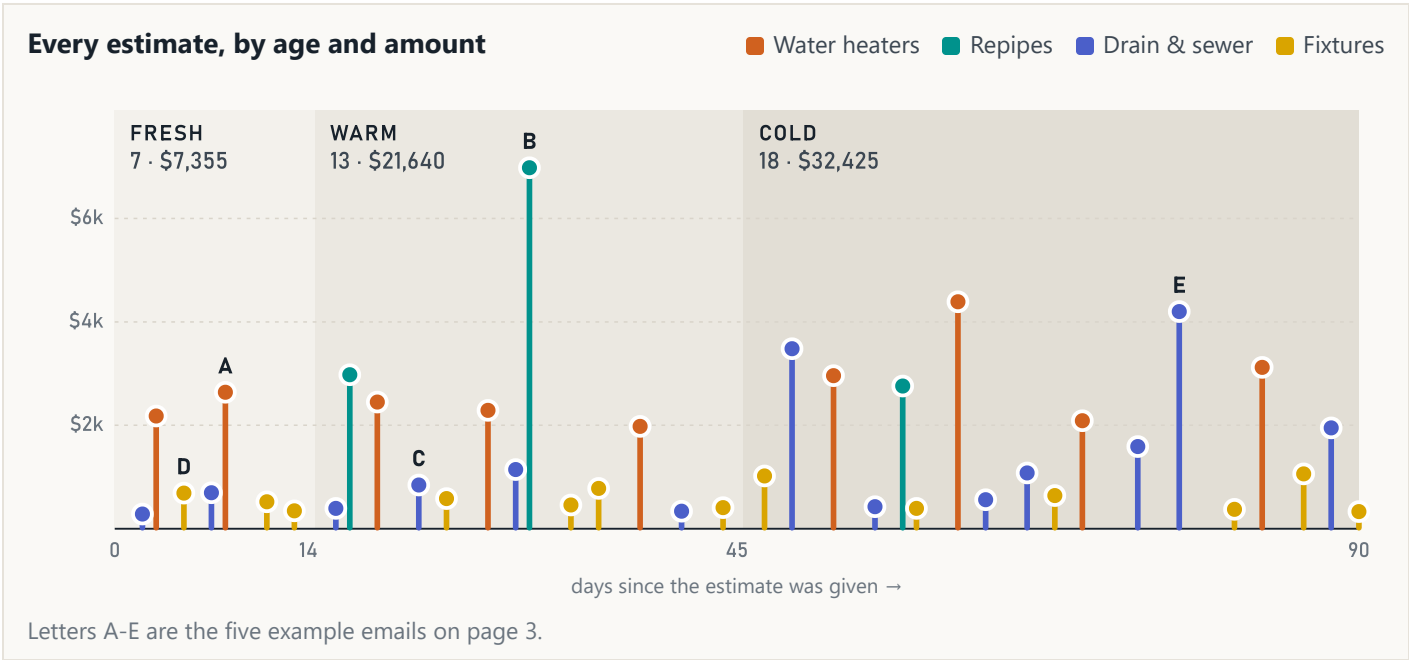


PREPARED FOR NORTHGATE PLUMBING & DRAIN · MAPLE FALLS, OHIO

Your unsold estimates, followed up.

Every estimate from the last 90 days (07/24 to 10/22/2026) that never turned into a job: 38 of them.

38 estimates given, not booked	\$61,420 in work quoted and still waiting	\$1,616 average estimate
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BY JOB TYPE	ESTIMATES	QUOTED	BY AGE	ESTIMATES	QUOTED	FIRST EMAIL
Water heaters	9	\$24,100	Fresh	7	\$7,355	Friendly check-in
Repipes	3	\$12,720	0-14 days			
Drain & sewer	13	\$16,990	Warm	13	\$21,640	Check-in that names the job and date
Fixtures	13	\$7,610	15-45 days			
			Cold	18	\$32,425	A seasonal or warranty reason to look again
			46-90 days			

What happens next. You read the drafted emails and say go. The first ones leave from your own email on Monday, October 26. Nothing is sent before you approve it.

Who gets what, and when

Three groups by age. Each customer gets at most two short emails, both from you.

