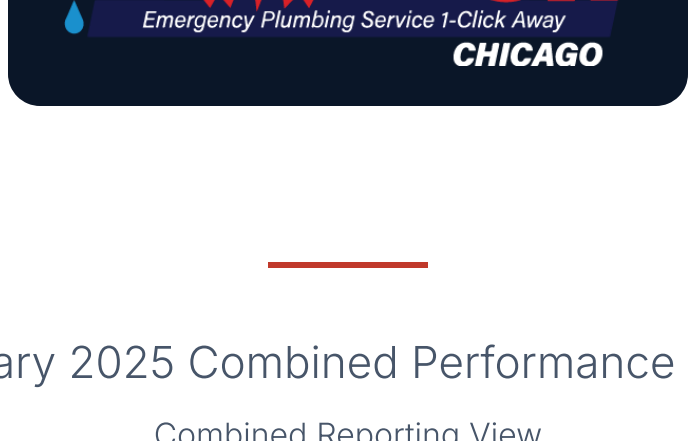




February 2025 Combined Performance Report

Combined Reporting View

February 2025

Prepared September 2, 2026
Retrospective Combined February Reporting

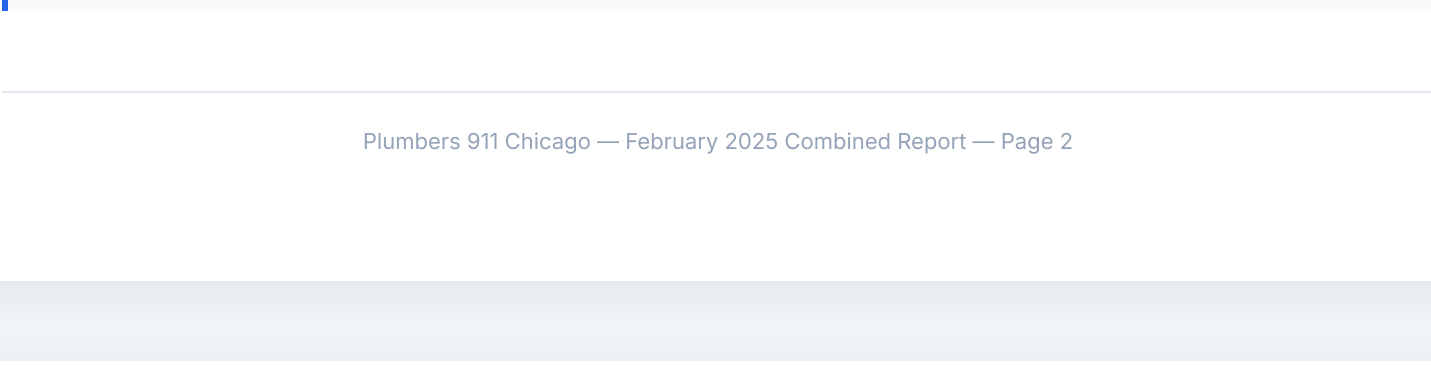
SECTION 01

Combined Summary & Outlook

Top-level summary of the combined February 2025 results

The combined February reporting shows **85 program calls** and **36 verified jobs** across the call center and the contractor network, presented as one consolidated result.

February finished with a **47.1% answer rate** and a **42.4% verified rate**. The 45-call no-answer gap represents the primary opportunity for improvement.



What the combined results reveal:

- February produced 85 total calls — the second-highest monthly volume of 2025 year-to-date — with 36 verified jobs and 45 unanswered calls
- 43 calls were routed through the call center without contractor attribution; 2 verified and 37 unanswered
- Norman led contractor-attributed volume with 15 calls, including 15 verified and 0 unanswered
- Perfect verified months: Norman (15/15), Terry (5/5), Berwyn (2/2)
- Verified rate finished at 42.4% — the second-highest of 2025 year-to-date

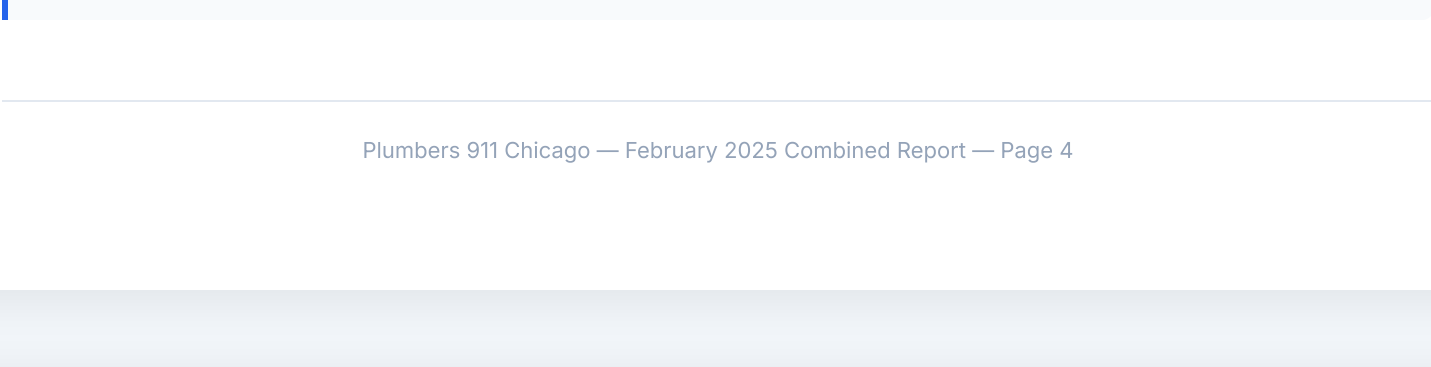
Opportunity Area: The combined February results show that **45 calls went unanswered**. At the 42.4% verified rate, those missed calls represent roughly **19 additional jobs** that may have been earned with full coverage. Among attributed contractors, Baethke missed 2 (4.4%) and Bishop missed 1 (2.2%). 37 of the unanswered calls (82.2%) 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.

