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A STUDY BY ALMA LOCAL

Where Home Service Businesses Lose Revenue

(and How to Recover It)

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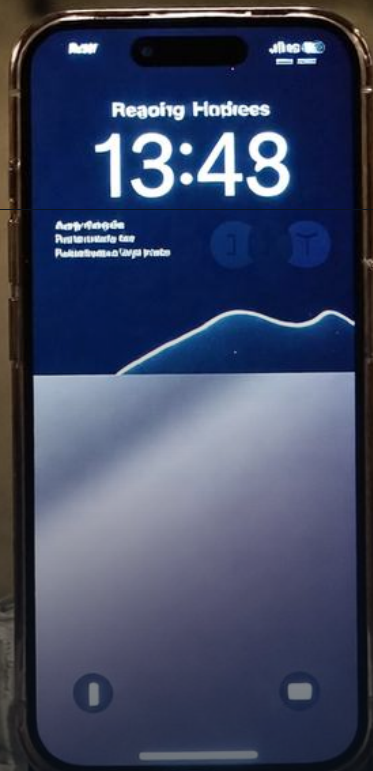
5 minutes, your own numbers

Your marketing fills the bucket. Every missed call is a hole in the bottom.

Most home service businesses spend real money making the phone ring: ads, SEO, trucks on the road, a Google Business Profile that gets tended weekly. That part usually works.

What happens after the phone rings is where the revenue actually gets decided, and it is rarely a marketing problem. It is calls that go unanswered, estimates that go quiet, and customers who never hear from the business again after the job is done.

We ran this study across home service businesses, mostly HVAC, plumbing and electrical, to map exactly where that revenue goes. Eight opportunities came up again and again. None of them are dramatic on their own. Together, they are usually the difference between a business that is busy and a business that is growing.



CHAPTER 01

The Call That Waited

01 The call nobody answered



On average, 27% of inbound calls to home service businesses go unanswered. When the crew is out in the field or it is after hours, that climbs toward 60% for shops without live coverage.

WHAT THIS IS WORTH

\$1,400 avg. HVAC after-hours call · \$850 avg. plumbing emergency

Source: Invoca home services call data; ServiceTitan 2026 dispatch dataset

02 The voicemail that never gets a callback

85% of callers who reach voicemail never call back, and fewer than 3% leave a message. 43% of home service calls happen outside standard business hours, exactly when most shops have no one live to answer.

Source: Invoca; CallRail 2026 SMB Report

03 The slow callback

Five minutes is the threshold that matters. Leads called back within 5 minutes book roughly 2 to 3 times the jobs of leads called back within the hour, and 5 to 10 times more than a callback the next business day.

Source: Harvard Business Review (Oldroyd); industry call-tracking benchmarks



Somewhere in this shop, a phone is ringing. The homeowner on the line is already dialing your competitor.



CHAPTER 02

The Estimate That Went Quiet

04

Estimates sent and never followed up



60 to 75% of estimates never close, and price is rarely the reason, follow-up is. Nearly half of businesses never follow up on a quote at all, and most of the rest stop after one attempt.

