

FRAYZE · FREE GUIDE

The Contractor's Lead System

Book more jobs without living on your phone.

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For trades and home-service businesses — HVAC, plumbing, roofing, electrical, renovation, landscaping — the work is rarely the problem. The phone is. This guide lays out the lead system that books more jobs without you living on your cell, and without hiring an office manager.

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The contractor's real bottleneck

You're good at the work. But the work happens with your hands full, up a ladder, under a sink, on a roof. Meanwhile the phone rings, a form fills out, a "can you come quote this?" lands — and there's no one to catch it in the moment that matters.

A homeowner with a leak or a dead furnace isn't patient. They call the next number on the list. The job goes to whoever **calls back first and looks trustworthy online** — not whoever is the best tradesperson. That's the unfair part, and it's also the opportunity: most of your competitors are just as bad at it as you fear you are.

5 min

response window before a lead calls
the next contractor

~50%

of leads arrive after hours or while
you're on a job

\$38,700

typical monthly leak: 5 missed/wk ×
\$6k × 30%

Where contractor leads die

1. **The missed call while you're on a job.** The biggest one. No answer, no callback, gone.
2. **The after-hours emergency.** Furnace dies at 9pm — whoever answers (or auto-replies) wins the call.
3. **The quote that never gets followed up.** You quote, they go quiet, and there's no nudge.
4. **The invisible business.** No website, or a dead one, and few reviews — so even when they find you, they don't trust you enough to call.
5. **The one-and-done customer** who never hears from you again, when a reminder would've booked the next service.

The contractor lead system

Catch the call, every time

- **Missed-call text-back:** the moment you can't pick up, the caller gets an automatic text — *"On a job, what do you need? I'll get right back to you."* The lead stays warm instead of dialing your competitor.
- **After-hours auto-response** so emergencies and evening inquiries get an immediate, professional reply.
- **One inbox** for calls, texts, and web messages so nothing is lost between your phone and the truck.

Quote and follow up automatically

- Every lead is logged with a status — no more "did I call them back?"
- **Automated follow-up** after a quote: a friendly check-in sequence over the next several days that turns "I'll think about it" into a booked job.
- Booking links so customers can schedule without phone tag.

Look like the obvious choice

- A **fast, simple website** that loads on a phone and makes it easy to call or book.
- **Automated review requests** by text after every completed job — the review count and rating that make a stranger pick you over the other three quotes.
- Show up in the **local map pack** for "[trade] near me," because reviews + a real site + correct listings are what Google ranks.

Keep customers for life

- Seasonal reminders (furnace tune-up, AC start-up, gutter cleaning) that book repeat work automatically.
- Past-customer reactivation so your database becomes a pipeline, not a graveyard.

CHAPTER 04

Size the opportunity

Count the calls you miss in a busy week, multiply by your average job value and your close rate. Most contractors find five figures a month in winnable work they're currently dropping. The leads already exist — the system just makes sure you catch them.

Monthly leak = missed leads/week × 4.3 × average job value × close rate. 5 missed/week × 4.3 × \$6,000 × 30% = **\$38,700/month** in winnable work.

CHAPTER 05

What good looks like

- Every missed call triggers an instant text-back.
- Every quote gets an automatic follow-up sequence.
- Every finished job asks for a review, automatically.
- You rank in the map pack for your trade and town.
- Past customers get reminded and re-booked without you lifting a finger.

CHAPTER 06

Why one system beats five tools

Most contractors end up with a website from one company, a booking tool from another, a separate review app, and a phone that does none of it. They don't talk to each other, so leads fall through the cracks between them. One connected system — website, CRM, follow-up, reviews, phone — means a lead is caught, worked, and closed without anything slipping. And you own it.

CHAPTER 07

Your next step

Get a free contractor lead audit: we'll check your missed-call handling, your local search visibility, and your review presence, and show you the fastest wins. About 15 minutes, no pressure — built in Thunder Bay, run for trades across Northern Ontario and beyond.

The Contractor's Lead System — your move.

Get a free contractor lead audit — 15 minutes, no pressure.

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