Daily brief

Wednesday, October 28 · sent Thursday 6:46 AM

$64,300

signed across 5 contracts

The phones booked **18 inspections** from 41 new-lead calls, up from 15 last Wednesday. Seven calls were missed and 4 still have not been called back, including a roof with water coming in.

New-lead calls	**41** 40 last Wed
Inspections booked	**18** 15 last Wed
Booking rate	**44%** 38% last Wed
Missed calls	**7** 4 not called back

Where leads came from

Booked Calls

Google Local Services	**8** / 16
Website form	**4** / 9
Neighbor referral	**4** / 7
Angi	**1** / 6
Yard sign	**1** / 3

Signed yesterday

Dominguez Briar Hill — **$21,800**
Full replacement, 32 squares · Jake

Patel Eastgate — **$16,450**
Replacement with ice and water shield · Jake

Morrow Linden Park — **$12,900**
Full replacement, 24 squares · Sofia

Haskins Eastgate — **$8,350**
Storm repair and 140 ft of gutters · Sofia

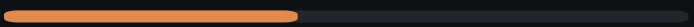
Brandt Dental Main St — **$4,800**
Leak repair and new flashing · Jake

Booking rate by CSR

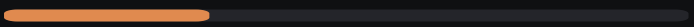
Ana 9 of 17 booked — **53%**



Brody 6 of 14 booked — **43%**



Kim 3 of 10 booked — **30%**



Kim lost four of her seven unbooked calls to "how much is a roof" before an inspection. Ana answers that with the free inspection and a price range; worth a ten-minute huddle.

Call these back first

(513) 555-0177 6:20 PM

Voicemail: a tree limb came through the back of the roof and water is in the kitchen.

Emergency tarp. Call first, before 7:30.

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(513) 555-0131 12:25 PM

Voicemail: asking if we work insurance claims for the Oct 25 hail. Neighbor's roof was ours.

Book an inspection and bring the claim checklist.

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(513) 555-0190 5:51 PM

Voicemail: manages 3 rental homes and wants all three inspected before winter.

Offer a single morning for all three addresses.

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(513) 555-0108 12:48 PM

No voicemail. Called twice within 20 minutes.

Call back before 9 AM.

Missed calls

7:42 AM · 12:10 PM · 12:25 PM · 12:48 PM · 5:51 PM · 6:20 PM · 6:44 PM

Three came in over lunch and three after 5:30. Green was called back the same day; red was not.