1 You send the list Mon 10/19 An export from your job software or a spreadsheet.	2 We write every email Thu 10/22 One for each of the 38, in plain words you can edit, plus the reminder.	3 You read and approve Your call Change any word. Cut anyone you don't want contacted.	4 Day 0: first emails Mon 10/26 From your own email address, so replies come to you.	5 Day 7: one reminder Only if no answer Then we stop. Fridays you get a short list of who replied.
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GROUP	DAY 0: FIRST EMAIL	DAY 7, NO ANSWER	AFTER
Fresh 7 estimates, 0-14 days old	Friendly check-in: any questions about the quote?	Short reminder	Stop
Warm 13 estimates, 15-45 days old	Check-in that names the job, the amount and the date it was quoted	Short reminder	Stop
Cold 18 estimates, 46-90 days old	A real reason to look again: winter coming, frozen ground, an old heater past its warranty	Short reminder	Stop

The first two weeks

Weekday mornings, a few at a time, so it reads like you typed them

Mon 10/26 8 first emails	Tue 10/27 8 first emails	Wed 10/28 8 first emails	Thu 10/29 7 first emails	Fri 10/30 7 first emails
Mon 11/02 ≤8 reminders	Tue 11/03 ≤8 reminders	Wed 11/04 ≤8 reminders	Thu 11/05 ≤7 reminders	Fri 11/06 ≤7 reminders

Week 2 shows the most it could be. Anyone who replied, booked or said no in week 1 gets nothing more.

THE RULES WE FOLLOW

- Sent from your email, after you approve.
Customers see your name and reply to you. Nothing goes out unseen.

■ Two emails per customer, at most.
A first note and one reminder a week later.

■ No discounts, no pressure.
No fake deadlines. Questions about price come to you.
- Email only.
No texts, no calls, no one outside your list.

■ Any “no” ends it.
A no, a “stop”, a booking or a bounce takes that person off at once.

■ Your name and address on every email.
With a plain way to say stop, as US email law requires.

Five of the 38 emails, as your customers would see them

One for each kind of job, from Rick Haldane’s own email. Letters match the chart on page 1.

A

Water heaters

Fresh · Day 0 check-in

TO

Dana · quoted October 14

SUBJECT

Your water heater quote

Hi Dana,

It's Rick from Northgate Plumbing. I wanted to check in on the quote we gave you on October 14 for a new 50-gallon gas water heater and expansion tank, \$2,640.

If you have any questions about it, just reply here and I'll answer them myself. If you'd like to get it done, tell me a day that works for you.

Rick

B

Repipes

Warm · Day 0 check-in

TO

Tom · quoted September 22

SUBJECT

Your repipe quote from September

Hi Tom,

Rick from Northgate here. On September 22 we quoted \$6,980 to repipe your house with PEX. I know that's a big job to think over.

If it helps, I'm glad to walk you through how long it takes and which walls we'd need to open. Just reply and let me know.

Rick

C

Drain & sewer

Warm · Day 7 reminder

TO

Angela · quoted September 30

SUBJECT

Re: Your main drain

Hi Angela,

Just following up on my note from last week about cleaning your main drain (\$845). If the backups have stopped for now, great.

If they come back, reply here and we'll get you on the schedule.

Rick

D

Fixtures

Fresh · Day 0 check-in

TO

Priya · quoted October 17

SUBJECT

Your kitchen faucet and disposal quote

Hi Priya,

It's Rick from Northgate Plumbing, checking in on the quote for a new kitchen faucet and garbage disposal, \$690.

If anything in it wasn't clear, just reply and I'll explain. If you're ready, send me a couple of days that work and we'll set it up.

Rick

E

Drain & sewer

Cold · Seasonal nudge

TO

Gary · quoted August 6

SUBJECT

Your sewer line, before winter

Hi Gary,

Rick from Northgate Plumbing. In August our camera found a sagging section in your sewer line, and we quoted \$4,200 to dig it up and replace it.

I'm writing now because that kind of digging gets harder once the ground freezes. If you'd like it done this fall, reply and I'll find you a date. If you've already taken care of it, no problem at all.

Rick

HOW TO READ THESE

Highlighted words come straight from your estimate list: first name, job, amount, date. Everything else is written once, in plain words you can edit, and you approve it.

Each email is 3 to 5 short sentences. No discounts, no countdowns, no "limited time".

