

April 2026 Reconciled Performance Report

Combined GHL + Devin View

April 2026

Prepared May 14, 2026

Data Sources: GoHighLevel Contact Exports + Devin Contractor Reports

SECTION 01

Reconciled Summary & Forward Outlook

Top-level summary combining GHL (routing system) and Devin (contractor-reported) data

Reconciling both data sources gives a fuller picture of April 2026 than either source alone. Where the GHL-only view showed **86 inbound contacts and 27 verified jobs**, the reconciled view — which adds Devin's contractor-reported activity — shows **120 program-touching calls and 57 verified jobs**. The lift comes from contractors who answered calls that never made it into our routing system as a tagged outcome, plus a handful of contractors who Devin tracks but the GHL routing system did not assign calls to in April.

The reconciled answer rate of **67.5% (vs 59.3% GHL-only)** and verified rate of **47.5% (vs 31.4% GHL-only)** suggest that contractor performance is materially better than the GHL view alone implies. Devin's 34 reported calls were answered at **88.2%** with all 30 answered calls counted as verified leads. The combined picture: the network is converting more business than the GHL dashboard alone shows — and the missed-call gap is the biggest remaining opportunity.

Opportunity Area: Even with reconciliation, **39 calls went unanswered** in April across both data sources combined. At the reconciled verified rate of 47.5%, those missed calls represent roughly 19 additional jobs that would have been earned with full coverage. A dedicated answering solution that captures every inbound call — whether it surfaces in GHL routing or Devin's contractor reports — would close the largest remaining gap.



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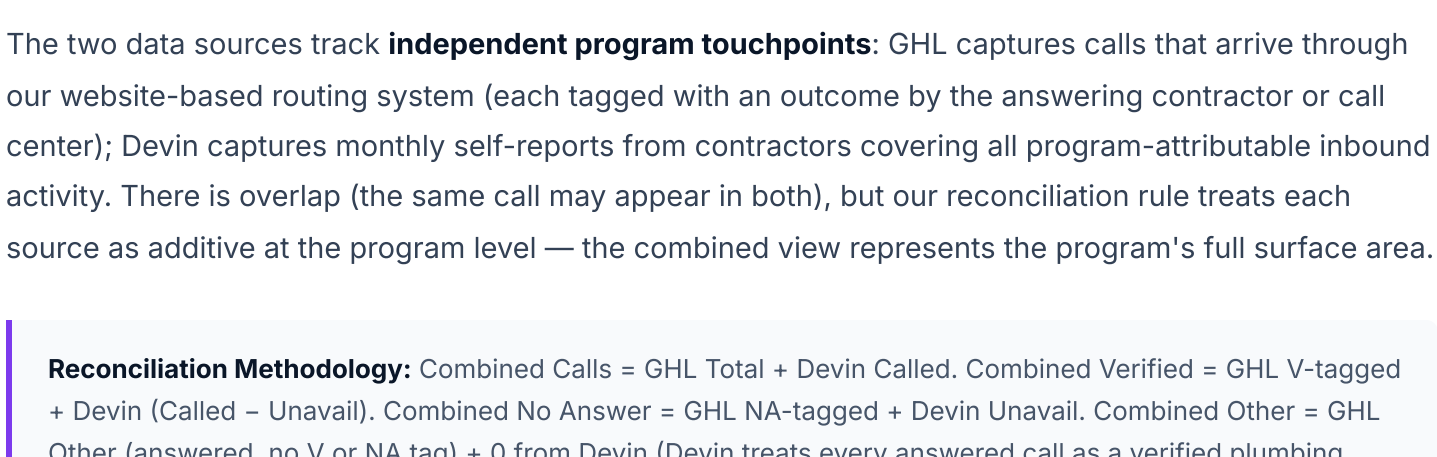
Live Dashboard: [p91tstats.com](#)

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SECTION 02

Reconciled Executive Summary

Combined April 2026 metrics with source breakdown



Source Breakdown — how the two systems contribute

SOURCE	CALLS	VERIFIED	NO ANSWER	OTHER	ANSWER %	VERIFIED %
GHL Routing System	86	27	35	24	59.3%	31.4%
DEVIN Contractor Reports	34	30	4	0	88.2%	88.2%
RECONCILED Combined	120	57	39	24	67.5%	47.5%

The two data sources track **independent program touchpoints**: GHL captures calls that arrive through our website-based routing system (each tagged with an outcome by the answering contractor or call center); Devin captures monthly self-reports from contractors covering all program-attributable inbound activity. There is overlap (the same call may appear in both), but our reconciliation rule treats each source as additive at the program level — the combined view represents the program's full surface area.

