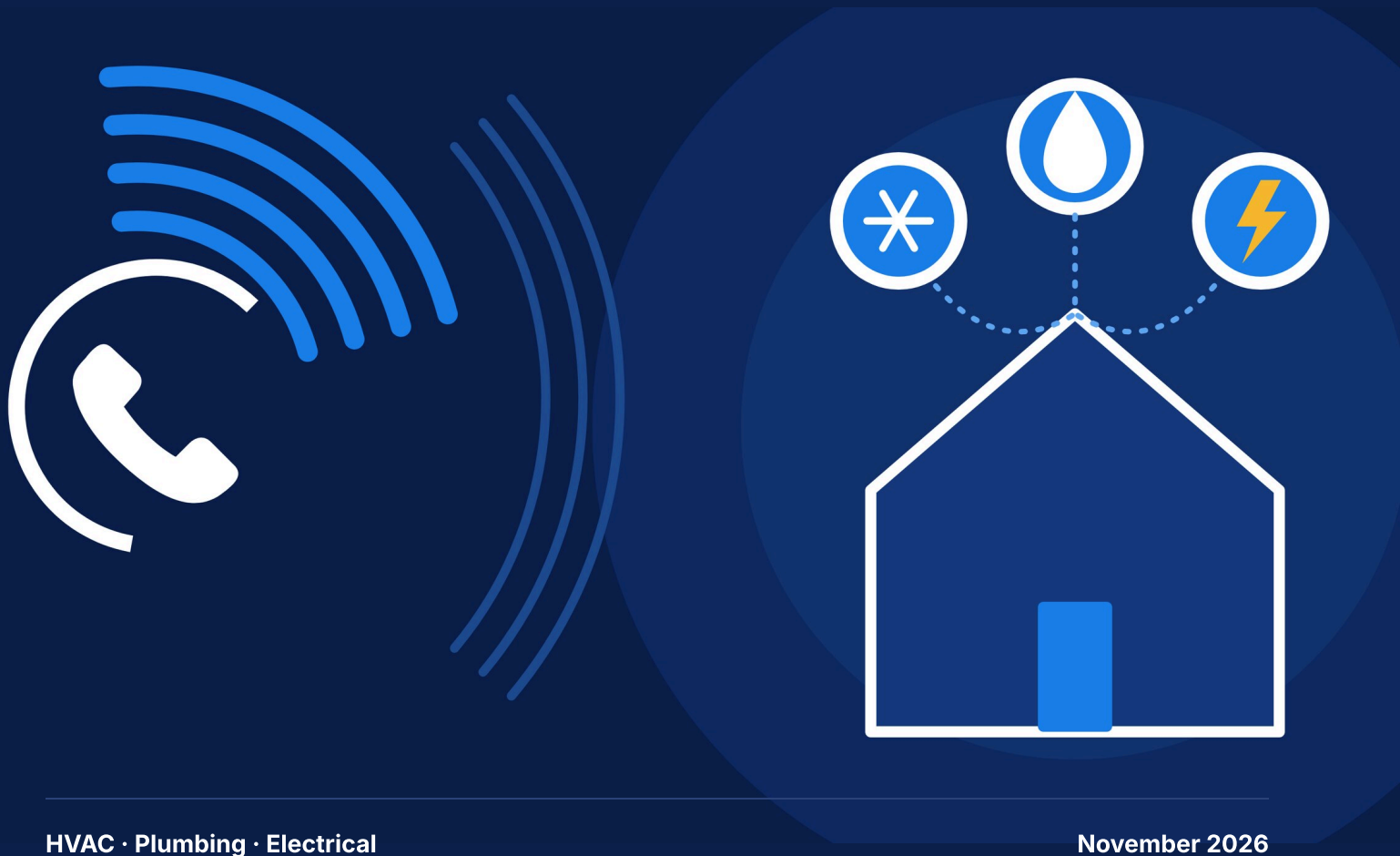
Service ProCall

COMPANION TO THE EQUITY MINING PLAYBOOK · PART OF THE TOTAL REVENUE SYSTEM (TRS)

The No-Charge Visit Playbook

The proven booking strategy behind every equity-mined appointment: why homeowners say yes, how one visit in four pays for all of them, and the step-by-step blueprint to run it.



HVAC · Plumbing · Electrical
A client guide from Service ProCall

November 2026
serviceprocall.com

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What's inside

A field guide to the no-charge visit: what it is, why homeowners say yes, how the economics work, and the five-step blueprint for running it. It is the companion to **The Equity Mining Playbook**, which covers the database campaign and its return on investment. Start here if your focus is the visit itself.

