



Housecall Pro

The new home service standard:

**How systems,
not just skills,
win the customer**

The new home service standard: How systems, not just skills, win the customer

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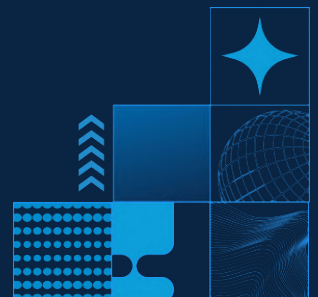
Executive summary

Systems are the new service standard

Today's homeowners want more than quality work. They want the entire experience to run like clockwork, start to finish.

Fast booking, clear pricing, real-time updates, and visual proof aren't "nice to haves" anymore. They're signals of trust that win jobs and lifelong customers.

Housecall Pro's 2025 survey of more than 1,000 U.S. homeowners confirms what many service Pros already know: Price and skill matter, but consistency is what sets a business apart—made possible by systems that make every step feel quick, simple, and professional.





Key findings based on a survey of 1,000+ U.S. homeowners

72% would pay **10% more** for a Pro with a better customer service reputation

97% say transparent pricing matters when hiring a Pro

68% want to see photo or video proof of completed work

73% would refer a Pro after excellent service

97% say response time influences hiring decisions

Today, how you run the business is how you win the customer.

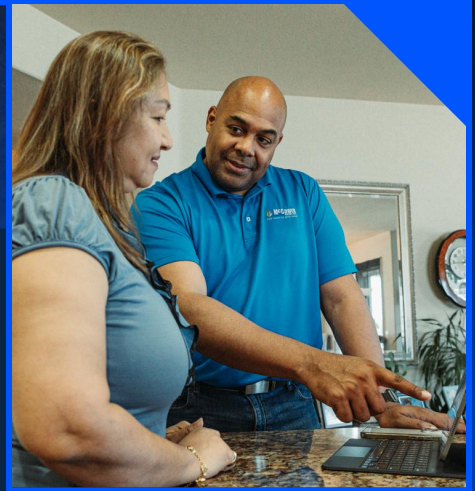


Introduction

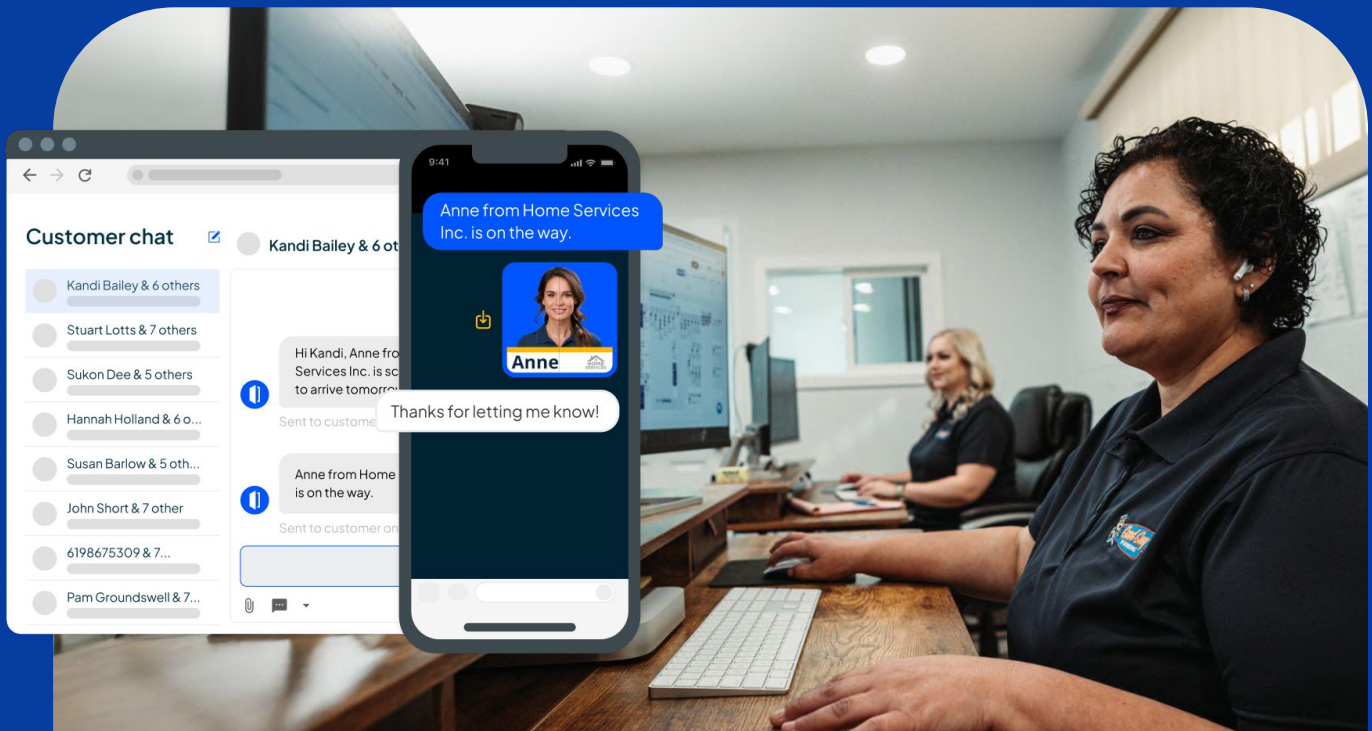
Trust is built before the truck rolls out

