

THE CONTRACTOR'S MISSED CALL PLAYBOOK

How much revenue you're losing to missed calls, and how to get it back without hiring anyone.



Missed call

New number · no voicemail

7:42 AM



Missed call

New number · no voicemail

11:15 AM



Missed call (2)

New number · no voicemail

2:38 PM



Missed call

New number · no voicemail

9:04 PM

01 THE CALL YOU DIDN'T TAKE

You're on a roof, under a sink, or behind the wheel. Your phone buzzes. You can't answer, so it goes to voicemail.

Most people who reach voicemail don't leave a message. They call the next business on the list. By the time you call back, they've already booked someone else.

That's not a sales problem. You're doing the work, and nobody's picking up the phone while you do it.

02 WHEN YOU MISS CALLS

For owner-operators, missed calls bunch up at the same times every week:

- **On the job.** Your hands are full, and so are your crew's.
- **Driving between jobs.** You can't safely pick up, or you're in a dead zone.
- **After hours and weekends.** That's when emergencies happen and homeowners finally have time to call.
- **Busy season.** The phone rings most when you have the least time to answer it.

The busier you get, the more calls you miss. Growth makes the problem worse, not better.

03 WORK OUT WHAT IT'S COSTING YOU

Use your own numbers. It takes 2 minutes.

1 Missed calls per week

Check your phone's call log for missed and unreturned calls.

Count only new numbers. _____

2 How many would have become jobs

Of every 10 new callers, how many usually book? Write that as a percentage. _____

3 Average job value

What a typical job is worth to you. _____

Your monthly loss = missed calls per week × booking rate × average job value × 4

_____ × _____ × _____ × 4 = _____

Example: 5 missed calls a week × 30% × \$1,200 = \$1,800 a week, or about **\$7,200 a month**.

Most owners who do this the first time are surprised by the number. Write yours down before you read on.

04 THE USUAL FIXES, AND WHY THEY FALL SHORT

FIX	COST	THE CATCH
Answer it yourself	Free	You can't, you're working
Office manager or receptionist	\$2,500+ a month	Business hours only, sick days, turnover
Answering service	Per minute or per call	Takes a message, doesn't book the job
Voicemail + call back later	Free	The caller has already hired someone else

Every one of these either costs too much or still lets the customer slip away.

05 WHAT AN AI RECEPTIONIST DOES

An AI receptionist answers every call, 24/7, with a natural human-sounding voice. It isn't a phone menu or a robot reading a script. It has a real conversation.

On each call it:

- Answers right away, on the first ring, any time of day
- Asks what the caller needs, where they are, and how urgent it is
- Books the appointment straight onto your calendar during the call
- Texts the customer a confirmation
- Sends you a summary and transcript of every call
- Flags emergencies and hands off to you when a human is needed

Your customers keep calling the same number they always have.

06 WHAT IT COSTS COMPARED TO WHAT YOU'RE LOSING

Voice AI Pro is \$397 a month, flat. No setup fee, no contract, cancel anytime.

Compare that to the monthly loss you worked out in section 3. For most owner-operators, one saved job a month covers it several times over.

\$397 per month, flat	\$0 setup fee	24/7 every call answered
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07 TRY IT FREE FOR 7 DAYS

When you're ready, start a 7-day free trial at voiceapro.org. Signup takes about 2 minutes. Our team sets everything up for you on a quick onboarding call: your greeting, services, hours, service area, and calendar. You don't need any technical skills.

Start your free trial

Want to hear it first? You can talk to the AI yourself on our website right now, no sign-up needed: voiceapro.org