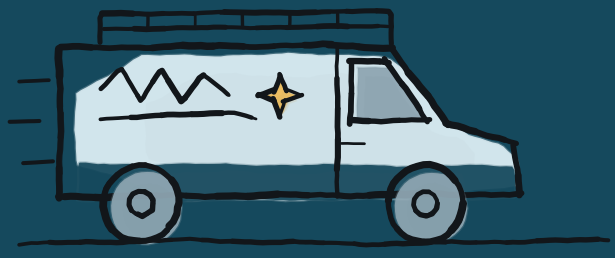
a free guide

10 texts that bring old customers back

Ten finished win-back texts, each with when to send it and a version for your trade.

For owners who know they should follow up but don't.

- 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

Your old customers already know your work, your truck and your number. Most didn't leave. They just haven't needed you lately, or they forgot your name. A short text with a real reason in it, sent at the right time, brings many of them back for the next job.

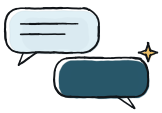
This pack has ten texts. Each one has a line on when to send it, the text itself, and a version for each trade where the wording should change: roofers, landscapers, plumbers, HVAC, house cleaners and painters. Copy, fill in the brackets, send.

The rules, once. These are marketing texts. Under US texting rules, send them only to customers who agreed in writing to get marketing texts from you, say who you are, and give a way to opt out. Every text below already names your business and ends with "Reply STOP to opt out." Keep both. Send between 9 a.m. and 8 p.m. in the customer's time zone. If you send from software, your number must be registered for business texting. Our free guide Texting Customers Without Breaking the Rules explains all of it in plain English.

The brackets. [first name] is the customer's first name. [your name] is yours. [business] is your business name. [day], [street], [year] and [job] are what they say. Every text is under 300 characters once you fill it 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 send what's true for your business: if a text mentions a free look or a new crew, offer it only if you do.



Part 1

Texts with a date in them

1 The one-year check-in

When to send it. About a year after the job, for work that comes back on a yearly rhythm.
Any trade:
"Hi [first name], it's [your name] at [business]. It's been about a year since your [job]. Want us to put you on the schedule again? Reply STOP to opt out."
Roofer:
"Hi [first name], it's [your name] at [business]. It's been a year since we worked on your roof. A yearly look catches small leaks before they reach a ceiling. Want a spot next week? Reply STOP to opt out."
Landscaper:

"Hi [first name], it's [your name] at [business]. It's been a year since your spring cleanup. Want the same crew and the same week this year? Reply YES and you're on the list. Reply STOP to opt out."

Plumber:
"Hi [first name], it's [your name] at [business]. It's been a year since we cleared your main line. Roots can grow back. Want us to run the camera and tell you if it needs clearing? Reply STOP to opt out."

HVAC:
"Hi [first name], it's [your name] at [business]. It's been a year since your last tune-up. Want this year's booked before the first hot week? Reply STOP to opt out."

House cleaner:
"Hi [first name], it's [your name] at [business]. It's been a year since your deep clean before the holidays. Want the same again? We're filling December dates now. Reply STOP to opt out."

Painter:
"Hi [first name], it's [your name] at [business]. It's been a year since we painted your [room]. We do a one-year look for scuffs and caulk cracks. Want us to stop by next week? Reply STOP to opt out."

Do it in 24 hours

- [ ] Pull every job from 11 to 13 months ago.
- [ ] Keep only the customers with a written yes to marketing texts.
- [ ] Send your trade's version to up to 25 of them today.

2 We're on your street

When to send it. The day before you work near a past customer's home.

Any trade:
"Hi [first name], it's [your name] at [business]. We'll be on [street] on [day]. Want us to stop by while we're there? Reply STOP to opt out."

Roofer:
"Hi [first name], it's [your name] at [business]. We're on a roof on [street] on [day]. Want us to look at yours from the ground while we're there? Reply STOP to opt out."

Landscaper:
"Hi [first name], it's [your name] at [business]. Our crew is on [street] every [day] now. Want back on the route? Reply YES and we'll start next week. Reply STOP to opt out."

Plumber:
"Hi [first name], it's [your name] at [business]. We have a plumber near you on [day]. If anything's dripping, running or slow to drain, we can look while we're there. Reply STOP to opt out."

HVAC:
"Hi [first name], it's [your name] at [business]. We have a tech near you on [day]. Want your tune-up done while we're there? Reply STOP to opt out."

House cleaner:
"Hi [first name], it's [your name] at [business]. We're back on your side of town every other [day] and have one spot open. Want it? Same checklist as before. Reply STOP to opt out."

