

• AGENCY GROWTH • ROOFING • HVAC • PLUMBING

The Home Services Agency **Playbook**

Put 15 to 20 qualified, pre-screened roofing, HVAC, and plumbing jobs on a contractor's calendar every month, and bill for **booked work, not clicks**. The offer that gets a "yes," the speed-to-lead build, the 5-day cadence scripts, the seasonality map, the budgets you quote from, and the objection answers. All done for you.

The "booked jobs not leads" offer

The 5-minute speed-to-lead machine

The 5-day cadence (word-for-word)

Seasonality calendar by trade

The budget + CPL benchmark table

4 niche objection scripts

The sample outreach message

THE OFFER REFRAME

The contractor doesn't want clicks. He wants a new roof **on his calendar this week.**

Every agency before you sold him "leads" and "impressions." He burned \$8,000 on Facebook ads, got 40 names, and two of them picked up the phone. So he hears "agency" and mentally hangs up. Sell something he can see instead.

THE ONE NUMBER THAT FLIPS THE WHOLE PITCH

78% of customers buy from the company that answers first. But home service businesses miss roughly **27% of inbound calls**, usually because the tech is on a roof or under a sink. The agency that owns speed-to-lead owns the trade. You are not competing with other agencies. You are competing with a phone that nobody picks up.

Stop selling leads. Sell **qualified, booked jobs. The contractor pays for held appointments, not names in a spreadsheet.**

WHAT EVERY OTHER AGENCY SELLS

"40 leads a month"

Names and clicks with no qualification. Half are tire-kickers. The contractor calls back hours later, the lead already booked someone else, and he blames you. **He cancels in 60 days.**

WHAT YOU SELL INSTEAD

"15 to 20 booked, screened jobs"

Pre-qualified homeowners, contacted in under 5 minutes, confirmed onto his calendar with the address and the job type. **He shows up and quotes. He renews because he can see it work.**

Pay-per-booked-appointment beats pay-per-lead every time. A held, qualified appointment at \$800 is a better deal for the contractor than a \$250 lead that no-shows, because the no-show costs him nothing but the held job turns into a \$12,000 close. Charge for the outcome he can touch.

WHY THE RETAINER IS CHEAP

He only needs **2 or 3 closes** to fund the whole retainer. Show him the math on the first call.

A one-truck residential roofer runs an average ticket of \$12,000 to \$18,000. The average HVAC repair now bills \$1,205. When the job is that big, a handful of closed jobs covers your fee and everything after that is profit. Anchor on this before you ever say your price.

\$12K-18KAvg residential roofing
ticket

Roofr / ProLine CRM, 2025

\$1,205Avg HVAC repair revenue
per job

Housecall Pro, 2026

\$15,340Avg HVAC customer
lifetime value

WebFX HVAC, 2026

78%Buy from whoever
answers first

Vendasta / Lead Connect

WORKED EXAMPLE · ONE ROOFING CLIENT, ONE MONTH AT A \$3,500 RETAINER**Booked, screened appointments delivered · 18 held jobs** **18****Closes at a conservative 25% on shown jobs · about 1 in 4** **4 jobs****Revenue at a \$14,000 average ticket · 4 closes** **\$56,000****His cost to earn it (your retainer)** **\$3,500**

He spends **\$3,500** and makes roughly **\$56,000** in booked revenue. The first closed job alone funds four months of you. That is the framing that makes a premium retainer feel cheap. You are not an expense. You are the cheapest sales rep he will ever hire, and you only get paid to put real jobs in front of him.

"I don't need more clicks. I need somebody who actually wants a new roof on my calendar this week."

– The exact words of the contractor you are selling. Repeat them back to him.

THE SPEED-TO-LEAD MACHINE

By the time his guy climbs off the roof to call back, the lead **already booked someone else.**

This is the single highest-leverage thing you install. A lead contacted in 5 minutes versus 30 is dramatically more likely to convert. The contractor cannot do this himself because he is on a job site. You can, with automation that fires in 60 seconds.

21x

More likely to qualify a lead at 5 min vs 30 min

MIT / InsideSales (HBR)

100x

More likely to connect at 5 min vs 30 min

MIT / InsideSales (HBR)

27%

Of inbound calls missed by home service pros

Invoca / Housecall Pro

63%

Of companies never respond to a lead at all

RevenueHero, 2024

Here is the literal build. Three pieces, all running before the contractor even sees the notification. This is what you set up in the first week of every engagement.