Today's homeowners expect fast booking, real-time updates, and proof that the job was done right. Yet:

18% say they *can't* remember the last time a service provider impressed them



That gap is every home service professional's opportunity. Pros who deliver consistency from first touch to final follow-up stand out. And the systems that keep teams reliable and credible turn the next lead into the next loyal customer.



Generational expectations

Every generation expects modern service

While younger generations helped set the standard, homeowners across all age groups now expect a digital-first service experience that is fast, flexible, and easy to work with.

80%

of all homeowners surveyed say online booking influences who they hire

62%

expect to pay digitally



96%

say a professional, user-friendly website matters when hiring a Pro

Millennials are over

3x

more likely

than baby boomers to rehire based on ease and convenience



When you get the millennials and the Gen Xs, and other generations as time goes along, a lot more people will want the Amazon experience from their service providers.

William H., A-1 Cleaning

Cleaning services in Eureka, CA

725+ Google reviews / 4.9 stars ★★★★★

Takeaway ▶▶▶▶▶

Convenience has become the new face of professionalism. As the **largest group of current homebuyers**, millennials have shaped the new baseline for what “professional” looks like. In today’s market, speed, simplicity, and digital tools are what separate the Pros who thrive from those who fall behind.



Communication builds confidence

Customers don't want surprises. They want to know you've got everything handled. And not just after the job is complete. Homeowners want to know who's coming, when they'll arrive, and that the job is running smoothly from start to finish.

When asked what types of communication offer the most reassurance before a house call:

58%

said receiving a technician's photo and ID

46%

cited "On my way" texts

37%

noted the ability to view and confirm appointments online

25%

said a phone call from the company

What's more:



59% expect to receive text updates throughout the job.



1 in 3 homeowners list late arrival as a top frustration

Takeaway ▶▶▶▶▶

You can't be everywhere at once, **but your systems can.** Clear, consistent communication builds trust and helps prevent frustrations.



It's almost impossible to overcommunicate. Customers appreciate "On my way" texts and a picture of the person who's coming.

