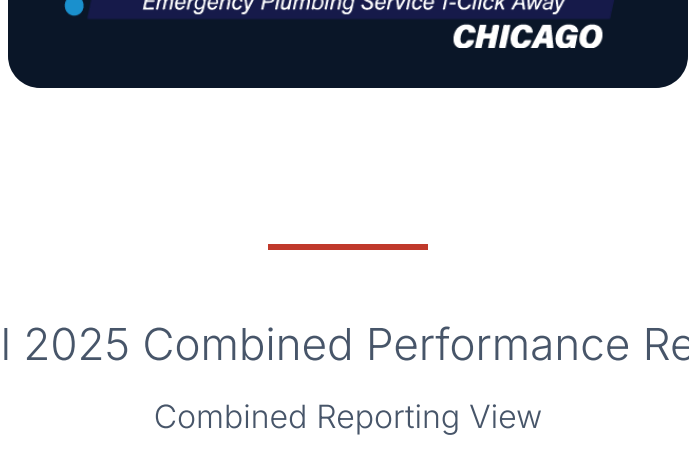




## April 2025 Combined Performance Report

Combined Reporting View

April 2025

Prepared September 2, 2026  
Retrospective Combined April Reporting

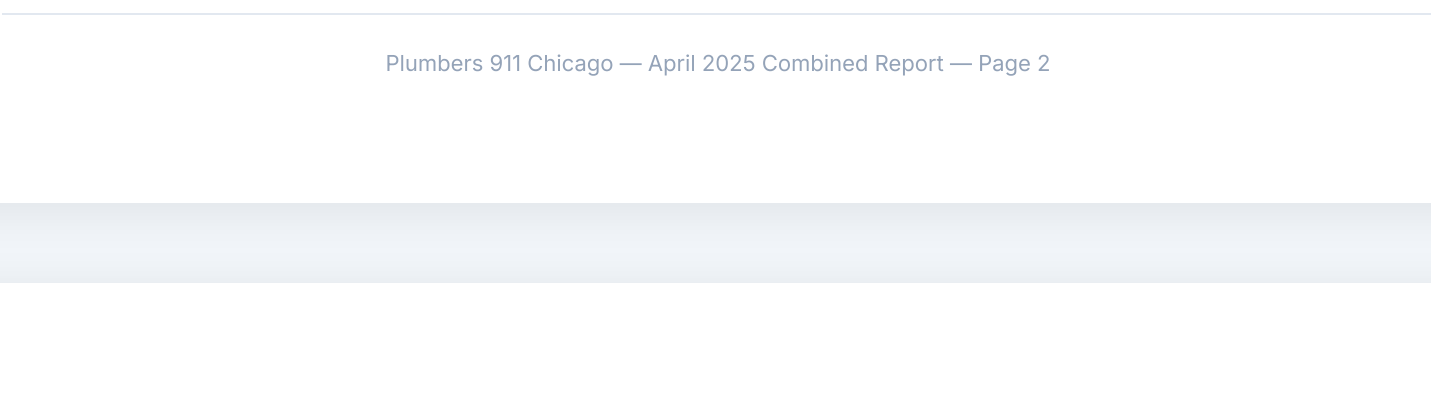
### SECTION 01

## Combined Summary & Outlook

Top-level summary of the combined April 2025 results

The combined April reporting shows **127 program calls** and **67 verified jobs** across the call center and the contractor network, presented as one consolidated result.

April finished with a **62.2% answer rate** and a **52.8% verified rate**. The 48-call no-answer gap represents the primary opportunity for improvement.



What the combined results reveal:

- **April produced 127 total calls** — the second-highest monthly volume of 2025 year-to-date — with 67 verified jobs and 48 unanswered calls
- **72 calls were routed through the call center** without contractor attribution; 19 verified and 41 unanswered
- **Norman led contractor-attributed volume** with 17 calls, including 17 verified and 0 unanswered
- **Perfect verified months:** Norman (17/17), Terry (7/7), Aleck (3/3)
- **Verified rate finished at 52.8%** — the highest of 2025 year-to-date

**Opportunity Area:** The combined April results show that **48 calls went unanswered**. At the 52.8% verified rate, those missed calls represent roughly **25 additional jobs** that may have been earned with full coverage. Among attributed contractors, Althoff missed 3 (6.3%) and HT Strenger missed 1 (2.1%). 41 of the unanswered calls (85.4%) sat in the call-center bucket with no contractor attribution.

**Data Reference Note (January–October 2025):** During this period website call lines were forwarded into the call center, so calls handled there appear as “Sent to Call Center” without contractor attribution. A portion of those calls may also be reflected in contractor-attributed figures; the combined totals for this month are provided as a consolidated reference and should be read with that potential overlap in mind.

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### SECTION 02

## Combined Executive Summary

Combined April 2025 performance metrics



These figures represent the **combined April results** for the full program. They are presented as one consolidated performance view of total activity, verified outcomes, unanswered calls, and overall rates.