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What it is, what it isn't, and what a well-run campaign produces

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From your customer list to live bookings

01 · AT A GLANCE

The no-charge visit at a glance

01

The no-charge visit, booked from your own customer list, is the most productive campaign we run for HVAC, plumbing and electrical contractors. One residential contractor with nearly $100 million in annual revenue earns $8–10 million a year from it.

The visit is a real, licensed inspection of one home system, delivered at no cost and with no obligation. It is booked as part of an **equity mining campaign**: calling the customers you already have, whose equipment is aging toward replacement. The homeowner gets a written condition report. You get a qualified, in-person opportunity to quote repairs, upgrades or replacement.

What a well-run campaign produces

10–28
appointments booked per scheduler in an 8-hour day

15–36%
of homeowners reached book a visit

70–80%
of booked visits show: the door opens

22–29%
of shown visits buy at the visit

$620K–$990K
monthly revenue from a team of 7 schedulers (70–196 bookings a day combined)

Ranges from an existing Service ProCall client campaign. Your results depend on your list, market, pricing, field capacity and execution.

It is

- A genuine inspection with a defined checklist, photos and a written report the homeowner keeps.
- Offered to existing customers first, where you already have trust and equipment history.
- Run by a technician or comfort advisor trained to present options, not to pressure.
- Valuable to the homeowner even when nothing is sold.

It is not

- A "free tune-up" with a hidden diagnostic fee or a mandatory upsell.
- A pretext visit where problems are exaggerated or invented.
- A cold-call blitz to strangers. It works because the relationship already exists.

The distinction matters commercially as well as ethically. Homeowners who feel tricked don't open the door next time and leave one-star reviews. Homeowners who get honest value become your next replacement, your next membership and your next referral.

02 · WHY IT WORKS

Why it works

02

The visit removes the only reason a satisfied customer says no, which is cost and risk, and puts a trained professional in front of systems that are close to the end of their life.



The homeowner's side

- **Zero risk to say yes.** "No charge, no obligation" removes the price objection before it forms. Booking rates of 15–36% on outbound calls are only possible with an offer this easy to accept.
- **It answers a worry they already have.** Owners of a 12-year-old AC, a 10-year-old water heater or a 1970s panel already wonder how long it will last.
- **Trust is pre-built.** You've been in their home before. A call from a company they know converts far better than a cold call or a digital lead.
- **Climate and age make it urgent.** Heat, freezes, humidity, hard water, storms and insurance inspections all shorten system life.

The contractor's side

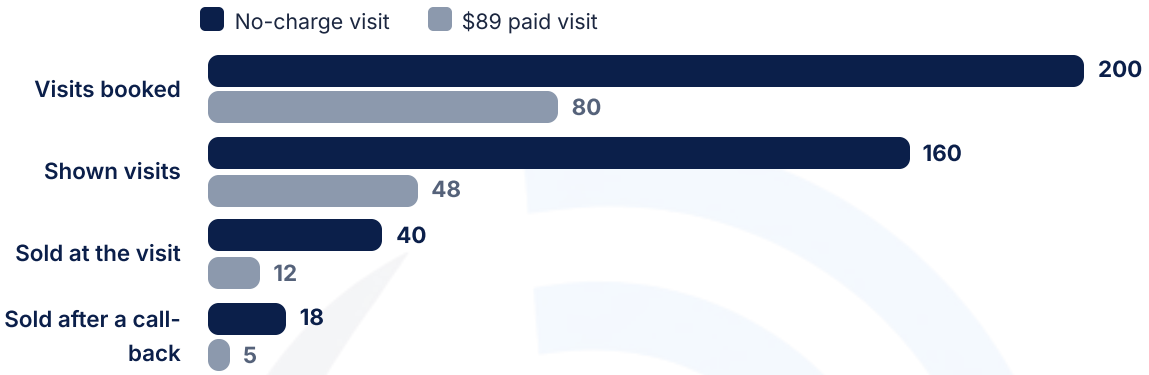
- **You control demand.** Breakdown calls come when the weather decides. The visit fills the board on mild days and slow weeks.
- **You sell before the emergency.** A planned replacement is sold calmly, with options and financing, not at 9 p.m. in August against three competitors.
- **Your database is your cheapest lead source.** Those customers are already paid for.
- **One visit, many outcomes.** Repairs, memberships, accessories (surge protection, water treatment, indoor air quality) and replacement timing.
- **Volume compounds.** At 70–80% show and 22–29% close, a small scheduling team keeps a large fleet productive.