WHAT THIS IS WORTH

Consistent follow-up closes 20 to 30% more of the same pipeline

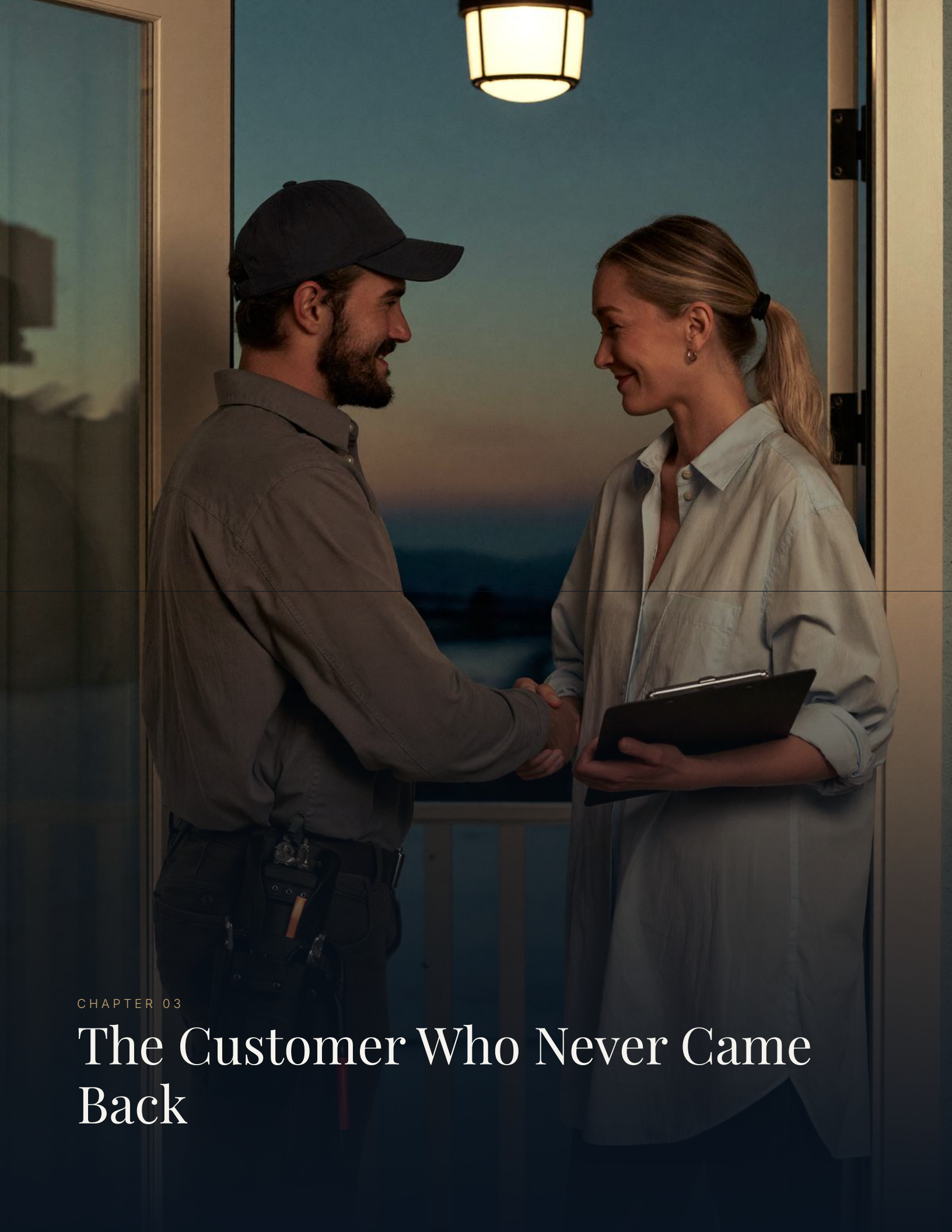
Source: Leap Home Services Sales Report; HubSpot

05

The estimate that took days to arrive

A 24-hour delay sending a quote can cut the win rate by roughly 40%. The homeowner usually signs whichever proposal arrives first, not whichever is best.

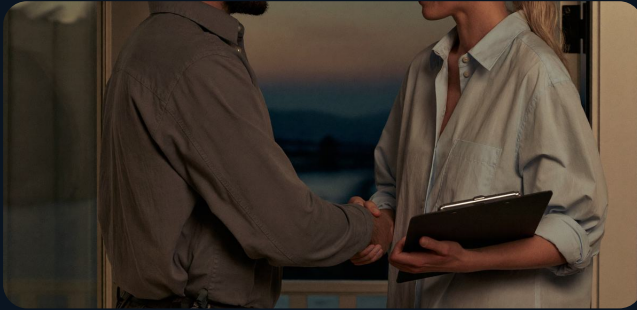
Source: Aspire Software; industry close-rate benchmarks



CHAPTER 03

The Customer Who Never Came Back

06 The customer list nobody calls



Reactivating a past customer costs 5 to 7 times less than winning a new one. A homeowner served two years ago is still a warm call, not a cold one, and most lists sit untouched.

Source: Count.co retention research

07 Reviews and referrals left to chance

A contractor with 200 reviews at 4.8 stars wins the estimate over a technically better contractor with 12 reviews. Every satisfied job that ends without a review or a referral ask is a chain of future customers that never starts.

Source: CallRail 2026 Home Services Marketing Statistics

08 No maintenance plan, no recurring revenue

A 5-point increase in customer retention lifts profit 25 to 95%. Acquiring a new customer costs 5 to 25 times more than keeping one already in the system. Recurring revenue is the closest thing this business has to predictability.

Source: Bain & Company (Reichheld)

Method and Sources

This study draws on published research and industry benchmark data. Figures are ranges and averages from named sources, not projections specific to any one business. Every business is different, the free check below gives a read based on your own numbers.

- [1] Invoca, home services call data
- [2] ServiceTitan, 2026 dispatch and industry report
- [3] CallRail, 2026 SMB Report and Home Services Marketing Statistics
- [4] Leap, Home Services Sales Report
- [5] HubSpot, follow-up research
- [6] Aspire Software, close-rate benchmarks
- [7] Count.co, retention research
- [8] Harvard Business Review (Oldroyd), speed to lead
- [9] Bain & Company (Reichheld), customer retention economics

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YOUR FREE CHECK

See where your own business stands

Reading about the market is one thing. Seeing your own numbers is another. The Free Check takes 5 minutes and shows exactly where these opportunities sit in your operation.

[Run your free check](#)

