

# The Missed-Call Money Leak

How contractors stop losing high-ticket jobs to the simple fact that the crew can't answer the phone from a roof.

When the phone rings, your best people are usually on a job — up a ladder, in a crawlspace, mid-install. So the call goes to voicemail, and the homeowner, who's calling three contractors in a row, books with whoever picks up. The leak isn't your advertising; it's the gap between a ready-to-buy call and someone actually answering it. And because a single job is worth so much, that gap is expensive. This short guide is about closing it without chaining anyone to a desk.

No opt-in, no pitch. If missed calls and cold estimates aren't where you're leaking jobs, this will probably tell you that too.

## Why a missed call is the leak (not the lead count)

One won job is worth far more than a year of follow-up automation — so the expensive failure isn't your cost-per-lead, it's the **ready buyer who already called** and got silence. Three patterns show up at almost every contractor:

- **Missed calls go cold.** A call that hits voicemail while the crew is working rarely gets called back fast enough — and the homeowner has already moved down their list.
- **Estimates cool over the weekend.** A quote sent Friday with no follow-up competes against whoever stayed in touch through Monday.
- **Happy customers are never asked.** The reviews and referrals that win the *next* job don't happen on their own, and there's no system to ask for them.

## The missed-call audit

Answer honestly. Each "no" is a job leaking out.

- Every **missed call** gets an automatic text back within seconds — "sorry we missed you, what do you need?"
- A call or request **after hours or on the weekend** gets a real reply, not just voicemail.
- Every **estimate gets an automatic follow-up** before it goes cold.
- Inspections and quotes **book straight onto the calendar** without phone tag.
- Happy customers are **asked for a review** as a matter of routine.
- You can see **how many calls you miss** and how many turn into booked jobs.

If you ticked fewer than four, you're almost certainly handing jobs to the contractor who answered first.

## The cost-of-inaction worksheet

The number most owners stop on — and because job values are large, it adds up fast:

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A. Calls / requests missed per week ..... _____
B. After-hours requests per week ..... _____
C. Share you'd realistically win if you replied
   instantly (even a few a month is common) ..... _____
D. Average job value ..... $ _____
E. Estimates sent per week that go cold ..... _____

Weekly exposure = (A + B) x win rate x D ..... = $ _____
Plus cold estimates recovered = E x recovery x D . = $ _____
Monthly ≈ weekly x 4.3 = $ _____
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Because one recovered job can be worth thousands, contractors usually find a single missed call a month dwarfs the entire cost of fixing this. That's the whole case for closing the leak first.

## How contractors stop the leak

1. **Instant missed-call text-back.** Every missed call triggers an automatic text in seconds, so the homeowner hears from you before they dial the next number.
2. **Capture after-hours demand.** Calls, web forms, and common questions answered 24/7, so evening and weekend interest turns into booked work.
3. **Follow up on estimates automatically.** A planned sequence keeps quotes warm instead of letting them die over the weekend.
4. **Book inspections on autopilot.** Qualified homeowners put a time on the calendar without back-and-forth.
5. **Feed the review + referral engine.** Happy customers are asked for reviews automatically — the social proof that wins the next job.

Contractors who add instant missed-call text-back typically recover a handful of jobs a month that would otherwise have gone to the first competitor who answered. Results vary by crew — but fewer dropped calls and more booked inspections is the consistent pattern.

It plugs into the phone and scheduling tools you already use, so it's a low-risk thing to try — not a rip-and-replace of how your office runs.

## Want us to run your missed-call math?

Tell us roughly how many calls slip to voicemail in a busy week and what an average job is worth, and we'll map what those missed calls are costing and what closing the leak would take — no slides, no obligation. If this isn't a real leak for you, we'll say so.

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*OptinAmpOut builds practical AI call-capture and follow-up automation for home-service contractors. The figures here are illustrative, not guarantees; results vary by business.*