Amy B., Nobility Door

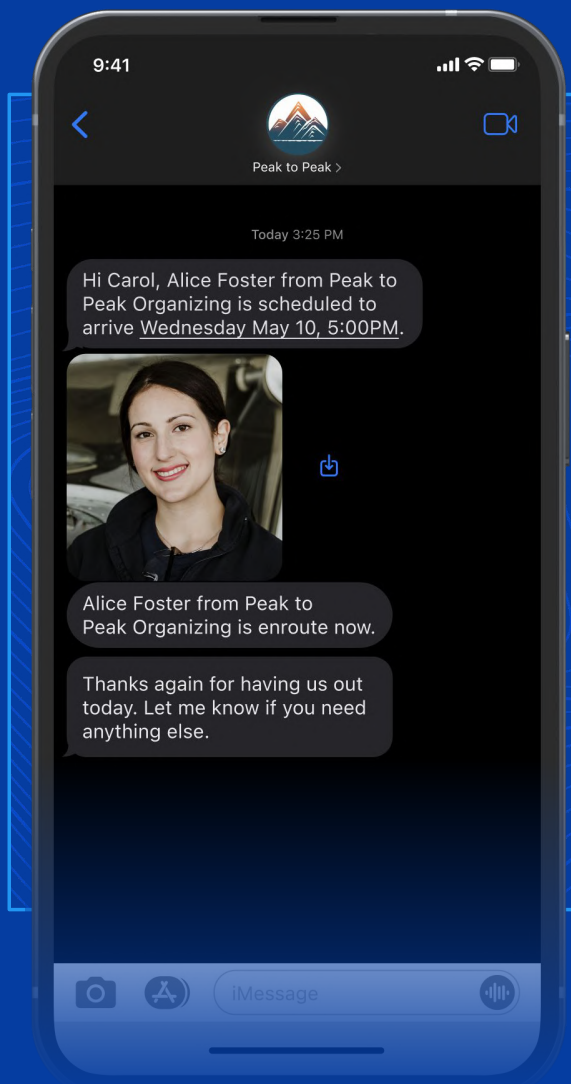
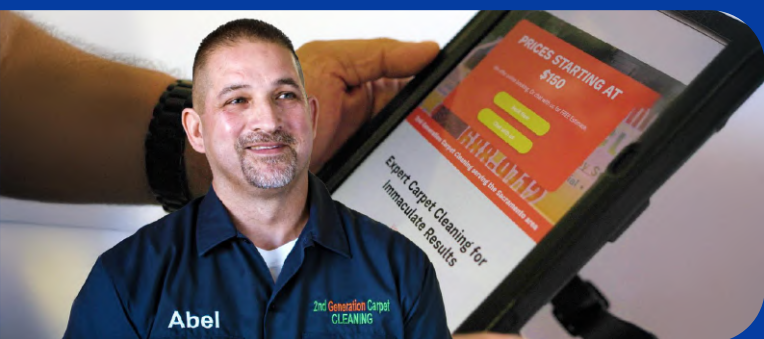
Garage services in Ada, OK

250+ Google reviews / 5 stars



What Pros can do:

- **Set expectations before the job:** Include the technician's name, photo, and estimated arrival time.
- **Automate key updates:** Use systems to send real-time notifications so customers are never left guessing.
- **Give customers control:** Let homeowners book and track services online.



AI-assisted communication

AI speeds up response and reassurance

Homeowners interact with AI every day, whether asking Siri or Google to set a reminder, chatting with a customer service bot, or tracking a delivery. And when it comes to home services, they're more ready for it than you might expect.

53% of all homeowners are comfortable with AI handling their initial chat or phone call

71% of millennials are comfortable with AI-assisted communication

Using AI to increase responsiveness can drive real impact—97% of all homeowners surveyed say response time influences who they hire.



Takeaway ▶▶▶▶▶

AI helps busy service businesses deliver the speed and consistency customers expect—without losing the human moments that build trust. When automation handles the updates, confirmations, and FAQs, crews get time back to focus on real conversations and quality service.



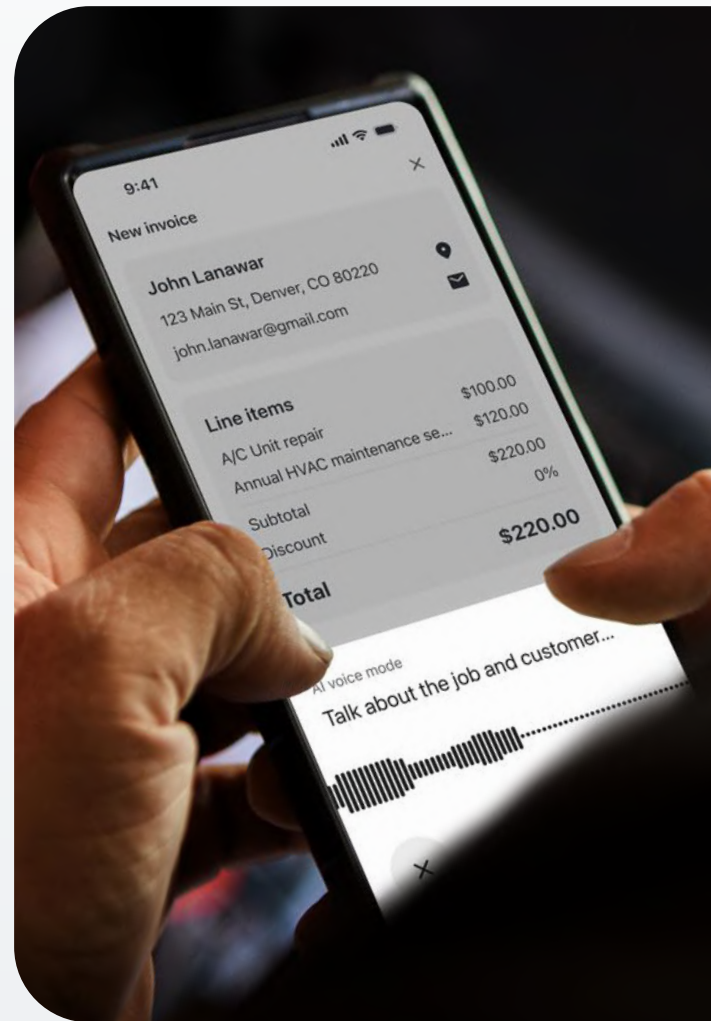
AI answers our calls outside of office hours and on weekends, so our customers don't go to voicemail... These would normally have been calls that we would have lost and would have likely contacted our competitors.

