



WitsType AI

📖 FREE GUIDE • FOR HOME SERVICE OWNERS

Don't Buy AI Until You Read This

The Founder's Guide to Avoiding a \$10K Mistake

Three simple shifts, one self-audit, and the real math behind the calls you're losing. No tech background required.

📖 10-MIN READ

✅ SELF-AUDIT INCLUDED

🏠 BUILT FOR THE TRADES



1 in 4 calls goes unanswered in the trades — the contractor who answers first usually wins the job.

Your busiest days leak the most money.



Missed calls

Ringing out while you're on the tools



Sticky-note chaos

Jobs on paper, texts & your memory



Slow follow-up

Leads go cold before you call back



Admin at 9pm

Invoices & paperwork eat your night



1 in 4 calls goes unanswered.

In the trades, the contractor who answers first usually wins the job.



Good news: fixing all of this takes just three simple shifts — no tech background required. First, let's find your biggest leak.

Where are you leaking calls & leads?

Check every box that's true for your business right now. Be honest — this one's just for you.

CALLS & SCHEDULING

- ☐ Calls go to voicemail while you're on a job
- ☐ No one answers after hours or weekends
- ☐ You've lost a job to whoever called back first

LEADS & FOLLOW-UP

- ☐ Quotes sit for days before you follow up
- ☐ You've forgotten to follow up on a lead
- ☐ Customer history lives in your head, not a system

ADMIN & PAPERWORK

- ☐ You do invoices & paperwork after hours
- ☐ Review requests rarely go out
- ☐ Reminders depend on you remembering

0-2 • TIGHT SHIP You're ahead of most

Keep the habits that are working and revisit this audit each quarter.

3-5 • LEAKING Fix one shift first

Pick the group with the most checks and fix that shift — see page 05.

6-9 • BLEEDING Revenue is walking

Run the calculator on page 04, then book the free audit on page 08.



Tip: The group with the most checks is your biggest leak — and usually the fastest thing to fix.

The math behind one missed call.

Multiply out your own numbers below — most owners are shocked by what they find.



Now try it with your own numbers:
 _____ missed calls × 52 weeks × \$ _____ ticket = \$ _____ / year

AVERAGE TICKET BY TRADE — TYPICAL RANGE

HVAC \$250–\$650	PLUMBING \$150–\$450	ELECTRICAL \$200–\$500	LANDSCAPING \$100–\$350
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Tip: One missed call a week ≈ 50 lost jobs a year. The leak is almost always bigger than the fix.

Three shifts. That's it.

1

PEN & PAPER → A SYSTEM THAT REMEMBERS

A simple CRM

Every customer, job & quote in one place — nothing lost on a sticky note.

BEFORE

- 📄 Jobs on paper & texts
- ☎️ "Did we call them back?"
- ⊗ Quotes & follow-ups lost



AFTER

- 📅 Full history in one tap
- ✓ Every lead tracked to close
- 📅 Auto-reminders, nothing slips

2

MISSED CALLS → EVERY CALL ANSWERED

An AI voice agent

Answers 24/7, books the job, and texts you the details — even after hours.

BEFORE

- ☎️ Phone rings out on a job
- 🕒 After-hours → voicemail
- ⊗ Caller dials the next name



AFTER

- ☎️ Every call answered, 24/7
- 📅 Qualifies & books the job
- 💬 Texts you name & details



Rule of thumb: Start with the shift that fixes your biggest leak from the audit. Most owners see the fastest payoff from Shift 2 — every answered call is a job that didn't go to a competitor.

Let the busywork run itself.

3

MANUAL BUSYWORK → IT JUST HAPPENS

Backend automation

Reminders, follow-ups, reviews & invoices run on their own in the background.

BEFORE

-  You text every reminder
-  Review requests never sent
-  Invoices pile up all week



AFTER

-  Reminders fire automatically
-  Reviews requested on their own
-  Invoices sent & filed for you

ONE DAY, RUNNING ITSELF

7:15 AM

**Agent books a new install while you're on a job.**

A job you'd have lost to voicemail six months ago.

11:30 AM

**CRM has the full customer history ready for your tech.**

No calling the office to ask what was quoted last time.

2:00 PM

**Automation sends the invoice & files the receipt.**

No end-of-week pile of paperwork to catch up on.

6:45 PM

**Agent captures a weekend lead — qualified for Monday.**

Booked before a competitor even calls back.

9:00 PM

**Review request went out on its own. You're off the clock.**

Reviews compound while you have dinner with your family.



One missed call a week ≈ 50 lost jobs a year. Multiply by your average ticket — the leak is almost always bigger than the fix.

Real businesses. Real results.



"Reminders, follow-ups and invoices used to live in my head. Now they just happen on their own — fewer no-shows, and I finally got my evenings back."

— **ROBERT**, OWNER · HOME SERVICES

Hours of admin cut every week



"For the first time I can see exactly which products and customers actually make us money. WitsType turned a mountain of numbers into decisions I make every morning."

— **SUZANNE**, OWNER · WHOLESALE SUPPLY CO.

Clear view of margin & top accounts



"Krieshan and the WitsType team made the whole thing painless. Clear communication, no jargon, and they delivered exactly what they promised — ahead of schedule."

— **KEVIN**, FOUNDER



Straight talk, no jargon



Fast turnarounds



Built around your business



YOUR NEXT STEP

See what this looks like for your business.

Book a free audit call. We'll find where your calls, leads and
admin are leaking — and which shift pays off first.

BOOK YOUR FREE AUDIT TODAY →

calendly.com/witstype/consultation



Where you're losing calls &
leads



Which shift pays off fastest



A clear, plain-English plan