1**Missed-call text-back (fires instantly)**

When a call rings out or hits voicemail, an automated SMS goes to the caller within seconds: "Sorry we missed you, this is {company}. What address and what's going on with the {roof / AC / drain}? We'll get you on the schedule." This alone recaptures a chunk of that 27% missed-call leak.

Build with: GoHighLevel or Twilio + a tracking number. Set the trigger on "call status = missed."

2**60-second SMS on every web or ad lead**

The instant a form, LSA, or Facebook lead comes in, an SMS fires inside 60 seconds before a human touches it. The reply opens a conversation while the homeowner is still holding the phone. Speed is the whole product here.

Build with: Form/ad webhook to GoHighLevel workflow. SMS template pre-loaded. No human delay.

3**The dial cadence on top of the text**

Text opens the door. A live call closes the booking. The moment a lead replies, a call task is created and a setter (yours or theirs) dials immediately, then follows the 5-day cadence on the next page for anyone who goes quiet.

Build with: Auto-created call task + the Page 5 cadence loaded as templates.

**THE WEDGE IN ONE SENTENCE**

You are not "running ads." You are the system that answers his leads in under a minute, every time, even at 9pm. **That is what he cannot buy anywhere else, and it is exactly why he keeps paying you.**

THE 5-DAY OUTREACH CADENCE

The word-for-word follow-up that turns a quiet lead into a held job.

Most contractors call once, maybe twice, then quit. Reaching a prospect usually takes about 3 attempts (Cognism). Roughly 40% of home service jobs get booked after hours, so the evening touches matter. Swap the red blanks for the trade and load these as templates.

DAY 1 • WITHIN 5 MINUTES **CALL + SMS**

"Hi {first name}, this is {name} with {company}. You asked about {service} at {address}. Is now a good time, or should I call you back at 5pm today?"

Why it works: names the exact service and address so it reads as a real human, not a blast. Offers a specific callback time so a "no" still becomes a booking.

DAY 1 • EVENING **CALL**

Second live dial between 6pm and 8pm, when they are home and off work. No voicemail yet. You are catching the 40% who only book after hours.

DAY 2 • MIDDAY **CALL + VOICEMAIL**

"Hi {first name}, {name} again with {company} about your {roof / AC / drain}. I've got a spot open Thursday. Text me back here and I'll lock it in for you."

DAY 3 **SMS**

"Still want that {roof / AC / drain} looked at? I can have someone out this week. Just reply YES and your best time."

DAY 5 • THE BREAKUP **SMS**

"Looks like the timing's off, {first name}. I'll close out your file. If the {service} still needs doing down the road, just text this number and I'll jump on it. Take care."

Why the breakup works: the "I'll close your file" line triggers loss aversion. The breakup text reliably pulls more replies than another "just checking in." It is the most-answered message in the sequence.

THE SEASONALITY CALENDAR

"Some weeks we're slammed. Other weeks the chairs are empty by Tuesday." You fix that with the calendar, not luck.

HVAC search demand can swing 250% to 600% from valley to peak. The agency that spends ahead of the season books the contractor solid before his competitors wake up. Push AC before summer, furnaces before winter, and chase storms for roofing.

HVAC				250-600% peak-to-valley swing
Q1 · JAN-MAR Tune-ups, heat repair. Build the AC list now.	Q2 · APR-JUN PEAK AC installs and replacements. Scale spend hard.	Q3 · JUL-SEP PEAK AC emergency repairs. Heat waves = demand.	Q4 · OCT-DEC Furnace + heat installs. Push before first freeze.	

Roofing				Storm-driven, under 70% keyword swing
Q1 · JAN-MAR Inspections, ice/leak repair. Pre-book spring.	Q2 · APR-JUN PEAK Hail season starts. Chase storm maps fast.	Q3 · JUL-SEP PEAK Peak replacement + storm damage claims.	Q4 · OCT-DEC "Before winter" urgency. Sell the deadline.	

Plumbing				Steadier, freeze + holiday spikes
Q1 · JAN-MAR Frozen + burst pipes. Emergency demand peaks.	Q2 · APR-JUN Repipes, water heaters, remodels. Steady.	Q3 · JUL-SEP Sewer + drain, sprinkler lines. Steady.	Q4 · OCT-DEC Holiday clogs + pre-freeze. Spike again.	