Frankwin H., Treasure Valley Solutions
Smart solutions in Meridian, ID
375+ Google reviews / 4.8 stars ★★★★★



What Pros can do:

- **Use AI to stay fast and accurate:**
Let automated tools answer calls and questions, confirm bookings, and send reminders so customers never wait.
- **Stay human where it counts:**
Make sure you or your staff handle complex or emotional conversations.
- **Track responsiveness:**
Monitor how quickly your team replies and where automation saves time.



Pricing and billing

Show the price; earn the trust

Today's customers expect pricing transparency and flexibility. Hidden fees and vague estimates make customers hesitate, while clear, upfront pricing builds instant credibility.

97%

say transparent pricing matters when hiring a Pro

77%

cite hidden or surprise costs as a top frustration

80%

want to know what options ("good, better, best") are available

93%

say instant estimates influence their hiring decisions

55%

expect payment plans or financing



Takeaway ▶▶▶▶▶

The Pros who present pricing upfront and offer structured service options—without pressure or surprises—signal professionalism, build trust, and close the job faster.



We don't upsell. We just educate and let the customer decide.

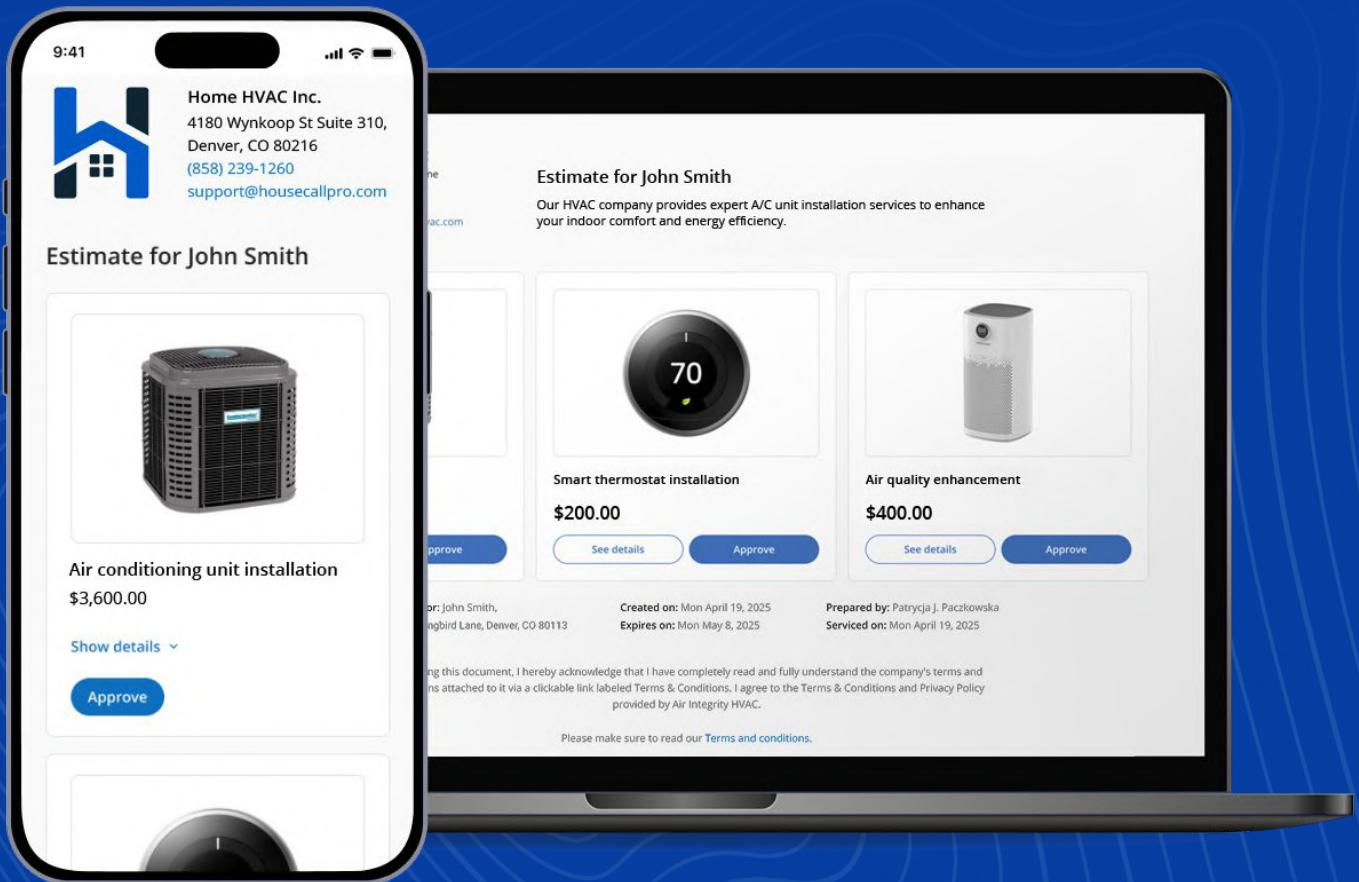
Chad L., Rapid Rooter Plumbing
Plumbing in Phoenix, AZ
250+ Google reviews / 5 stars ★★★★★