02 · WHY IT WORKS

No-charge visit vs. an $89 paid visit

02

Per 1,000 past customers reached, the no-charge visit produces about **3x the sold work**. It wins at every step: more people book, more of them show, and more homes visited means more call-backs later.



Per 1,000 customers reached	No-charge visit	$89 paid visit	Difference
Booking rate	20%	about 8%	No price to object to, so far more people say yes
Visits booked	200	80	2.5x more chances to get in the door
Show rate	80% (up to 92%)	about 60%	About 15% of paid bookings cancel once people rethink the fee
Shown visits	160	48	About 3.3x more shown visits
Tech close rate	25%	25%	Held equal, to be conservative
Sold jobs at $3,500	40 · ~$140,000	12 · ~$42,000	About 3.3x more sold jobs
Visit fees collected	$0	~$4,300	48 × $89: the fee barely moves the total
Call-backs in 90 days (15% of non-buyers)	18 · ~$63,000	5 · ~$17,500	More homes visited, more future calls
Total sold work	**~$203,000**	**~$64,000**	**About 3x more with the no-charge visit**

Total sold work per 1,000 customers reached

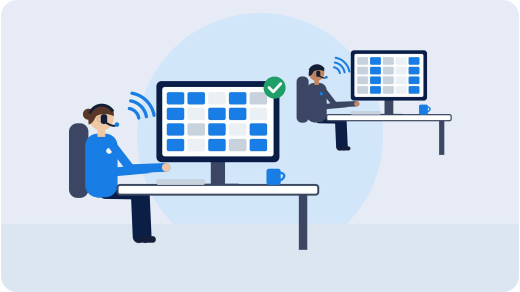


Example figures. The no-charge column uses Service ProCall benchmarks; the paid-visit booking and show rates are estimates from contractor experience, not published industry data. Paid-visit total includes $4,300 in fees and $17,500 in call-backs. Results vary by list, trade, season and close rate.

03 · CASE STUDY

$8–10 million a year inside a $100 million contractor 03

A residential home-services contractor with nearly $100 million in annual revenue earns $8–10 million a year from equity mining alone. It engaged Service ProCall to build the campaign: a team of seven Service ProCall schedulers works its customer database every business day, producing $620,000 to $990,000 a month in campaign revenue.



How the operation is built

- **Seven Service ProCall schedulers** who only call the database and book visits straight into the contractor's field-service platform.
- **A segmented database** sorted by equipment age, repair history and last contact.
- **A fleet sized to the board.** Visits are booked only into slots the field team can run.
- **Trained in-home presenters** using one checklist and one options presentation.
- **Financing on every quote** turns a $12,000 replacement into a same-day decision.
- **A daily scoreboard** by scheduler and technician.

How the campaign reaches $8–10 million

Most of it is direct sales at the visits the seven schedulers book: $620,000 to $990,000 in a typical month. The rest comes from what those visits create: memberships sold at the visit (which renew and feed next year's list), repairs and accessories when a replacement isn't needed, and quotes accepted in the weeks after the visit.

Why a $100 million company still runs it

At this size most revenue comes from inbound calls and advertising. Equity mining earns its place because it is the most controllable line: it fills schedules on slow days, reaches existing customers before competitors do, and costs far less per sale than buying leads. It turns a database the company already owns into 8–10% of total revenue.

$8–10M
a year from the no-charge visit and equity mining

8–10%
of a ~$100 million company's total revenue

7
Service ProCall schedulers booking 70–196 visits a day combined

It ends the shoulder season

Every trade has slow months, when breakdown calls drop and owners either pay for ads to keep technicians busy or watch the schedule thin out. The visit fills those months from your own customer list, so you can cut advertising when demand is low.

Trade	Typical shoulder season (varies by market)	What the visit books in those months
AC / HVAC	Spring and fall, between the cooling and heating peaks	Maintenance inspections and planned replacements before the summer rush
Plumbing	Late spring and summer in many markets	Water heater replacements, water treatment and repipe estimates
Electrical	Winter, once outdoor and holiday projects slow	Panel upgrades, surge protection, and generators before storm season

It cut paid-search costs

In peak summer months the company's pay-per-click cost climbed to nearly **$200 per lead**, because every contractor bids on the same searches at the same time. Instead of raising bids, it expanded its inside team with Service ProCall:

1. **Scale outbound before the peak,** so visits were already filling the board when click prices spiked.
2. **Fill the board from the database first,** not from leads bought at peak prices.
3. **Pull paid search back** to true emergency demand and the highest-value terms.
4. **Run it year-round,** keeping technicians busy in mild months too.

