

Revenue Leak Assessment

Millstream Ridge Roofing, roofing and gutters · Lancaster, PA · Sam (owner) · October 12, 2026

What we found

- In one week (October 5 to October 9) we reviewed how Millstream Ridge Roofing handles calls, quotes, follow-up and office work. The leaks below add up to about \$23,186 a month, using your own numbers.
- Each figure shows its arithmetic. They are estimates from your inputs, not a promise of recovered revenue.

What to fix first

- 1. Calls that ring out while the crew is on a roof: about \$12,950 a month. Fix: Missed-Call Front Desk.
- 2. Website requests answered the next day: about \$4,440 a month. Fix: A fix sprint (built and running in a week).
- 3. Quotes sent once and never chased: about \$2,775 a month. Fix: A fix sprint (built and running in a week).
- 4. Finished jobs with no review request: about \$1,665 a month. Fix: A fix sprint (built and running in a week).
- 5. Gutter cleaning customers who are never reminded: about \$749 a month. Fix: Dead-Lead Reactivation.
- 6. Typing job notes and receipts into the books by hand: about \$607 a month. Fix: Receipt Capture.

Calls

- Calls that ring out while the crew is on a roof. During the week, 7 of 33 calls rang out to voicemail between 10 am and 3 pm, and 2 of those callers left no message. $28 \text{ missed calls a month} \times 25\% \text{ that would book} \times \$1,850 \text{ average job} = \text{about } \$12,950 \text{ a month.}$
- Website requests answered the next day. 4 of 9 web form requests got a first reply more than 24 hours later; 1 never got one. $16 \text{ web inquiries a month answered after 24 hours} \times 15\% \text{ that would book} \times \$1,850 \text{ average job} = \text{about } \$4,440 \text{ a month.}$

Quotes

- Quotes sent once and never chased. Of 22 quotes sent in September, 15 had no second contact; 6 were still open after 3 weeks. $15 \text{ quotes a month with no follow-up} \times 10\% \text{ more won with follow-up} \times \$1,850 \text{ average job} = \text{about } \$2,775 \text{ a month.}$

Follow-up

- Gutter cleaning customers who are never reminded. The customer list has 310 past gutter jobs; none get a fall or spring reminder. $26 \text{ past customers due for service each month} \times 12\% \text{ who book when reminded} \times \$240 \text{ average job} = \text{about } \749 a month.
- Finished jobs with no review request. None of the 18 jobs finished in September got a review request; the business has 23 reviews against a nearby competitor's 160. $18 \text{ finished jobs a month with no review ask} \times 5\% \text{ added bookings} \times \$1,850 \text{ average job} = \text{about } \$1,665 \text{ a month.}$

Admin

- Typing job notes and receipts into the books by hand. The office manager spends about 5 hours a week keying receipts and job notes into the accounting system. $5 \text{ hours a week} \times 4.33 \text{ weeks a month} \times \$28 \text{ an hour} = \text{about } \607 a month.

Your inputs

- Average job of \$1,850 and about 140 calls a month, from the owner's intake answers.
- Booking and win rates are the owner's own estimates; we used the lower number where they gave a range.
- Office time is valued at \$28 an hour, the wage plus payroll costs the owner gave for the office manager.

Next step

- The full \$999 is credited toward Missed-Call Front Desk setup, the AI Setup Concierge, any fix sprint or your first managed month if you start within 60 days.
- We book the next call before this one ends, so the first fix can start the following week.
- Smaller start: AI Office Hours, \$199/month. One live monthly session for your whole team on what changed in AI and how your team uses it, plus a recorded library everyone on your team can open. Cancel any time.