THE PLUMBING PLAYBOOK

Five plays that bring plumbing customers back between emergencies.

HOW TO RUN THIS PLAYBOOK

Plumbing customers tend to think of you only when something breaks, so these plays give them a reason to hear from you first. Run one play at a time, for a month. Start by adding water heater age, shutoff locations and pipe type to every job close-out, because those notes build your next list. Assign one owner and review dials, conversations, booked visits, show rate and sold work every Friday. Hold capacity back for emergencies, which remain your most urgent work.

Outbound calls and texts must follow the calling rules, including consent, do-not-call lists and opt-outs. Read the calling rules guide and check with your attorney. These plays are general guidance.

WATER HEATER AGE OUTREACH

You already know which homes have older tanks. Calling before a failure beats waiting for water on the floor.

WHEN TO RUN IT

Any time. It works especially well in your slow weeks.

WHO TO PULL

Water heaters 10 years and older in your records, plus units your plumbers noted as rusting or weeping.

THE OFFER

A water heater check or flush, with an honest read on how much life it has left.

The words

> Hi [Name], it's [Your name] at [Company]. We did some work at [address] in [year], and our notes show the water heater was about [age] years old back then.
> Tanks that age are worth a look, because a leak is a lot more expensive than a visit. We can have a plumber check it and tell you where it stands.
> I have [day] morning or [day] afternoon. Which is better?

Follow-up

If the plumber recommends replacement and they wait, follow up at 2, 30 and 90 days. Add a note to the customer record either way.

Measure

Checks booked, shown, replacements sold, average ticket.

Watch out for

Federal efficiency standards change the mix of heaters in 2029. Don't oversell that today. See what's changing.

REPEAT DRAIN CUSTOMERS

A customer who keeps calling about the same drain has a problem a snake won't solve.

WHEN TO RUN IT
Monthly. Pull the list after each month closes.
WHO TO PULL
Customers with two or more drain calls at one address in 24 months.
THE OFFER
A camera inspection with video they can see.

The words

> Hi [Name], it's [Your name] at [Company]. I was looking at your account and saw we've cleared the drain at [address] [number] times.
> That usually means something further down the line needs a look. We can run a camera and show you exactly what's in there, so you're not paying for the same fix again.
> Would [day] or [day] be better?

Follow-up

Send the video and findings the same day. Offer options: maintenance jetting, spot repair or line replacement.

Measure

Inspections sold, repairs sold, repeat calls after repair.

Watch out for

Showing footage from a different line or overstating what the camera shows. Keep the video tied to the job record.

WHOLE-HOME PLUMBING CHECK

Plumbing customers vanish between emergencies. A scheduled check gives them a reason to know you before one.

WHEN TO RUN IT

Slow weeks, and four to six weeks before freezing weather where you have it.

WHO TO PULL

Past customers not seen in 12 to 24 months, and older homes in your records.

THE OFFER

A no-charge or low-cost whole-home check of shutoffs, supply lines, the water heater and visible leaks.

The words

> Hi [Name], it's [Your name] with [Company]. It's been a while since we were at [address], so I wanted to check in.
> We're doing whole-home plumbing checks this month. A plumber looks at your shutoffs, supply lines, water heater and anything that's starting to leak, so you get a list of what matters and what doesn't.
> There's no obligation. Does [day] morning or [day] afternoon work?

Follow-up

Leave a written list, ranked by urgency. Follow up on anything rated urgent within two days.

Measure

Checks completed, repair tickets opened per check, and customers who join a plan.

Watch out for

The list must be honest. If the home is in good shape, say so. That customer calls you next.

LEAD SERVICE LINE QUESTIONS

Water systems are working through service line inventories and notices. Homeowners will call someone. It can be you.

WHEN TO RUN IT

As your local utility sends notices. Train the office before they arrive.

WHO TO PULL

Inbound callers, plus older-home customers in affected water systems.

THE OFFER

A service line check and an explanation of the utility's program, if there is one.

The words

> Thanks for calling. A lot of folks are getting those letters.
> First, do you have the notice handy? Who is it from, and what does it say about your line? ...
> We can send a plumber to look at the line where it enters the home and tell you what we see. If your water system has a replacement program, you'll want to know that before you pay for anything.
> I have [day] or [day]. Which is better?

Follow-up

Send what you found in writing. Coordinate with the utility before scheduling any replacement.

Measure

Calls, inspections, jobs sold, utility program referrals.

Watch out for

Do not give health advice. Refer health questions to the utility or the health department. Requirements are still being challenged in court, so check for updates.

FREEZE AND STORM READINESS

Where you get freezes, floods or storms, a prep visit comes before the phones melt.

WHEN TO RUN IT

Four to six weeks before your hard weather.

WHO TO PULL

Older homes, sump pump customers, homes with exposed piping noted by your plumbers.

THE OFFER

Prep visit: insulate exposed lines, test the sump, show the owner where the main shutoff is.

The words

> Hi [Name], it's [Your name] at [Company]. With [freeze/storm season] coming, we're stopping by a few homes to make sure they're ready.
> We'll check exposed pipes and your [sump pump], and make sure you know how to shut your water off fast if you ever need to.
> Can I put you down for [day] or [day]?

Follow-up

After the storm or freeze, call the same list first. They already know you.

Measure

Prep visits sold, emergency calls from prep customers, repeat bookings.

Watch out for

Over-booking prep work right before the event. You will need that capacity for emergencies.

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