> **Why the math works.** A $200 click lead is not yet a shown visit. If 65% of paid leads book and 80% of those show, the real cost is about **$385 per shown visit**. With Service ProCall, a database-sourced visit costs about **$26 per shown appointment**, fully loaded. Every 100 shown visits sourced from your database instead of peak-season clicks saves roughly **$36,000**.

Cost per shown visit



Paid search: $200 per lead, 65% booked, 80% shown (illustrative). Database: about $26 per shown appointment with Service ProCall, fully loaded.

You don't need to be a $100 million company to run this. Sized to your own field team, the same campaign adds a predictable revenue line on top of everything you do today.

04 · THE NUMBERS

Model your own campaign

04

Revenue follows one chain: bookings × show rate × close rate × average sale. Below is a typical month for a 7-scheduler team over 22 business days.



Low, typical and high months

Funnel stage	Low	Typical	High
Bookings per scheduler per day	10	16	28
Booking rate (homeowners reached who book)	15%	25%	36%
Live conversations per scheduler per day	~67	~64	~78
Appointments booked per month (7 × 22 days)	1,540	2,464	4,312
Show rate	70%	75%	80%
Shown visits per month	1,078	1,848	3,450
Close rate at the visit	22%	25%	29%
Sales at the visit per month	237	462	1,000

Revenue per shown visit is the planning number

In the case-study campaign, about 1,850 shown visits and $620,000–$990,000 a month works out to roughly **$335–$535 per visit run**, because its mix includes many smaller repairs and memberships. The planning examples in this guide use a **$3,500 average job**; use your own.

Technician capacity is the real ceiling

Scenario	Shown visits a day	Technicians at 3 a day
Low	~49	~16
Typical	~84	~28
High	~157	~52

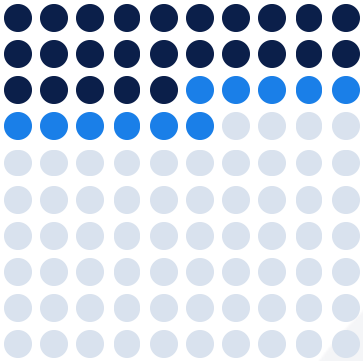
Book to the capacity you have. An overbooked board drives late arrivals and lower show rates.

05 · THE ECONOMICS

How 1 in 4 pays for all 4

05

You don't need most homeowners to buy. At a 22–29% close rate, the visits that sell cover the cost of every no-charge visit in the batch, including the 71–78 in 100 that don't buy that day, and still leave profit before a single call-back is made.



- **25 buy at the visit.** Their margin pays for all 100 visits.
- **About 11 more buy after a call-back** if 15% of non-buyers buy within 90 days.
- **64 become next year's best list,** with a documented system and a relationship.

What a no-charge visit costs you. For planning, use about **$100 per shown visit**: technician time and drive, plus about $26 in scheduling cost per shown appointment with Service ProCall. Visit cost and the 40% margin below are planning assumptions; use your own figures.

Per 100 shown visits, 25% close, $3,500 average job	At the visit	With call-backs (15%)
Homeowners who buy	25	~36
Revenue	~$87,500	~$126,900
Gross profit at an assumed 40% margin	~$35,000	~$50,750
Cost of all 100 visits at ~$100 each	~$10,000	~$10,000
Contribution after paying for every visit	**~$25,000**	**~$40,750**

Your break-even close rate

Break-even close rate = **cost per shown visit** ÷ (**average sale** × **gross margin**)

At $100 per visit, a 40% margin and a $3,500 average job, break-even is about **7%**. Even with a $1,500 average sale it is about 17%. A well-run campaign closes 22–29%.

Why every point of close rate matters

One more sale per 100 visits adds about $1,400 in gross profit at the same visit cost. Moving from 22% to 29% is 7 more sales per 100 visits: about **$24,500 more revenue and $9,800 more gross profit** from the same calendar.