Painter:

"Hi [first name], it's [your name] at [business]. We're painting a house on [street] next week. If your trim or front door needs a coat, we can quote it while we're there. Reply STOP to opt out."

Do it in 24 hours

- [ ] Look at this week's jobs and write down each street.
- [ ] Find past customers within a few blocks of each one.
- [ ] Text them the day before you're there.

3 Before the rush

When to send it. Four to six weeks before your busy season starts.

Any trade:
"Hi [first name], it's [your name] at [business]. Our [season] schedule opens next week, and past customers get first pick. Want me to hold a spot for you? Reply STOP to opt out."

Roofer:
"Hi [first name], it's [your name] at [business]. Storm season is about a month out. Want your roof checked before it starts, while we still have open days? Reply STOP to opt out."

Landscaper:
"Hi [first name], it's [your name] at [business]. Spring mowing spots open next week. Past customers get first pick of days. Want your old day back? Reply STOP to opt out."

Plumber:
"Hi [first name], it's [your name] at [business]. Freezing nights are coming. Want us to check your outside faucets and exposed pipes before the first hard freeze? Reply STOP to opt out."

HVAC:
"Hi [first name], it's [your name] at [business]. Summer's a month out. Want your AC tune-up booked now, before the first hot week fills the schedule? Reply STOP to opt out."

House cleaner:
"Hi [first name], it's [your name] at [business]. Holiday dates are filling. Want a deep clean booked before your guests arrive? Past clients get first pick. Reply STOP to opt out."

Painter:
"Hi [first name], it's [your name] at [business]. We're booking spring exteriors now. Want us to hold a week for you before the calendar fills? Reply STOP to opt out."

Do it in 24 hours

- [ ] Write down the week your busy season usually starts.
- [ ] Count back five weeks and put a reminder in your phone.
- [ ] On that day, send this text to every past customer with a written yes.

4 The age milestone

When to send it. When something you put in or worked on reaches the age when it usually needs a look.

Any trade:
"Hi [first name], it's [your name] at [business]. We did your [job] back in [year], so it's near the age when it needs a look. Want us to check it next time we're nearby? Reply STOP to opt out."

Roofer:
"Hi [first name], it's [your name] at [business]. We put on your roof in [year]. At this age, the seals around vents and chimneys are worth a look. Want a check while we're nearby? Reply STOP to opt out."

Landscaper:
"Hi [first name], it's [your name] at [business]. We built your patio in [year]. Pavers settle and joint sand washes out over time. Want us to look it over and quote a refresh? Reply STOP to opt out."

Plumber:
"Hi [first name], it's [your name] at [business]. We put in your water heater in [year], so it's near the age when tanks start to leak. Want a look while we're nearby? If it's fine, we'll say so. Reply STOP to opt out."

HVAC:
"Hi [first name], it's [your name] at [business]. Your AC is about [age] years old now. Want us to check it before summer and tell you honestly how much life it has left? Reply STOP to opt out."

House cleaner:
"Hi [first name], it's [your name] at [business]. It's been six months since your last deep clean. Baseboards, fans and the oven are usually ready for another. Want one added to your next visit? Reply STOP to opt out."

Painter:
"Hi [first name], it's [your name] at [business]. We painted your exterior in [year]. The sunny side usually fades first. Want a look from the ground while we're working nearby? Reply STOP to opt out."

Do it in 24 hours

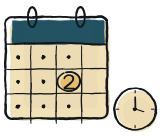
- [ ] Sort past jobs by year.
- [ ] Pick the 25 oldest jobs of the kind that wear out: roofs, water heaters, AC units, patios, exteriors, deep cleans.
- [ ] Send your trade's version to the ones with a written yes.

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 2

Texts with a reason this week

5 After the weather

When to send it. A day or two after a storm, freeze or heat wave hits your area. Not during it, and only to past customers.

Any trade:

"Hi [first name], it's [your name] at [business]. Hope you came through the storm OK. If anything needs a look, reply here and we'll fit you in this week. Reply STOP to opt out."

Roofer:

"Hi [first name], it's [your name] at [business]. Hope your roof came through [day]'s storm OK. Missing shingles are easy to spot from the ground. If you see any, send a photo and we'll look. Reply STOP to opt out."

Landscaper:

"Hi [first name], it's [your name] at [business]. That storm brought down a lot of branches around [town]. If your yard needs a cleanup, reply here and we'll add you to this week's list. Reply STOP to opt out."

Plumber:

"Hi [first name], it's [your name] at [business]. After last night's freeze: if a pipe burst, turn off your main water valve first, then text us. We're holding slots today for past customers. Reply STOP to opt out."