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### SECTION 03

## April vs 2025 YTD Performance

Combined results across the first 4 months of 2025



| MONTH               | TOTAL | VERIFIED | NO ANSWER | OTHER | ANSWER % | VERIFIED % |
|---------------------|-------|----------|-----------|-------|----------|------------|
| January 2025        | 137   | 72       | 53        | 12    | 61.3%    | 52.6%      |
| February 2025       | 85    | 36       | 45        | 4     | 47.1%    | 42.4%      |
| March 2025          | 89    | 39       | 44        | 6     | 50.6%    | 43.8%      |
| April 2025 ★        | 127   | 67       | 48        | 12    | 62.2%    | 52.8%      |
| YTD Total (Jan–Apr) | 438   | 214      | 190       | 34    | 56.6%    | 48.9%      |

**April delivered the second-highest combined volume of 2025 year-to-date** at 127 calls. The verified rate of 52.8% ranks highest for the year so far, while the answer rate finished at 62.2%.

**Year-to-Date Combined Context:** Through 4 months of 2025, the combined results show **438 program-touching calls and 214 verified jobs** — a 48.9% verified rate. The 190 unanswered calls (43.4% of combined volume) remain the program’s largest performance opportunity.

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### SECTION 04

## Combined Contractor Performance — April 2025

Combined call outcomes by contractor, sorted by total volume

| CONTRACTOR            | TOTAL | VERIFIED | NO ANS | OTHER | ANSWER % | VERIFIED % |
|-----------------------|-------|----------|--------|-------|----------|------------|
| Norman                | 17    | 17       | 0      | 0     | 100.0%   | 100.0%     |
| Terry                 | 7     | 7        | 0      | 0     | 100.0%   | 100.0%     |
| Althoff               | 5     | 2        | 3      | 0     | 40.0%    | 40.0%      |
| Park Ridge            | 4     | 3        | 1      | 0     | 75.0%    | 75.0%      |
| Aleck                 | 3     | 3        | 0      | 0     | 100.0%   | 100.0%     |
| Baethke               | 3     | 3        | 0      | 0     | 100.0%   | 100.0%     |
| Bishop                | 3     | 3        | 0      | 0     | 100.0%   | 100.0%     |
| Berwyn                | 3     | 2        | 1      | 0     | 66.7%    | 66.7%      |
| David Soltwisch       | 2     | 2        | 0      | 0     | 100.0%   | 100.0%     |
| HT Strenger           | 2     | 1        | 1      | 0     | 50.0%    | 50.0%      |
| PJF                   | 2     | 1        | 1      | 0     | 50.0%    | 50.0%      |
| Goodberlet            | 1     | 1        | 0      | 0     | 100.0%   | 100.0%     |
| Johns Service & Sales | 1     | 1        | 0      | 0     | 100.0%   | 100.0%     |
| Mendel                | 1     | 1        | 0      | 0     | 100.0%   | 100.0%     |
| Old World             | 1     | 1        | 0      | 0     | 100.0%   | 100.0%     |
| Sent to Call Center*  | 72    | 19       | 41     | 12    | 43.1%    | 26.4%      |
| April Combined Total  | 127   | 67       | 48     | 12    | 62.2%    | 52.8%      |

**Reading the table:** Each row shows that contractor’s combined activity for April 2025. **\*Sent to Call Center:** 72 calls for this month carried no contractor routing, so contractor attribution is not available; they are shown as a single call-center bucket. Website call lines were forwarded into the call center from January through October 2025, so a portion of these calls may also be reflected in contractor-attributed rows.

**Norman was the contractor-attributed volume leader** at 17 combined calls and 17 verified jobs (100.0% verified rate). **Terry** followed at 7 calls with a 100.0% answer rate and 100.0% verified rate. The largest attributed no-answer counts belonged to **Althoff** (3 of 5, 40.0% answer rate) and **HT Strenger** (1 of 2, 50.0% answer rate). The call-center bucket answered 31 of 72 calls (43.1%), with 19 verified.

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### SECTION 05

## Service Area & Top Markets

Geographic distribution of April 2025 inbound calls with available city information

Available city information shows April 2025 calls originated from **40 distinct cities and communities** across the greater Chicagoland area. Blue Island led all markets with 9 calls. The top markets by inbound call volume are shown below. City information is not available for every call.

|    |              |         |    |               |         |    |                 |         |
|----|--------------|---------|----|---------------|---------|----|-----------------|---------|
| 1  | Blue Island  | 9 calls | 2  | Facebook Ads  | 5 calls | 3  | Monee           | 3 calls |
| 4  | Calumet City | 2 calls | 5  | Carol Stream  | 2 calls | 6  | Glenwood        | 2 calls |
| 7  | Joliet       | 2 calls | 8  | Posen         | 2 calls | 9  | South Holland   | 2 calls |
| 10 | Braidwood    | 1 call  | 11 | Buffalo Grove | 1 call  | 12 | Clarendon Hills | 1 call  |

### SECTION 06

## Combined Insights & April Sentiment

What the combined results tell us about April 2025



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