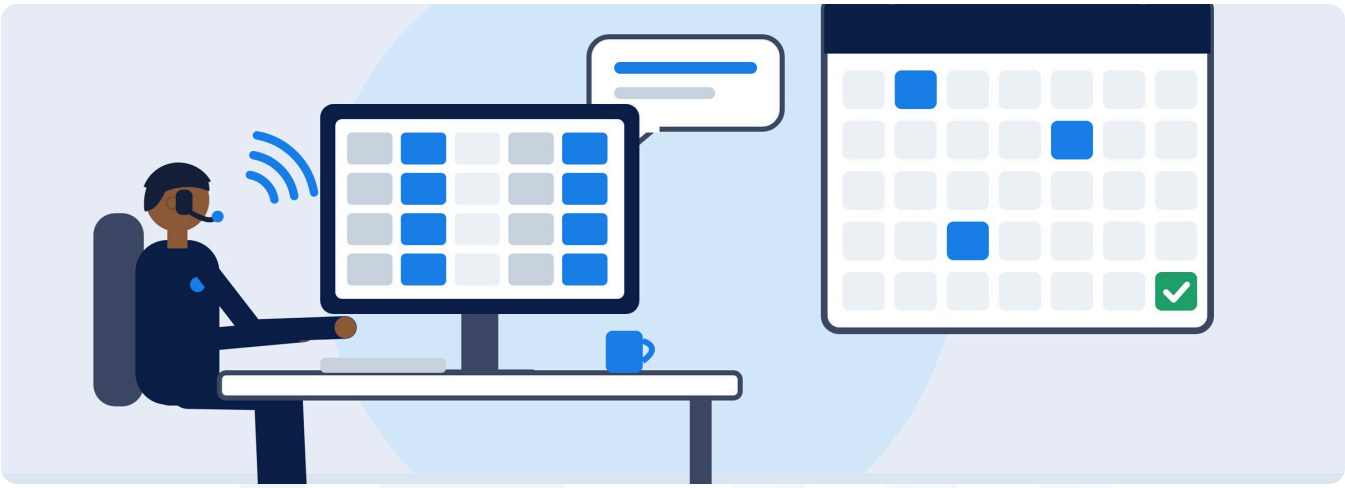
Big tickets carry the math: one $9,000–$14,000 replacement pays for 36–56 visits at a 40% margin.

06 · THE SECOND WAVE

The other 71–78%: where the second wave of sales comes from

06

A homeowner who doesn't buy at the visit is not a lost lead. They now have a written report, a named technician, a price and a reason to act. Disciplined call-backs turn a share of them into sales, and the rest become next year's best list.



Four things every non-buyer produces

An open quote. They need time, a second opinion or a spouse's yes. A scheduled call-back keeps you first in line.

A membership. Many who won't replace yet join a maintenance plan, which puts you first when the system fails.

A documented system. Age, condition and remaining life go into your CRM, so you know when to call again.

A relationship. A no-pressure visit earns reviews and referrals even when nothing is sold.

The call-back cadence for unsold visits

SAME DAY
Thank you + report
Automated text with a copy of the written report

DAY 2–3
Answer questions
Offer a return visit with both decision-makers

DAY 10–14
Revisit options
Monthly-payment figures; any new symptoms

DAY 30
Check in
Offer the membership if the quote is still open

DAY 90
Re-quote
If pricing or equipment availability changed

PRE-SEASON
Seasonal reason
Spring for AC; before storm season for panels and generators

12 MONTHS
Back on the list
Into the campaign with an updated system age

What the call-backs are worth

Non-buyers who buy within 90 days	Added jobs per 100 visits	Added revenue
10%	~8	~$26,000
15% (planning figure)	**~11**	**~$39,000**
20%	~15	~$52,500

Per 100 shown visits at 25% close: 75 non-buyers, $3,500 average job. The Equity Mining Playbook benchmark is 15–20%.

Your effective close rate

Effective close = **visit close** + (1 − **visit close**) × **call-back close**

At 25% on the visit and 15% of non-buyers buying later, about **36 of every 100 shown visits** eventually buy. The visit cost doesn't change; only the profit does.

Call-backs follow the same federal and state calling-hour, frequency and do-not-call rules. Stop the moment a homeowner says no.

07 · THE SCOREBOARD

Eight numbers that show where a campaign breaks 07

Track these daily per scheduler and weekly per technician. When revenue drops, the scoreboard shows exactly which stage broke.

KPI	Target range	If it's low, check
Live conversations per scheduler per day	60–80	List quality, dialing hours, wrong numbers
Booking rate	15–36%	Opening, value statement, segment being called
Bookings per scheduler per day	10–28	Booking rate and conversation volume
Days from booking to visit	2–5	Field capacity; scheduling too far out
Show rate	70–80%	Confirmation touches, booking distance, verification
Close rate on shown visits	22–29%	Inspection, presentation, financing, decision-makers present
Revenue per shown visit	Set from your average sale	Options presented, financing offered, membership attach
Cost per shown appointment	Track against revenue per visit	Booking rate and show rate

Review rhythm: a daily huddle on bookings and shows; weekly call and visit reviews; a monthly look at revenue per visit by segment, so the call order can be tuned.