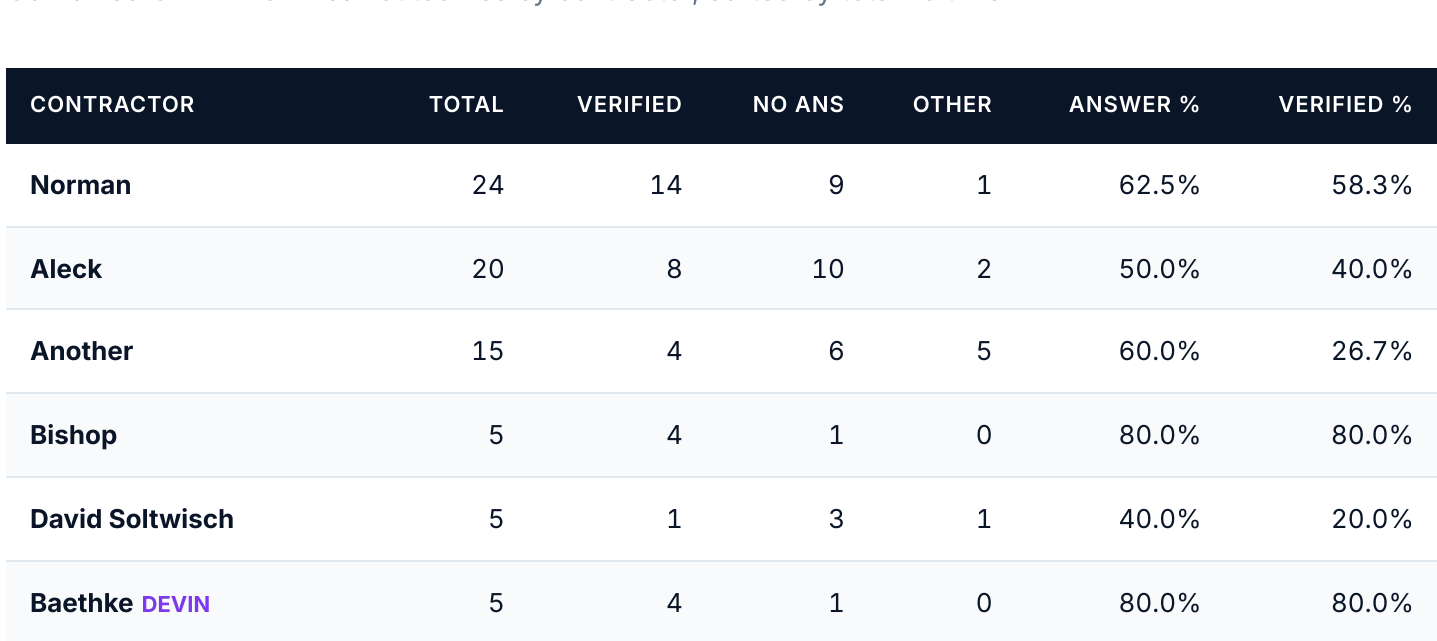
Reconciliation Methodology: Combined Calls = GHL Total + Devin Called. Combined Verified = GHL V-tagged + Devin (Called - Unavail). Combined No Answer = GHL NA-tagged + Devin Unavail. Combined Other = GHL Other (answered, no V or NA tag) + 0 from Devin (Devin treats every answered call as a verified plumbing lead, so there is no "Other" bucket on the Devin side). All Devin contractors are included — some appear in Devin only (no GHL routing in April).

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SECTION 03

April vs Q1 2026 Comparison — Reconciled

Combined GHL + Devin view across the four months of 2026



MONTH	TOTAL	VERIFIED	NO ANSWER	OTHER	ANSWER %	VERIFIED %
January 2026	124	39	81	4	34.7%	31.5%
February 2026	64	32	22	10	65.6%	50.0%
March 2026	96	54	18	24	81.3%	56.3%
April 2026 ★	120	57	39	24	67.5%	47.5%
YTD Total (Jan-Apr)	404	182	160	62	60.4%	45.0%

April was the highest-volume month of 2026 in the reconciled view at 120 combined calls, surpassing January's 124 only after counting Devin's lower January reports. The reconciled answer rate retraced among any contractor with 5+ calls. **Aleck** remains the second-largest by volume (20 calls) but the missed-call count (10) is the single largest contributor to April's unanswered calls across both sources. **Bishop**, **Goodberlet**, **Old World**, **Ravinia**, and the four Devin-only contractors (Althoff, Baethke, Mendel, Park Ridge, Walsh) all delivered 80%+ verified rates on smaller volumes — the network has real depth.

Year-to-Date Reconciled Context: Through four months of 2026, the combined view shows **404 program-touching calls and 182 verified jobs** — a 45.0% reconciled verified rate. That is a meaningfully higher conversion than the GHL-only YTD figure (31.4%), reflecting Devin's high reported answer rates. The 160 unanswered calls (39.6% of combined volume) remain the single largest opportunity for revenue capture.