What Pros can do:

- **Treat the estimate like part of the service:**
Walk customers through “good, better, best” options and how each fits their needs.
- **Use digital quotes and signatures:**
Send estimates instantly and make it easy to approve from any device.
- **Offer flexible payment options:**
Financing or staged payment plans help customers say yes faster and make bigger jobs doable.



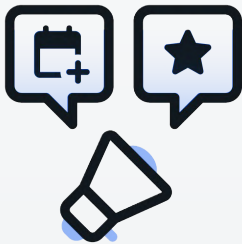
Quality assurance

Seeing is believing

The crew knows the job was done right. But customers need to see it, too. Especially in trades like HVAC, plumbing, and electrical, where much of the work happens behind walls, visual proof is quickly becoming part of the new service standard.

68% of homeowners want to see photos, videos, or checklists showing completed work—about half of those say it's a must-have

An additional 28% say it'd be nice to receive them



Takeaway ▶▶▶▶▶

Visual proof turns workmanship into visible value, shows attention to detail, and reinforces professionalism. And it could be what moves a satisfied customer to leave a review or make a referral.





They say a picture is worth a thousand words; videos are even more valuable. With videos, we can show the customer what we're trying to explain.

Micheal H., Rey's Air Solution

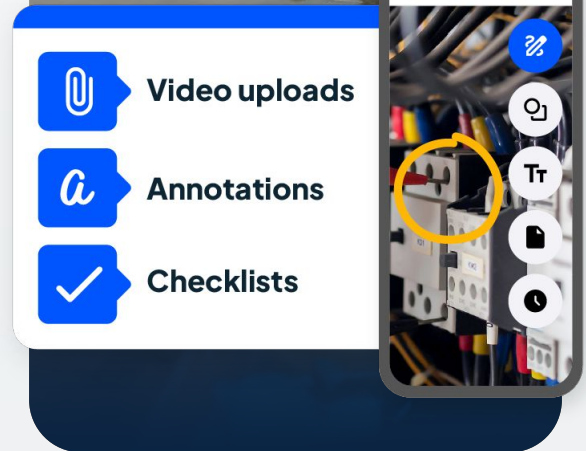
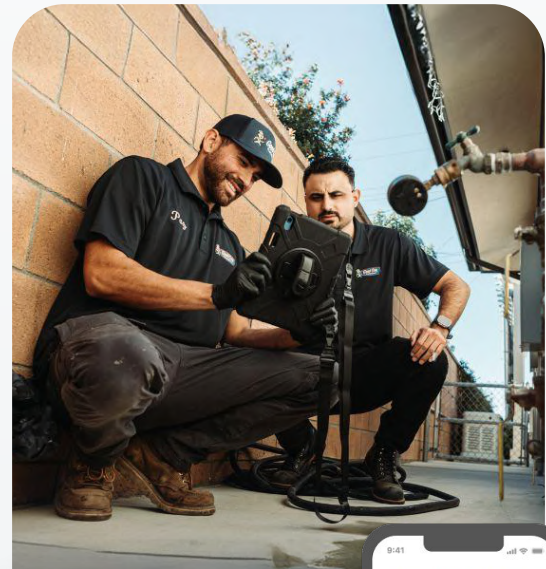
HVAC in West Sacramento, CA