SECTION 02

Combined Executive Summary

Combined February 2025 performance metrics

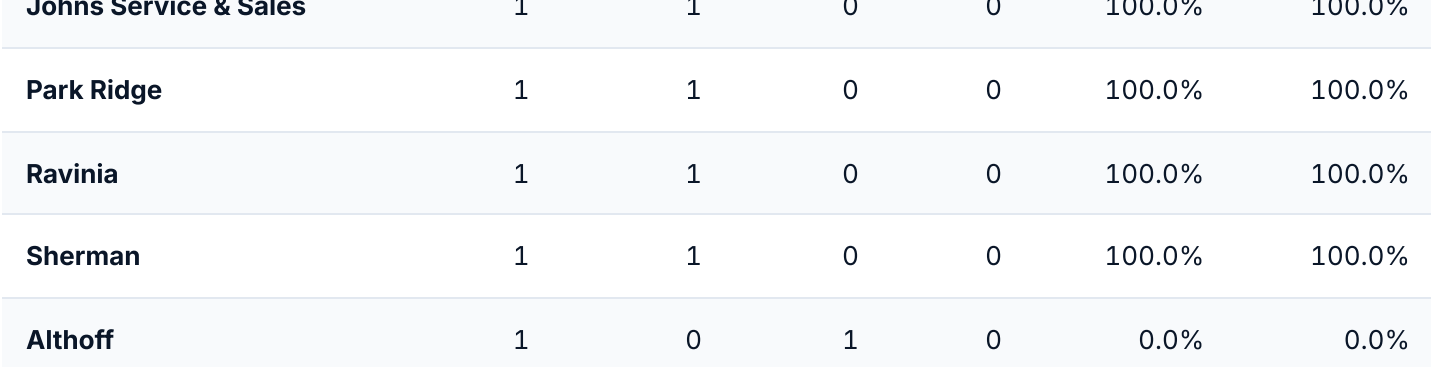


These figures represent the **combined February results** for the full program. They are presented as one consolidated performance view of total activity, verified outcomes, unanswered calls, and overall rates.

SECTION 03

February vs 2025 YTD Performance

Combined results across the first 2 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%
YTD Total (Jan–Feb)	222	108	98	16	55.9%	48.6%

February delivered the **second-highest combined volume of 2025 year-to-date** at 85 calls. The verified rate of 42.4% ranks second-highest for the year so far, while the answer rate finished at 47.1%.

Year-to-Date Combined Context: Through 2 months of 2025, the combined results show **222 program-touching calls** and **108 verified jobs** — a 48.6% verified rate. The 98 unanswered calls (44.1% of combined volume) remain the program’s largest performance opportunity.

SECTION 04

Combined Contractor Performance — February 2025

Combined call outcomes by contractor, sorted by total volume

CONTRACTOR	TOTAL	VERIFIED	NO ANS	OTHER	ANSWER %	VERIFIED %
Norman	15	15	0	0	100.0%	100.0%
Baethke	6	4	2	0	66.7%	66.7%
Terry	5	5	0	0	100.0%	100.0%
Berwyn	2	2	0	0	100.0%	100.0%
HT Strenger	2	2	0	0	100.0%	100.0%
P & H Divine	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%
Park Ridge	1	1	0	0	100.0%	100.0%
Ravinia	1	1	0	0	100.0%	100.0%
Sherman	1	1	0	0	100.0%	100.0%
Althoff	1	0	1	0	0.0%	0.0%
Another	1	0	1	0	0.0%	0.0%
Bishop	1	0	1	0	0.0%	0.0%
Cr Leonard	1	0	1	0	0.0%	0.0%
Old World	1	0	1	0	0.0%	0.0%
Sent to Call Center*	43	2	37	4	14.0%	4.7%
February Combined Total	85	36	45	4	47.1%	42.4%

Reading the table: Each row shows that contractor’s combined activity for February 2025. ***Sent to Call Center:** 43 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 15 combined calls and 15 verified jobs (100.0% verified rate). **Baethke** followed at 6 calls with a 66.7% answer rate and 66.7% verified rate. The largest attributed no-answer counts belonged to **Baethke** (2 of 6, 66.7% answer rate) and **Bishop** (1 of 1, 0.0% answer rate). The call-center bucket answered 6 of 43 calls (14.0%), with 2 verified.

SECTION 05

Service Area & Top Markets

Geographic distribution of February 2025 inbound calls with available city information

Available city information shows February 2025 calls originated from **31 distinct cities and communities** around the greater Chicagoland area. Blue Island led all markets with 3 calls. The top markets by inbound call volume are shown below. City information is not available for every call.

1 Blue Island 3 calls	2 Calumet City 3 calls	3 Monee 3 calls
4 Hebron 2 calls	5 Round Lake 2 calls	6 Alsip 1 call
7 Bristol 1 call	8 Crete 1 call	9 Darien 1 call
10 Des Plaines 1 call	11 Flossmoor 1 call	12 Homer Glen 1 call

SECTION 06

Combined Insights & February Sentiment

What the combined results tell us about February 2025