08 · THE BLUEPRINT

Five steps to running the no-charge visit

08

The same five steps run every successful campaign: build the list, name the offer, run the call, protect the show rate and run the visit.

Step 1 · Build the list

The best list is your own customers whose systems are oldest and who still remember your company. Pull it from your CRM or field-service platform and sort it into segments, so each gets the right message.

Segment	Who's in it	Why they convert
Unsold estimates	Replacement quoted in the last 6–24 months, not sold	Need was confirmed; circumstances may have changed
Repair-heavy	2+ repair tickets in 24 months	Repair spend is mounting; replacement math is easy to show
Aging equipment	AC systems 7+ years, water heaters 8+ years, panels or wiring 30+ years	Near end of life; the homeowner already worries about it
Lapsed members	Maintenance agreement expired, not renewed	Easy reconnection; the visit doubles as a renewal
Past installs, now aging	You installed the system 10–15 years ago	Strong trust; you know the exact equipment
One-time service customers	Single repair call, no follow-up	Relationship exists but was never developed

List hygiene before the first dial

- Scrub against the National Do Not Call Registry, applicable state lists and your internal list.
- Remove disconnected numbers, duplicates and accounts in dispute or collections.
- Flag rentals so you reach the owner.
- Capture equipment age, last visit and prior quote so the scheduler can reference them.

Call order

Start with unsold estimates and repair-heavy accounts, then aging equipment, then the rest, in the order of the table above. Work the highest-equity segments while schedulers are freshest each morning.

Step 2 · Name the offer, by trade

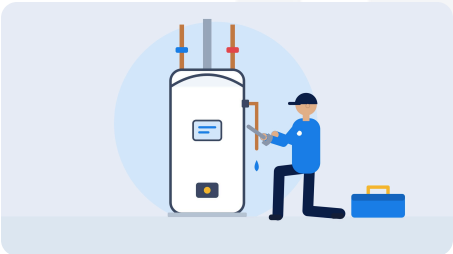
Each trade gets one clearly named, no-charge inspection with a specific checklist and a written report. Name it the same way every time so schedulers, technicians and homeowners expect the same visit. One offer per call: cross-trade companies lead with the trade that matches the customer's history.



AIR CONDITIONING

No-Charge Annual Maintenance Inspection

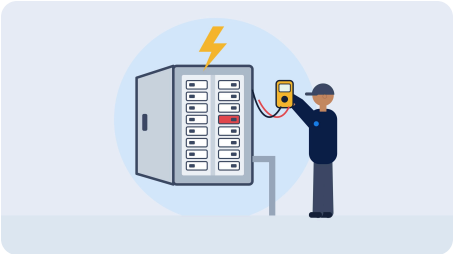
- **Best targets:** systems 7+ years old, high summer bills, uneven cooling, humidity complaints, older refrigerant.
- **Checklist:** temperature split, refrigerant pressures, capacitor and contactor, coil and drain line, airflow and filter, visible ductwork, thermostat, humidity.
- **Report shows:** age and condition, estimated remaining life, efficiency vs. a current SEER2 system, safety and water-damage risks.
- **Typical outcomes:** replacement with financing, repair, membership, indoor air quality add-ons, duct sealing.
- *"An AC past seven years is working harder every summer. This check tells you exactly where yours stands before it quits in July."*



PLUMBING

No-Charge Water Heater & Plumbing Safety Inspection

- **Best targets:** water heaters 8+ years old, homes built before the mid-1980s, recurring drain calls, hard-water areas.
- **Checklist:** tank and anode condition, T&P valve, venting, expansion tank, water pressure, supply lines and shut-offs, leaks and corrosion, hardness, drains.
- **Report shows:** remaining life, leak and flood risk, pressure and hardness readings, aging pipe where visible.
- **Typical outcomes:** water heater or tankless replacement, softener or filtration, pressure regulator, repipe or sewer camera quote.
- *"A water heater past eight years can fail without warning and flood the garage. The inspection tells you how much life is left."*



ELECTRICAL

No-Charge Home Electrical Safety Inspection

- **Best targets:** homes 30+ years old, known problem panel brands, aluminum branch wiring, tripping breakers, insurance inspections.
- **Checklist:** panel brand, age and condition, breaker sizing, grounding and bonding, GFCI and AFCI protection, visible wiring, smoke and CO alarms, surge protection, outdoor circuits.
- **Report shows:** hazards ranked by urgency, likely insurance questions, missing protection.
- **Typical outcomes:** panel replacement, whole-home surge protection, GFCI/AFCI upgrades, generator and transfer switch, EV charger circuit.
- *"Older homes often have panels insurers flag. This inspection tells you where you stand before your insurer does."*

Step 3 · Run the call

A booking call runs 2–4 minutes and hits the same seven beats every time. Top schedulers reach 28 bookings a day not by talking faster, but by never skipping a beat.