Every email ends with your shop's name and address and one line:

Northgate Plumbing & Drain · 2185 Fenwick Road, Maple Falls, OH

Reply "stop" and I won't email you about this again.

When they write back

Replies land in your inbox, because the emails came from you. We sort them and answer the common ones with wording you approved first. Anything about money comes to you.

SAM WROTE

"Still thinking about it."

We answer with the reply you approved. No more reminders. Sam stays on your Friday list.

APPROVED ANSWER No problem at all, Sam. Take your time. If any questions come up, just reply here. —Rick

WALT WROTE

"That's more than I expected."

Goes to you, the same business day. We never answer price and never discount. You get his note, the estimate and a draft you can use, change or ignore.

YOUR CALL Thanks for telling me, Walt. Can I ask which part feels high? I'm happy to go through what's included, line by line. —Rick

MARK WROTE

"We went with someone else."

We send a short thank-you and take Mark off the list. No pitch.

APPROVED ANSWER Thanks for letting me know, Mark. I hope the job goes well. If you ever need us, we're here. —Rick

ERIN WROTE

"Can you come Tuesday?"

Booking request: forwarded to you or your office right away. We don't reply to it or confirm a date or time; you do.

APPROVED ANSWER Thanks, Erin! Let me check Tuesday and I'll get right back to you with a time. —Rick

WE NEVER

- ✗ Offer a discount or change a price
- ✗ Promise a date, a time or a result
- ✗ Argue, push or send a third email
- ✗ Text or call anyone
- ✗ Email anyone who isn't on your list
- ✗ Keep going after a "no" or "stop"

ALSO HANDLED

"Stop" or "unsubscribe": off the list at once, no reply.

Bounced email: off the list; noted on your Friday list in case you have a better address.

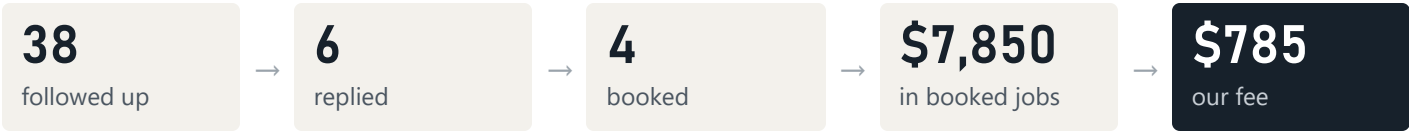
A complaint or anything odd: straight to you, untouched.

Every Friday: one short list of who replied, who booked and who said no.

What it costs

10% of the jobs that book from the follow-up.
Nothing else. No setup fee, no monthly fee. If nothing books, you owe nothing.

AN EXAMPLE MONTH



Made-up numbers for this fictional shop, to show how the fee works. Not a forecast: we don't promise a number of jobs.

CUSTOMER	JOB	WHAT HAPPENED	JOB TOTAL	10%
Dana K.	50-gallon gas water heater and expansion tank	Replied, booked	\$2,640	\$264.00
Walt H.	Replace cracked sewer section at the cleanout	Price question, owner answered, booked	\$3,480	\$348.00
Erin L.	Toilet replacement and new shut-off valves	Asked for Tuesday, booked	\$585	\$58.50
Carl V.	Main line jetting and camera inspection	Replied, booked	\$1,145	\$114.50
Sam R.	50-gallon electric water heater	Still thinking	–	–
Mark O.	Tankless gas water heater	Went with someone else	–	–
4 jobs booked			\$7,850	\$785.00

You keep **\$7,065** of \$7,850 in work that had been sitting on the list.

HOW IT'S COUNTED

- A job counts when the customer replied to one of our emails, or booked within 30 days of one, and you did the work.
- On the first business day of the month we send the list of booked jobs. You confirm or correct it; we bill 10% of what you confirm, due in 15 days.
- 90-day pilot. Either of us can stop at any time with an email.

OUR PROMISE

- The first batch is ready for you to approve within **3 business days** of getting your list.
- You approve everything before it goes out.
- Any mistake (wrong name, wrong amount) is fixed free, with a correction if you want one.

TO START

Send last quarter's estimates that didn't book: name, email, what was quoted, the amount and the date. An export from your job software or a plain spreadsheet is fine.

Paul Vasquez
Every Other Friday
paul@everyotherfridayhq.com