HVAC:

"Hi [first name], it's [your name] at [business]. This heat is hard on older ACs. If yours runs nonstop or blows warm, text us. Past customers get first slots this week. Reply STOP to opt out."

House cleaner:

"Hi [first name], it's [your name] at [business]. After all that rain and mud, want an extra clean this week? We have one opening on [day]. Reply STOP to opt out."

Painter:

"Hi [first name], it's [your name] at [business]. After this week's storms, check your deck and fence. Gray, rough wood means the stain has worn through. Want a quote for spring? Reply STOP to opt out."

Do it in 24 hours

- [ ] Save your trade's version on your phone now, before the next storm.
- [ ] Decide which streets or towns you'll text when weather hits.
- [ ] After the next storm, wait until it has passed, then send.

6 The open spot

When to send it. When you get a cancellation or a gap in this week's schedule.

Any trade:

"Hi [first name], it's [your name] at [business]. We had a cancellation and have [day] open. Want it? First to reply gets it. Reply STOP to opt out."

Roofer:
"Hi [first name], it's [your name] at [business]. We have a crew free on [day]. Good day for the gutter or flashing repair we talked about last year. Want it? Reply STOP to opt out."

Landscaper:
"Hi [first name], it's [your name] at [business]. We had a cancellation on [day]. Want your mulch or bed cleanup done then? First to reply gets it. Reply STOP to opt out."

Plumber:
"Hi [first name], it's [your name] at [business]. We have an opening on [day]. If you've been putting off that slow drain or running toilet, want it? Reply STOP to opt out."

HVAC:
"Hi [first name], it's [your name] at [business]. A tune-up spot opened on [day] morning. Want it? First to reply gets it. Reply STOP to opt out."

House cleaner:
"Hi [first name], it's [your name] at [business]. A client moved, so we have one recurring spot every other [day]. Want it back? Reply STOP to opt out."

Painter:
"Hi [first name], it's [your name] at [business]. A job moved, so we have a few days open next week. Good timing for a room or two inside. Want a quote? Reply STOP to opt out."

Do it in 24 hours

- [ ] Make a short list of 10 past customers who'd likely take a last-minute spot.
- [ ] Save your trade's version on your phone.
- [ ] Next cancellation, text the list within the hour.

7 The new service

When to send it. When you add a service a past customer might want.

Any trade:
"Hi [first name], it's [your name] at [business]. We now do [new service] too. Since you already know our crew, want a quote? Reply STOP to opt out."

Roofer:
"Hi [first name], it's [your name] at [business]. We now clean and repair gutters too. Want us to check yours next time we're nearby? Reply STOP to opt out."

Landscaper:
"Hi [first name], it's [your name] at [business]. We now put up and take down holiday lights. Want a quote for your house this year? Reply STOP to opt out."

Plumber:
"Hi [first name], it's [your name] at [business]. We now install tankless water heaters. If yours is getting older, want a quote for both, tank and tankless, side by side? Reply STOP to opt out."

HVAC:

"Hi [first name], it's [your name] at [business]. We now have a yearly plan: two tune-ups and first place in line on hot days. Want the details? Reply STOP to opt out."

House cleaner:

"Hi [first name], it's [your name] at [business]. We now do move-out and move-in cleans. If you or someone you know is moving, reply here for a price. Reply STOP to opt out."

Painter:

"Hi [first name], it's [your name] at [business]. We now paint kitchen cabinets. It's a winter job we can do while you're home. Want a quote? Reply STOP to opt out."

Do it in 24 hours

- [ ] Write down any service you've added in the last two years.
- [ ] Pick the past customers most likely to want it.
- [ ] Send the text to the ones with a written yes.

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

Texts that rebuild the relationship

8 The no-pitch check-in

When to send it. To good customers you haven't heard from in 18 months or more. No offer in it, on purpose.

Any trade:
"Hi [first name], it's [your name] at [business]. Just checking in. How's the [job] holding up? If anything's not right, I'd like to know. Reply STOP to opt out."

Roofer:
"Hi [first name], it's [your name] at [business]. How's the roof holding up after the last few storms? If you've seen any stains on a ceiling, I'd like to know. Reply STOP to opt out."

Landscaper:
"Hi [first name], it's [your name] at [business]. How's the patio holding up? Any pavers sinking or weeds in the joints? I'd like to know. Reply STOP to opt out."

Plumber:
"Hi [first name], it's [your name] at [business]. How's the water heater we put in? Hot water lasting through everyone's shower? If not, I'd like to know. Reply STOP to opt out."