1. **Open with the relationship.** "Hi, Mrs. Alvarez, this is Dana with Coastal Air. We serviced your AC back in 2022."
2. **Give the reason.** "We're reaching out to customers whose systems are past seven years old to offer a no-charge annual maintenance inspection before next summer."
3. **State the value** in one sentence: what they learn and what it protects them from.
4. **Remove the risk.** "There's no charge and no obligation. You'll get a written report either way."
5. **Close with two choices.** "I have Tuesday morning or Thursday afternoon. Which works better?"
6. **Verify the booking:** address, mobile for texts, gate codes, pets, where the equipment is.
7. **Set expectations:** 45–60 minutes, the technician's name, all decision-makers home, the confirmation text.

Where the minutes go in a typical booking call



Illustrative split of a 3-minute call. Nearly half the call happens after the yes: verifying and setting expectations is what protects the show rate.

Handling the common objections

Homeowner says	Scheduler responds
"It's working fine."	"That's the best time to check it. This visit is about avoiding the breakdown, not fixing one."
"What's the catch?"	"No catch. You get a written report. If something needs attention, you'll see options and decide later, or not at all."
"I'm too busy."	"It's under an hour. I can do early morning or a Saturday slot."
"I need to ask my spouse."	"Of course. Let's pick a time you're both home, since you'll both want to see the report."
"Just send me information."	"I can text a summary now. The report needs eyes on your system. Can I hold Thursday for you while you look?"
"Take me off your list."	"Understood, I'll remove you right now." Then do it immediately.

Every call is recorded, every scheduler uses the same scripts and value statements, and calls are reviewed weekly for booking quality, not just volume.

Step 4 · Protect the show rate

A booking is worth nothing until the door opens. Moving from 70% to 80% show on 2,464 monthly bookings adds about 246 visits: roughly **$80,000–$130,000 in monthly revenue** at $335–$535 per visit.

AT BOOKING
Confirmation text
Date, window, company name and what to expect

DAY BEFORE
Reminder
Call or text asking them to reply to confirm; rebook conflicts

MORNING OF
Arrival window
Keeps the visit top of mind

ON THE WAY
Technician photo
Name and photo build trust and open the door

MISSED VISIT
Same-day rebook
Recovers a large share of no-shows

What 10 points of show rate are worth (2,464 bookings a month)



Show-rate habits that matter most

Book close. Keep most visits within 2–5 days of the call; bookings two weeks out show far less often.

Book both decision-makers and use tight 2-hour arrival windows you keep.

Never overbook the field. Book only to real technician capacity, and repeat the value at every touch.

Step 5 · Run the visit

The visit is where a 22% close rate becomes 29%. The difference is almost always process: the same arrival, inspection and presentation on every visit, by every technician.



1. **Arrive on time** in uniform with badge and shoe covers: "I'm here for your no-charge annual maintenance inspection."
2. **Ask before you inspect.** The homeowner's own concerns become the center of the presentation.
3. **Inspect with the full checklist** and photograph everything.
4. **Show, don't tell.** Walk through the photos on a tablet.
5. **Deliver the written report:** age, condition, risks by urgency and remaining life. They keep it either way.
6. **Present more than one option** (good, better, best) with a monthly-payment figure on each.
7. **Recommend clearly, then let them decide.** Never invent urgency or overstate a problem.
8. **Leave something either way:** a membership offer, a follow-up date and a CRM note for the next cycle.

What the homeowner keeps: the written report

Home System Condition Report — Sample · No-Charge Annual Maintenance Inspection

System	**Central AC, outdoor unit and air handler**
Age	**11 years**
Estimated remaining life	**1–3 years**
Overall condition	**Needs attention**

- **Capacitor reading below rated value.** Repair soon; a common cause of summer breakdowns.
- **Condensate drain partly clogged.** Water-damage risk; clear now.
- **Refrigerant pressures within range.** Coil clean; photos attached.