THE ROOFING STORM PLAY

U.S. roof claims hit nearly \$31 billion in 2024, and NOAA logged 5,373 hail events that year. Non-catastrophic wind and hail now drive about 25% of residential roof claims. When a storm rolls through a contractor's zip codes, spin up a geo-targeted "storm damage inspection" campaign within 48 hours, while the homeowner is still looking at the ceiling stain.

THE BUDGET + BENCHMARK TABLE

When he asks "what should I be spending?" you answer with numbers, **not a shrug.**

Knowing the real CPLs, conversion rates, and spend by trade makes you the expert in the room instead of the fifth agency that DMed him this week. Quote from this on every call.

METRIC (HVAC REFERENCE)	TYPICAL / AVERAGE	EFFICIENT RANGE	WHAT YOU TELL THE CONTRACTOR
Cost per lead	\$153	\$25 - \$75	"We drive yours toward the efficient end with speed and follow-up."
Cost per click	\$29.03 (2024)	varies by metro	"Clicks are climbing, which is why we bill on booked jobs."
Conversion rate	3.10%	5%+ with speed	"Speed-to-lead is what lifts this number, not more clicks."
Google LSA (pay-per-lead)	\$45 - \$95/lead	by trade	"You only pay LSA for real leads. We work them in under 5 min."

Sources: WebFX 2026 HVAC Marketing Benchmarks (CPL, CPC, conversion, CAC, CLV); Google Local Services Ads pay-per-lead ranges by trade.

What to recommend he spends

The rule of thumb: 7% to 10% of revenue on marketing. A contractor doing \$1M a year should put roughly **\$6,700 to \$10,000 a month** into the machine. Set it off his own revenue number so it is self-authored, not pulled from the air.

QUOTING EXAMPLE · A \$1M/YR HVAC CONTRACTOR

Annual revenue · stated by the contractor	\$1,000,000
Marketing at 8% of revenue · mid of the range	\$80,000/yr
Monthly budget · ad spend + your retainer	\$6,700/mo

Where your \$3,500 retainer sits inside that **Half**

NICHE OBJECTION SCRIPTS

He's been burned before. Have the answer ready **before he says it.**

Contractors are skeptical for good reasons. Every objection here has a clean, specific answer that turns his scar tissue into your proof. Say these word-for-word.

1 "I tried an agency before and got nothing but junk leads."

SAY THIS "That's exactly why we don't sell leads. We bill on booked, screened jobs. If the appointment doesn't show up qualified and on your calendar, you don't pay for it. Your last agency got paid whether or not anyone picked up. We only get paid when you do."

Why it lands: you agree with his pain instead of defending the industry, then reframe your offer as the opposite of what burned him. Charging on booked jobs is the proof, not a promise.

2 "I'm too busy on site to chase leads."

SAY THIS "You shouldn't be chasing them, and you won't. We install missed-call text-back and a 60-second auto-text, so every lead gets answered while you're still on the roof. By the time you're down, the appointment is already on your calendar. You just show up and quote."

Why it lands: his objection is your strongest selling point. Home service pros miss about 27% of calls because they are on a job. The system answers for him. That is the entire value.

3 "Leads keep getting more expensive every quarter."

SAY THIS "They are, CPLs are up roughly 25% year over year. That's the whole point. When clicks cost more, the winner isn't whoever buys the most leads. It's whoever works the ones they have fastest. Speed and follow-up beat buying more clicks, and that's the part we own."

Why it lands: rising costs feel like a reason to do nothing. You flip it into the reason to hire you. Squeezing more booked jobs from existing spend is cheaper than buying more.

4 "How do I know you're any different?"

SAY THIS "Fair question. Here's the difference in one line: you pay for held, qualified jobs, not names. And we put \$10,000 on it. You either get the booked jobs or you get paid. No other agency that pitched you said that, because no other agency owns the whole system the way we do."

Why it lands: the guarantee does the heavy lifting. You only guarantee a result when you own every link in the chain, from ad to booked appointment. That is what makes \$10,000 credible.

THE SAMPLE OUTREACH MESSAGES

How you reach the contractor and actually get a reply.

Generic "I help home service businesses grow" gets ignored. Lead with the specific leak he feels every day, name the number, and offer one small thing. Swap the red blanks. Three variants: the cold email, the ringless voicemail drop, and the Day-3 text.