HVAC:
"Hi [first name], it's [your name] at [business]. How's the system been this year? Every room cooling and heating evenly? If not, I'd like to know. Reply STOP to opt out."

House cleaner:
"Hi [first name], it's [your name] at [business]. How have you been? We still have your checklist on file, if you ever want us back. Reply STOP to opt out."

Painter:
"Hi [first name], it's [your name] at [business]. How's the paint holding up? Any peeling or cracks at the trim? If so, I'd like to know. Reply STOP to opt out."

Do it in 24 hours

- [ ] Pull customers with no job in 18 months or more.
- [ ] Pick 25 you'd happily work for again.
- [ ] Send the check-in. Reply to every answer yourself, the same day.

9 Make it right

When to send it. To a customer who left after a problem. The owner sends it, from their own name.

Any trade:
"Hi [first name], it's [your name], owner of [business]. I know your last job with us wasn't what it should have been, and I'm sorry. If you'd give us another try, I'll be there myself. Can I call you? Reply STOP to

opt out."

Landscaper:

"Hi [first name], it's [your name], owner of [business]. I know we missed weeks last summer, and I'm sorry. We've fixed our route, so your day won't move. Want to try again this spring? Reply STOP to opt out."

House cleaner:

"Hi [first name], it's [your name], owner of [business]. I know we missed things on your last clean, and I'm sorry. If you'd like one more try, I'll clean it myself and walk the house with you after. Reply STOP to opt out."

Painter:

"Hi [first name], it's [your name], owner of [business]. I know the touch-ups after your job took too long, and I'm sorry. I'd like to come fix anything still bothering you, at no cost. Can I call? Reply STOP to opt out."

Roofers, plumbers and HVAC: use the "any trade" text, and name the problem in it if you can.

Do it in 24 hours

- [ ] List customers who left after a complaint in the last two years.
- [ ] Write down what went wrong for each, in one line.
- [ ] Send the text only if you've fixed the cause. If you haven't, fix it first.

10 Keep you on the list?

When to send it. Once a year, to customers who haven't replied to anything in two years. It cleans your list and often wakes a few up.

Every trade:

"Hi [first name], it's [your name] at [business]. We're tidying our customer list. Want to keep getting a seasonal text from us? Reply YES to stay on, or STOP and we won't text again."

The same text works for every trade. Anyone who doesn't answer comes off your marketing list.

Do it in 24 hours

- [ ] Pull customers with no reply and no job in two years.
- [ ] Send this text.
- [ ] In a week, take everyone who didn't reply off your marketing list, and keep the record of why.

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:

- [ ] Pull a list of past customers with a written yes to marketing texts.
- [ ] Send the one-year check-in to everyone whose job was 11 to 13 months ago (section 1).
- [ ] Save "after the weather" and "the open spot" on your phone for the next time you need them (sections 5 and 6).
- [ ] Put a reminder five weeks before your busy season (section 3).
- [ ] Reply to every answer you get today, yourself.



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.
- Quote Follow-Up Texts: what to send when a quote goes quiet.



If you'd rather hand it off

Grow That Local sends win-back texts for local businesses every month, 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)
- FCC 26-67, the opt-out rules that take effect November 25, 2026, Federal Register document 2026-21821. federalregister.gov (before you start)

GTL estimates

These are our own judgment, not measured facts:

1. Send marketing texts between 9 a.m. and 8 p.m. in the customer's time zone (before you start). Reasoning: that window sits inside the federal hours and the stricter state hours we've seen.
2. The one-year check-in goes out 11 to 13 months after the job (section 1). Reasoning: yearly work like tune-ups, cleanups and holiday cleans comes due around the same date, and a text just before it lands when they're starting to think about it.
3. Send to about 25 customers at a time (sections 1 and 8). Reasoning: that's as many replies as one person can answer the same day, and a fast answer is what turns a reply into a booking.
4. "Before the rush" goes out four to six weeks ahead (section 3). Reasoning: far enough ahead that you still have open days, close enough that the season is on their mind.
5. Wait until bad weather has passed before you text about it (section 5). Reasoning: during a storm people are busy staying safe, and a sales text then reads as chasing.
6. Text the open spot within the hour (section 6). Reasoning: a last-minute gap is only worth filling if the customer can plan around it.
7. 18 months without a job is the point for a no-pitch check-in (section 8). Reasoning: most repeat trade work comes around within a year or so, so 18 months of quiet means they may have forgotten you or moved on.
8. Once a year, drop customers who haven't replied in two years (section 10). Reasoning: texting people who never answer adds cost and spam reports, and a smaller list of people who reply is worth more.

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