ELECTRICAL

HOW ELECTRICIANS CAN START THE PANEL UPGRADE CONVERSATION

Turn what your techs already saw into booked visits.

Homeowners need an electrician rarely, so your name fades between visits. Meanwhile your techs have seen outdated panels on service calls, and most of those notes never turn into a phone call.

BUILD THE LIST

- Homes where a tech flagged an old or undersized panel
- Unsold panel and EV charger estimates
- Past customers you haven't seen in two years

LEAD WITH SAFETY

A no-charge whole-home safety inspection is easier to say yes to than an upgrade quote. It gets a licensed electrician in the door, where the real conversation belongs.

TIME IT TO THE SEASON

Storm season and peak-load months give you a natural reason to call. Plan the outreach before the surge, because storm weeks leave your office no time for it.

THE OPPORTUNITY IS ALREADY IN YOUR NOTES

Electrical work has a built-in visibility problem. Customers can't see inside their walls, and they may call an electrician only a few times in the years they own a home.

Meanwhile your electricians are walking past old panels, crowded breakers and double taps every week. Most of what they notice never turns into a conversation.

GET THE INFORMATION OUT OF THEIR HEADS

Add a simple field to the job close-out: panel brand, amperage, approximate age, available breaker spaces, and condition. Ask for one photo of the panel with the cover on, and one with the cover off where it's safe and appropriate. Then give your electricians a simple way to mark it:

- **Green:** no concerns
- **Yellow:** worth watching, or capacity is tight
- **Red:** recommend a closer look soon

This turns scattered observations into a list you can actually work.

BUILD YOUR OUTREACH LIST

Start with red flags, then yellow. Add open panel and EV charger estimates. Add older homes in your records, and customers who've mentioned a new car, an addition, a hot tub or a major appliance. Each of those can change what a panel has to carry.

HOW TO FRAME THE CALL

Lead with the home and the homeowner's safety, not with the upgrade. You are following up on what your electrician saw, or offering an inspection. The person on the phone shouldn't diagnose anything. Their job is to explain what the visit involves and find a good time.

A few words to avoid: "dangerous," "illegal," "fire hazard," unless a licensed electrician has seen the panel and said so. Overstating risk may get you one job. It can also cost you your reputation.

THE INSPECTION IS THE SALE

Have a standard process, and give the homeowner something in writing:

- The panel's condition, with photos
- Grounding and bonding

- GFCI and AFCI protection where it applies
- Signs of overheating or overloaded circuits
- Capacity for what they use now and what they plan to add

Do a load calculation when capacity is in question. Rank what you find by urgency. Be clear about what your local authority requires and what is simply a good idea. Code adoption varies, so check which edition applies. See what's changing.

PRESENT OPTIONS HONESTLY

Sometimes the right answer is a full service upgrade. Sometimes it's a subpanel, a few breaker replacements or a load management device. Showing the smaller option builds trust, and it often leads to the bigger job later. Include the permit, the inspection and any coordination with the utility in your scope, and say who handles each.

USE THE CALENDAR

Storm season brings surge and generator questions. Summer load brings breaker trips. Spring and fall leave your crews more room. Plan your outreach for the weeks before each, and set the timing around your actual slow periods.

FOLLOW UP AND MEASURE

Send findings the same day. Follow up at 2, 30 and 90 days if a job remains open. Track inspections booked, shown, sold, average ticket, and how many leads came from your electricians' notes. Share those wins with the team, because electricians keep taking good notes when they see the notes turn into work.

Sources: Service ProCall program guidance.

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BEST PRACTICES: CUSTOMERS WHO NEVER HEAR FROM YOU AGAIN

MAKE IT A HABIT

What good looks like

> A clean list with a working phone number and the equipment age for most customers.

> Every customer contacted at least once or twice a year.

> Aging equipment flagged before it fails, not after.

The habits

1. Clean the list first: remove duplicates, fix phone numbers and mark do-not-call customers.
2. Sort by what predicts a sale: equipment age, last visit and open repairs.
3. Start with the warmest groups: lapsed members, recent repairs on old equipment and unsold estimates.
4. Lead with a reason to visit, such as a safety check or no-charge inspection, not a sales pitch.
5. Call during your slow weeks, so the work lands when you have room on the board.
6. Track every campaign from call to sold job, so you know what to run again.

Signs it's time to get help

- Nobody owns calling past customers, so it never happens.
- You buy leads while thousands of past customers go uncalled.
- Your board has open slots most weeks of the year.

How one shop did it: A contractor described by ACHR News columnists (name not published). Skipped ads and reached out personally to its own past customers. $135,000 in booked work in five days from about 250 contacts. ACHR News, October 31, 2025

Where we fit: Service ProCall runs this as equity mining: trained schedulers call your past customers and book visits into the slots your team can run.

More on customers who never hear from you again