650+ Google reviews / 4.9 stars ★★★★★



What Pros can do:

- **Document every job:**
Snap before-and-after photos or videos to show what was done. And keep all images and videos in one digital job record.
- **Turn visuals into education:**
Add simple notes explaining what changed, why it mattered, and how it prevents future issues.
- **Build proof into the brand:**
Use visuals in review requests, follow-ups, and marketing to reinforce quality and attention to detail.



Follow-up and loyalty

Service isn't over when the job is done

Excellent service doesn't end when the work does. Homeowners reward Pros who follow through. And that follow-through pays off.

73%

would refer a Pro after excellent service

68%

would rehire the same business

40%

say they're likely to leave a review

And what makes them feel most appreciated as a customer?

70% say a useful tip or recommendation from the tech

69% value a small free perk like cleanup or junk removal

43% appreciate maintenance reminders

31% say loyalty rewards or membership perks

30% value a personalized thank-you note

We do a follow-up after every job...
'Do you have any questions about the work that was done or any of the estimates that were provided? Would you mind if we send a link to leave a review?'... Seven times out of 10, they'll do it from that link.

Tracey F.,
Remedy Plumbing
Plumbing in Athens, GA
500+ Google reviews /
4.9 stars ★★★★★



Takeaway ▶▶▶▶▶

Follow-up is good manners *and* good business. Not to mention, a proven growth strategy. A thank-you message, reminder, or review request keeps customers connected and the business top of mind.

What Pros can do:

- **Follow up fast:**
Send a thank-you text or review link within 24 hours.
- **Automate reminders:**
Use customer relationship management tools to schedule seasonal prompts or maintenance check-ins.
- **Make appreciation visible:**
Offer a small loyalty discount or membership perk to repeat customers. Also, acknowledge and celebrate customer referrals.

Bottom line

More than great work, great systems win the customer

The real competitive edge for home service providers is how well you run the job, from fast, flexible booking to clear updates, upfront pricing, and proof the work was done right. That's what builds trust. And that's what earns the referral, the review, and the rehire.

Today's best Pros don't just do great work. They deliver it like clockwork.

5 takeaways for service excellence >>>>>

1



Fast response: Automate booking and send “On my way” texts.

2



Transparent pricing: Offer tiered options along with payment flexibility.

3



Visible proof: Make videos, photos, and checklists part of every job file.

4



Consistent communication: Keep customers in the loop from start to finish.

5



Follow up: Send thank-yous, review requests, service reminders, and perks.

Conclusion

How Housecall Pro helps

From online booking and estimate options to photo proof, review requests, and automated follow-ups, our tools help Pros build trust at every step.



Housecall Pro has helped us deliver the promise that we will be the best experience to our customers in every way.

Clayton K., King Mechanical

HVAC in Sulphur, LA

375+ Google reviews / 4.9 stars ★★★★★



Trusted by **200K+** home service Pros across **50+** trades

[Learn more at housecallpro.com](https://housecallpro.com) >

Methodology >>>>>

The Housecall Pro Customer Service Survey was conducted online on October 23, 2025, using SurveyMonkey Audience.

Responses (1,040 total) came from U.S. adults aged 18 and older who were pre-targeted as homeowners by SurveyMonkey and then screened to ensure they are the primary or joint decision-makers for household maintenance. Results were balanced by age, gender, and region according to U.S. Census benchmarks. ■