GOOD
Repair and clear the drain

BETTER
Repair plus a maintenance membership

BEST
High-efficiency replacement with a monthly-payment option

Field standards. Every recommendation is backed by a photo or reading in the report. Repairs are quoted honestly even when replacement pays more. Technicians who find nothing wrong say so; that honesty is what makes next year's call easy. Close rate, average sale and membership attach rate are reviewed weekly per technician.

09 · COMPLIANCE

Compliance and keeping it honest

09

Telemarketing is regulated federally and by each state, and state rules vary widely. Build the campaign inside them from day one. This is general guidance, not legal advice; review your program with counsel for every state you call into.

The federal baseline

FTC Telemarketing Sales Rule and FCC rules under the TCPA

- **Calling hours:** no sales calls before 8 a.m. or after 9 p.m. in the homeowner's time zone.
- **Do Not Call:** scrub against the National Do Not Call Registry. Existing customers generally fall under the established-business-relationship exemption (up to 18 months after their last purchase or service, or 3 months after an inquiry). Anyone who asks you to stop goes on your internal list for good.
- **Caller ID:** transmit your company name and a working number; never spoof.
- **Recordings and autodialers:** prerecorded sales messages need prior written agreement; autodialed or prerecorded sales calls and texts to cell phones need prior express written consent.

State rules are often stricter

Many states add their own do-not-call lists, shorter calling hours, caps on calls to the same person in a day, telemarketer registration, and private lawsuits with per-call damages. Set calling hours, attempt limits and list scrubbing state by state.

Keeping the offer honest

- "No-charge" means no trip fee, diagnostic fee or required purchase.
- Report only what the inspection found, with photos. Misrepresentation exposes you under state consumer-protection laws.
- Inspections and quotes come from licensed contractors for each trade.
- Respect "no" on the phone and in the home. A courteous no today is often next year's yes.

Before the first dial: a compliance checklist

- [ ] Scrub every list against national, state, internal and client do-not-call lists
- [ ] Set calling windows by the homeowner's state and time zone
- [ ] Cap call attempts to each state's limits
- [ ] Disclose call recording where state law requires it
- [ ] Apply an opt-out from any channel everywhere, immediately
- [ ] Have counsel review your scripts and calling rules

Source: FTC, Complying with the Telemarketing Sales Rule (ftc.gov).

10 · GET STARTED

Your 30-day launch plan

10

Most clients are booking no-charge visits within two weeks and reading real show and close rates by day 30.

WEEK 1

Prepare

- [ ] Export customer records with equipment age, last visit, repair history and open estimates
- [ ] Segment the list and set the call order
- [ ] Name your offer and finalize the checklist
- [ ] Build the report template and a good-better-best price sheet with financing
- [ ] Confirm how many visits a day your field team can run

WEEK 2

Set up and train

- [ ] Connect booking to your CRM or field-service platform
- [ ] Approve scripts, value statements and objection responses
- [ ] Set up confirmation, reminder and on-the-way texts
- [ ] Train technicians on the visit and role-play the presentation
- [ ] Complete Do Not Call scrubbing and compliance review

WEEKS 3–4

Launch and tune

- [ ] Call the highest-equity segments first
- [ ] Hold daily huddles on bookings and shows
- [ ] Review recorded calls and ride along on visits weekly
- [ ] At day 30, compare your funnel to the targets and adjust list order, scripts or capacity

Service ProCall runs the scheduling side for you

Schedulers trained only on home-services campaigns, scripts built for your call types, booking straight into platforms such as ServiceTitan and Housecall Pro, every call recorded, list scrubbing before the first dial, and live reporting on dials, contacts, bookings, shows and closes.

Next step: ask your account manager for a Database Equity Audit to see what your own list is worth, then start with a 1-Month Trial to see bookings, shows and cost per appointment for yourself.

READ NEXT

The Equity Mining Playbook

The database campaign behind the visit and its economics against paid leads.

START HERE

Your Database Equity Audit

We count your records by segment and show the visits your list can produce.

Results shown are from an existing Service ProCall client and are illustrative. Your results depend on your list, market, pricing, field capacity and execution.

Service ProCall

Your customer list is your lowest-cost, highest-trust revenue channel.

Ask your account manager for a Database Equity Audit to see what your list is worth, and a 1-Month Trial to see the bookings, shows and revenue for yourself.

CALL
(800) 458-6211

WEB
serviceprocall.com

EMAIL
hello@serviceprocall.com