1 • COLD OUTREACH TO THE CONTRACTOR EMAIL / DM

Subject: the calls you're missing while you're on the roof

Hi {owner first name},

I drove past one of your trucks in {town} and looked you up. Quick question: when a homeowner calls about a {roof / AC job} while your crew is out, who answers?

Most {roofers / HVAC pros} miss about 1 in 4 of those calls, and 78% of homeowners just hire whoever picks up first. So those jobs are walking to the guy across town.

I install a system that texts every missed call and new lead back in under 60 seconds and books the qualified ones straight onto your calendar. You only pay for held, screened jobs, not leads.

Worth a 10-minute call Thursday to show you what you're leaving on the table? I'll bring the numbers for your zip codes.

{your name}

Why it works: opens on his exact daily pain (the missed call), drops the two numbers that reframe everything (27% missed, 78% buy first), makes one small ask, and sells booked jobs, not clicks. No "grow your business," no fluff.

2 • RINGLESS VOICEMAIL DROP 30-SEC VOICEMAIL

"Hey {owner first name}, it's {your name}. I called your {roofing / HVAC} line twice this week during business hours and got voicemail both times – which is exactly why I'm calling. That's about 1 in 4 of your callers dialing the next guy. I install a 60-second fix that texts every missed call back. Text me at this number and I'll pull the numbers for {town}."

Why it works: the proof is the call itself. You demonstrate the leak instead of describing it, then hand him the fix. Drop it with a ringless-voicemail tool so it lands without interrupting him on a job.

3 • THE FOLLOW-UP IF HE GOES QUIET DAY 3 • SMS

"Hi {owner first name}, {your name} here. Pulled the missed-call data for {town} roofers, it's worse than I thought. Want me to send the one-page breakdown? Takes you 2 minutes to read."

THE LAUNCH CHECKLIST

From signed contract to booked jobs, in four weeks.

A contractor cancels in the first 90 days when nothing seems to be happening. Beat that by setting the expectation up front: week one is setup, jobs come fast after. Here is the run order, then the audit you run before you ever pitch.

Week 1

BUILD

Stand up the speed-to-lead machine

Tracking number live, missed-call text-back firing, 60-second auto-text on every form and LSA lead. Load the 5-day cadence as templates. **Tell him plainly: month one starts with setup, so the calendar fills from week two on.**

Week 2

LAUNCH

Turn on demand ahead of the season

Launch Google LSA and a search/Facebook campaign tuned to the trade's current quarter from the seasonality calendar. Storm zip codes get a 48-hour inspection campaign if weather hits.

Week 3

BOOK

Work every lead in under 5 minutes

Setter dials on every reply, follows the cadence on the quiet ones. Qualified, screened appointments start landing on his calendar with address and job type attached.

Week 4

PROVE

Report on booked jobs, not impressions

Show him the one number that matters: held, qualified appointments delivered, and which ones closed. Never send a dashboard of clicks. **Booked jobs is the only metric that renews the retainer.**

The pre-pitch speed-to-lead audit

Run this on any contractor before the sales call. Every "no" is leverage you name back to him.

- ✓ Call his business line during work hours. **Did a human answer, or did it ring out?** Time how long.
- ✓ Fill out his website form. **Did anyone text or call back? How many minutes did it take?**
- ✓ Check Google for his Local Services Ads. **Is he running them, and is he answering the leads?**
- ✓ Look up recent storm or weather events in his service area. **Is he chasing them?**
- ✓ Count how many ways a lead can reach him. **Phone, form, text, LSA, Facebook. Where are the gaps?**

• YOUR NEXT MOVE

You can build this machine yourself. Or we can **build it with you.**

This playbook is the system on paper. AgencyGod is the system done **with** you: we build the speed-to-lead machine, write the campaigns to the season, sharpen these scripts to roofing, HVAC, or plumbing, and stand up the whole client-acquisition engine so contractors stay booked, and so do you. It's backed by the \$10,000 guarantee. **You either get the result or you get paid.**

Every month you sell "leads" is another month a contractor cancels in 90 days. We onboard only a handful of agencies a month so we can actually deliver, and **every spot carries the guarantee.** Read this, run it, then come map your machine with us.

\$10K
GTD

You get the result or we pay you \$10,000

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Results mentioned are real client outcomes and are not typical. Individual results vary with effort, market, and execution. The \$10,000 guarantee is real and subject to the program's written enrollment agreement terms.