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SECTION 04

Reconciled Contractor Performance — April 2026

Combined GHL + Devin call outcomes by contractor, sorted by total volume

CONTRACTOR	TOTAL	VERIFIED	NO ANS	OTHER	ANSWER %	VERIFIED %
Norman	24	14	9	1	62.5%	58.3%
Aleck	20	8	10	2	50.0%	40.0%
Another	15	4	6	5	60.0%	26.7%
Bishop	5	4	1	0	80.0%	80.0%
David Soltwisch	5	1	3	1	40.0%	20.0%
Baethke DEVIN	5	4	1	0	80.0%	80.0%
PJF	4	0	2	2	50.0%	0.0%
Berwyn	3	1	1	1	66.7%	33.3%
Goodberlet	3	3	0	0	100.0%	100.0%
Old World	3	2	1	0	66.7%	66.7%
Walsh DEVIN	3	3	0	0	100.0%	100.0%
Fidelity	2	0	1	1	50.0%	0.0%
HT Strenger	2	1	0	1	100.0%	50.0%
John J Cahill	2	1	1	0	50.0%	50.0%
Johns Service & Sales	2	1	1	0	50.0%	50.0%
Ravinia	2	2	0	0	100.0%	100.0%
Sherman	2	0	1	1	50.0%	0.0%
Althoff DEVIN	2	2	0	0	100.0%	100.0%
Park Ridge DEVIN	2	2	0	0	100.0%	100.0%
Gs R	1	0	1	0	0.0%	0.0%
Omega	1	1	0	0	100.0%	100.0%
Terry	1	1	0	0	100.0%	100.0%
Mendel DEVIN	1	1	0	0	100.0%	100.0%
Unassigned*	10	1	0	9	100.0%	10.0%
April Reconciled Total	120	57	39	24	67.5%	47.5%

Reading the table: Each row combines that contractor's GHL routing data with their Devin self-reported activity for April 2026. Rows marked **DEVIN** appear only in Devin's reports (the GHL routing system did not assign these contractors any calls in April). ***Unassigned:** 10 GHL contacts (8.3% of combined volume) had no city tag, so the routed contractor could not be identified from the GHL data; included in totals but separated here.

Norman is the clear top performer in the reconciled view at 24 combined calls and 14 verified jobs — almost double its GHL-only volume of 12. Norman's combined verified rate of 58.3% is the highest among any contractor with 5+ calls. **Aleck** remains the second-largest by volume (20 calls) but the missed-call count (10) is the single largest contributor to April's unanswered calls across both sources. **Bishop**, **Goodberlet**, **Old World**, **Ravinia**, and the four Devin-only contractors (Althoff, Baethke, Mendel, Park Ridge, Walsh) all delivered 80%+ verified rates on smaller volumes — the network has real depth.

Capacity warning persists: Aleck and Norman together missed **19 of 39 combined unanswered calls** (49%). These two contractors handle the largest call volumes in the program, so any solution that supplements their answering capacity at the peak call has the largest leverage on overall reconciled performance.

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SECTION 05

Service Area & Top Markets

Geographic distribution of April 2026 inbound calls (GHL data only — Devin reports do not include city)

GHL routing data shows April 2026 calls originated from **48 distinct cities and communities** across the greater Chicago and area. Bristol led all markets with 10 calls — notable concentration in the southwest service area routed primarily to **Another**. The top markets by inbound call volume are shown below. (Devin's 34 contractor-reported calls do not include city-of-origin information, so this geographic view reflects GHL data only.)

1 Bristol (10 calls)	2 Oak Brook (7 calls)	3 Joliet (3 calls)
4 La Grange (3 calls)	5 Blue Island (2 calls)	6 Calumet City (2 calls)
7 Island Lake (2 calls)	8 New Lenox (2 calls)	9 Oswego (2 calls)
10 Park Forest (2 calls)	11 Romeoville (2 calls)	12 South Holland (2 calls)
13 University Park (2 calls)		

SECTION 06

Reconciled Insights & April Sentiment

What the combined GHL + Devin view tells us about April 2026

120 / 57
Reconciled View Adds Real Volume
Combining GHL routing data with Devin contractor reports lifts April from 86 calls to 120, and verified jobs from 27 to 57 — a clearer picture of the program's actual surface area than either source alone.

+34
Devin's Independent Coverage
Devin's contractor self-reports captured 34 April calls, including 13 from contractors GHL routing did not assign (Althoff, Baethke, Mendel, Park Ridge, Walsh). 30 of 34 became verified leads — an 88.2% reported verified rate.

47.5%
Higher Reconciled Verified Rate
The 47.5% combined verified rate is materially higher than the 31.4% GHL-only figure. The network is converting more business than the GHL dashboard alone shows — "Other" answered calls likely include real bookings that simply weren't tagged.

39 Missed
Unanswered Gap Persists
Even with reconciliation, 39 calls went unanswered — 32.5% of combined volume. At April's reconciled verified rate, those missed calls would have produced ~19 additional jobs. This is the single largest opportunity in the data.

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