One Big Media Company

🔧 GOHIGHLEVEL SNAPSHOT · PLUMBING

Plumbing Agency Sales Kit

Pitch, outreach, pricing and onboarding to land and keep clients in this niche.

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THE OPPORTUNITY

Selling to plumbing

Your buyer: A residential service plumbing company with a few trucks on the road, taking emergency calls for leaks, clogs and no hot water alongside planned work like water heater replacements, repipes and fixture installs. The owner wants fewer missed calls, more memberships and a steady flow of bigger replacement jobs.

Why they buy:

- Emergency calls come in while every plumber is under a sink, and voicemails turn into jobs for someone else.
- Water heater and repipe estimates go out, and nobody follows up.
- Past customers forget who their plumber was and search Google next time.
- Memberships only get sold when a plumber remembers to bring them up.
- Reviews depend on luck instead of a request after every job.

Suggested resale pricing

Setup fee	Monthly
$500-$1,500	$297-$697

Charge toward the top of the range when you run their ads and launch the water heater campaign. A few extra replacements a month usually covers your fee.

Sell it as the system that catches every emergency call your ads generate and turns old service tickets into water heater replacements. The Water Heater Replacement campaign produces high-ticket jobs from the client's own database, which is easy to show in a monthly report and hard for the owner to walk away from.

CLOSE

Pitch script

Let me ask you something: when every one of your plumbers is on a job and the phone rings, what happens to that call? For most shops it goes to voicemail, and the homeowner with water on the floor calls the next plumber on Google. We set up a system that texts every missed call and web lead back within seconds, asks them to reply URGENT if water is leaking, and alerts your dispatcher to call them first. It books service calls on your calendar, sends reminders, follows up on your bigger estimates, and asks for a Google review after every job. The part owners like most is the water heater campaign. It finds customers in your database with older water heaters and invites them to book a check and replacement quote before it fails, so you get planned replacements instead of emergency tank swaps at midnight. Can I show you how it works on a quick 15-minute call?

Cold email

Subject: calls you miss while on a job

Hi {first name},

When every plumber is on a job and the phone rings, where does that call go?

We set up an automated system for plumbing companies that texts every missed call and lead within seconds, flags active leaks, books service calls on your calendar and follows up on bigger estimates. It also runs a campaign that turns customers with older water heaters into planned replacement jobs.

It works alongside your current dispatch software.

Worth a 15-minute look this week?

{your name}

Cold SMS

Hi {first name}, {your name} here. I help plumbing shops catch every missed call and book more water heater replacements with automatic texts and follow-up. Open to a quick 10-min chat?

Social DM

Hey {first name}, looks like your trucks are busy. What happens to calls you miss while everyone's on a job? I set up a system that texts them back instantly and books more water heater jobs. Want to see it?

DELIVER

Offers & onboarding

Offer ideas for the client

- Water heater check with an upfront replacement quote
- Annual water heater flush and whole-home leak inspection
- Membership with a yearly inspection, priority scheduling and member pricing
- Sewer camera inspection for older homes or home buyers
- Pre-winter frozen pipe protection visit

Client onboarding checklist

- Collect: logo, brand colors, business hours, service area, Google review link
- Get access: domain/DNS, Google Business Profile manager, Facebook/Instagram admin
- Phone: buy or port a number, register A2P 10DLC, set up call forwarding
- Import the customer list (CSV) and tag it for the reactivation campaign
- Fill in the 20 custom values and publish the workflows
- Run a live test: submit the form, miss a call, book an appointment
- Book a 30-day results review with the client

KPIs to report monthly

- **Speed to lead**: First contact within 5 minutes, and urgent leaks called back right away
- **Booked call rate**: Steadily increase the share of calls and leads that become booked service calls
- **Missed call recovery**: Every missed call gets a text-back and a human follow-up the same day
- **Estimate close rate**: Track monthly and improve it with consistent follow-up
- **Water heater replacements booked**: Grow planned replacements from the database every month
- **New Google reviews**: Ask after every completed job and grow reviews every week

General guidance only. This is not legal, tax, medical or financial advice. Results depend on your offer, market and execution.