SAMPLE REPORT

SPEEDMOBI · FREE BUSINESS ASSESSMENT

Anchor Plumbing & Drain

Prepared for Mike, Owner • July 31, 2026

> Solid work and a real customer base, but missed calls, a thin review profile, and zero follow-up automation are quietly draining five figures a year that should be yours.

WHERE YOU ARE NOW

The Bottom Line

You run a real plumbing business with steady jobs, repeat customers, and a good local name. But the systems around the work are leaking. Calls go to voicemail during jobs. Reviews come in only when you remember to ask. Nothing automatic happens after a customer pays. Each leak looks small on its own. Together they add up to real money walking out the door every month.

WHAT THIS IS COSTING YOU

Based on your answers: about 22 jobs a month at a $410 average ticket. That is roughly $9,000 a month in revenue. Industry data shows about 27% of inbound calls to contractors go unanswered. At your call volume, that is 12 to 15 missed calls a month. Even at a conservative close rate, you are losing 4 to 5 bookings a month before anyone ever talks to you.

$1,600-$2,000
Lost per month from missed calls alone

$19k-$24k
Lost per year from missed calls

$30k+/yr
Total left on the table, including your review gap

THE GOOD NEWS

Every leak in this report is fixable with systems, not more hours from you. The pages that follow show exactly where you stand, what to do first, and what each fix is worth.

SECTION 01

Foundation Check

What you have

- ✓ Registered business (LLC)
- ✓ Google Business Profile
- ✓ Domain and live website
- ✓ Business email (not personal)
- ✓ Dedicated business phone number
- ✓ Clickable phone number on site
- ✓ Photos of actual work and team
- ✓ Contact form
- ✓ Mobile-friendly design
- ✓ Card, check, and cash payments
- ✓ Repeat and recurring customers
- ✓ 2-person crew plus office help

What's missing

Automated review generation

🔒 IN YOUR REPORT

Missed-call recovery system

🔒 IN YOUR REPORT

CRM with automated follow-up

🔒 IN YOUR REPORT

Post-payment flywheel

🔒 IN YOUR REPORT

Online scheduling

🔒 IN YOUR REPORT

Call tracking and missed-call log

🔒 IN YOUR REPORT

SECTION 02

Reputation Scorecard

METRIC	YOUR NUMBERS	WINNING BENCHMARK
Review count	31	120-200+ reviews
Rating	4.4	4.7+ rating
Review velocity	~1 every 2 months	4-6 new reviews/month

THE GAP

At 22 jobs a month you should be adding 4 to 6 reviews a month. You are adding about 6 a year. That is a gap of roughly 50+ reviews every year, and it is why competitors with worse work outrank you on Maps.

THE MONEY

Every 10 extra reviews is conservatively worth about 1 extra booking a month. At your $410 ticket, that is roughly $4,900 a year per 10 reviews. Closing your review gap is worth an estimated $10,000 to $15,000 a year on top of the missed-call money.

THE MAPS CONNECTION

You show up on Maps but not in the top 3 for your best keywords. That position is directly tied to review count, rating, and velocity. Fix the velocity and you capture demand that is already searching for you, for free.

SECTION 03

Lead Capture & Phone

Your website has

- ✓ Clickable phone number
- ✓ Photos of your actual work
- ✓ Contact form
- ✓ Mobile-friendly design

Your website is missing

Google rating displayed on site

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Online scheduling

🔒 IN YOUR REPORT

Quote form with qualifying questions

🔒 IN YOUR REPORT

Live chat or AI chat

🔒 IN YOUR REPORT

Contact form to CRM integration

🔒 IN YOUR REPORT

Your phone setup

Calls go to voicemail when the crew is on a job. Office help answers when she is in, about half the week.

THE PROBLEM

Homeowners with a plumbing problem call down a list. If you do not answer, the next company on that list gets the job. Respond after 5 minutes and your odds drop off a cliff. The first responder usually wins.

THE MONEY

With your call volume and a 27% miss rate, 12 to 15 calls a month go unanswered. At a one-in-three close rate that is 4 to 5 lost bookings a month: $1,600 to $2,000 a month, or $19,000 to $24,000 a year. This is your single biggest fixable leak.

SECTION 04

The Flywheel: Payments, Reviews, Referrals

What happens today

PAYMENTS	Card reader, checks, cash
POST-PAYMENT ACTIONS	Nothing consistent
REFERRAL SYSTEM	Word of mouth only

What should happen after every payment

IMMEDIATELY	🔒 IN YOUR REPORT
24-48 HOURS	🔒 IN YOUR REPORT
7-14 DAYS	🔒 IN YOUR REPORT

> THE GAP
>
> Nothing runs after a customer pays you. That customer just handed you money and is at their most receptive. Right now that moment is wasted on every job.

Team & customer insight

STRENGTH	Skilled crew, loyal repeat customers, strong word of mouth.
RISK	Everything routes through you. When you are on a job, the business stops answering and quoting.
ADVANTAGE	Repeat customers already trust you. Each one can feed you reviews and referrals on autopilot.

> QUICK WIN
>
> 🔒 IN YOUR REPORT

WHAT TO DO RIGHT NOW

Your Top 3 Priorities

Do these in order. Each one plugs a measured leak, and together they turn scattered manual work into a system that runs without you.

1

Answer every call, every time

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$19,000-$24,000/yr
ESTIMATED VALUE

2

Turn every job into a review

🔒 IN YOUR REPORT

$10,000-$15,000/yr
ESTIMATED VALUE

3

Automate what happens after payment

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Compounds both fixes
ESTIMATED VALUE

WHAT THESE ACTIONS WILL DO

Your 90-Day Roadmap

Days 1-7 — Foundation Fixes

- [redacted]
- [redacted]
- [redacted]

Days 8-30 — Systems Setup

- [redacted]
- [redacted]
- [redacted]

Days 31-60 — Optimization

- [redacted]
- [redacted]

Days 61-90 — Scale

- [redacted]
- [redacted]

WHERE THIS LEAVES YOU

This sample shows what one contractor's report looks like. Yours is built from your own answers: your real numbers, your real leaks, and the exact fixes for your business, in plain English. It takes a few minutes to answer the questions. The report is free.

SAMPLE REPORT

This was a sample. Yours is free.

Take the free assessment and get your own report: your score, what your leaks cost you in real dollars, your top 3 priorities, and a 90-day plan to fix them. A few minutes of questions. No sales call required to get it.

Get your free assessment → speedmobi.com

Questions first? Talk to Mark, our virtual consultant **860-775-6614**

See the 10-minute Single Point System demo **speedmobi.com/ccc**