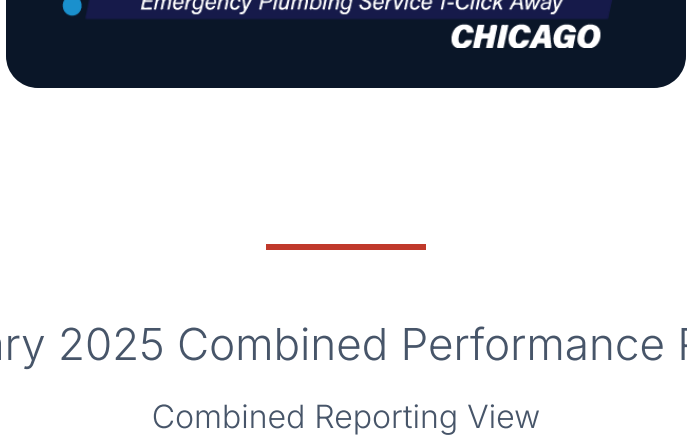




## January 2025 Combined Performance Report

Combined Reporting View

January 2025

Prepared September 2, 2026  
Retrospective Combined January Reporting

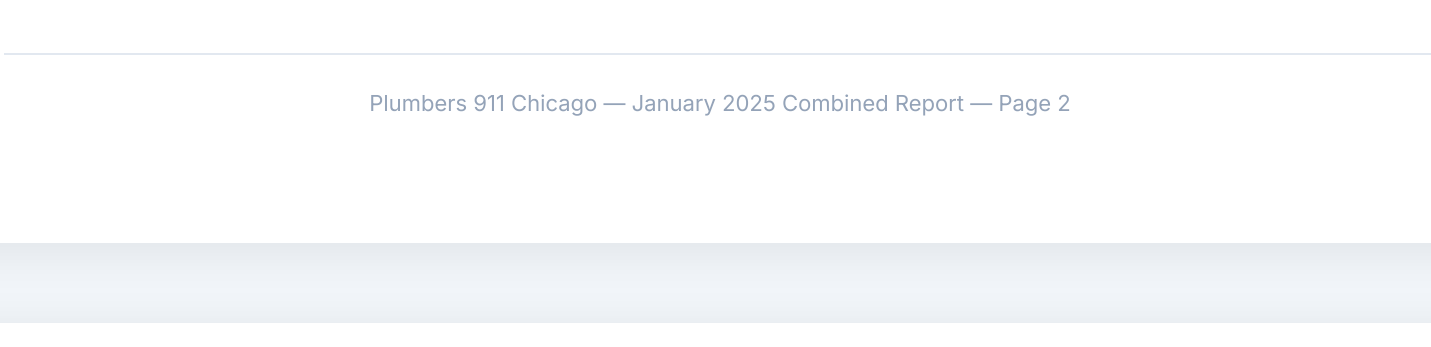
### SECTION 01

## Combined Summary & Outlook

Top-level summary of the combined January 2025 results

The combined January reporting shows **137 program calls** and **72 verified jobs** across the call center and the contractor network, presented as one consolidated result.

January finished with a **61.3% answer rate** and a **52.6% verified rate**. The 53-call no-answer gap represents the primary opportunity for improvement.



What the combined results reveal:

- January produced **137 total calls** — the highest monthly volume of 2025 year-to-date — with 72 verified jobs and 53 unanswered calls
- 56 calls were routed through the call center** without contractor attribution; 6 verified and 38 unanswered
- Norman led contractor-attributed volume** with 33 calls, including 32 verified and 1 unanswered
- Perfect verified months:** Terry (6/6), Aleck (3/3), Bishop (2/2)
- Verified rate finished at 52.6%** — the highest of 2025 year-to-date

**Opportunity Area:** The combined January results show that **53 calls went unanswered**. At the 52.6% verified rate, those missed calls represent roughly **28 additional jobs** that may have been earned with full coverage. Among attributed contractors, David Soltwisch missed 2 (3.8%) and Old World missed 2 (3.8%). 38 of the unanswered calls (71.7%) sat in the call-center bucket with no contractor attribution.

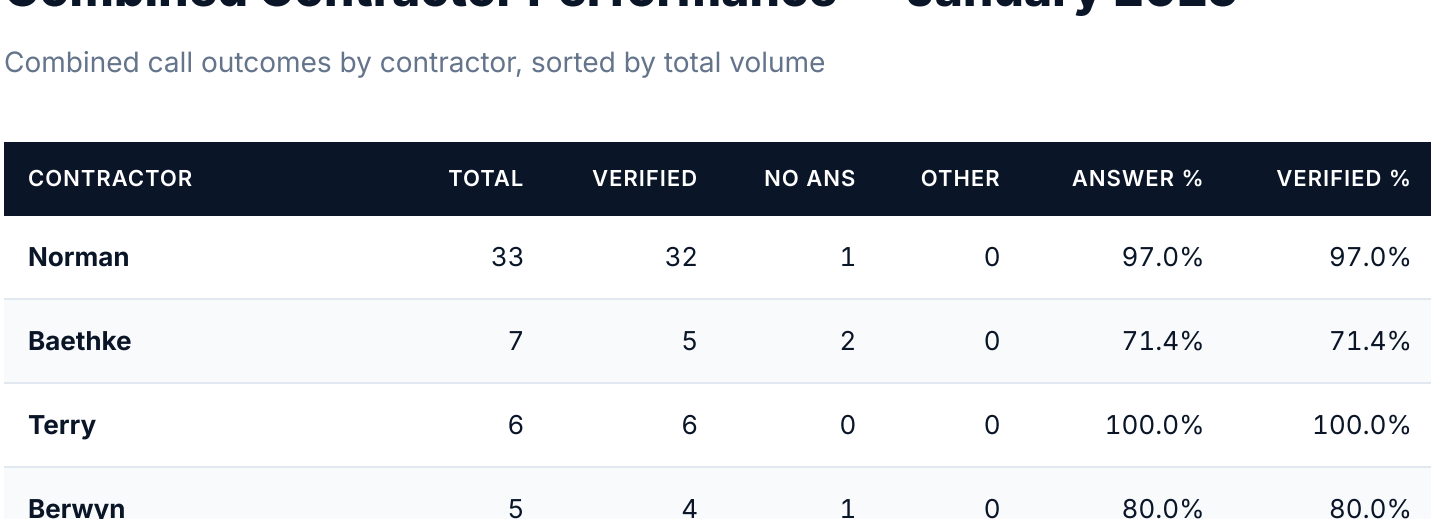
**Data Reference Note (January–October 2025):** During this period website call lines were forwarded into the call center, so calls handled there appear as “Sent to Call Center” without contractor attribution. A portion of those calls may also be reflected in contractor-attributed figures; the combined 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 January 2025 performance metrics



These figures represent the **combined January 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

## January vs 2025 YTD Performance

Combined results across the first months of 2025

| MONTH               | TOTAL | VERIFIED | NO ANSWER | OTHER | ANSWER % | VERIFIED % |
|---------------------|-------|----------|-----------|-------|----------|------------|
| YTD Total (January) | 137   | 72       | 53        | 12    | 61.3%    | 52.6%      |

January delivered the **highest combined volume of 2025 year-to-date** at 137 calls. The verified rate of 52.6% ranks highest for the year so far, while the answer rate finished at 61.3%.

**Year-to-Date Combined Context:** Through months of 2025, the combined results show **137 program-touching calls** and **72 verified jobs** — a 52.6% verified rate. The 53 unanswered calls (38.7% of combined volume) remain the program’s largest performance opportunity.

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### SECTION 04

## Combined Contractor Performance — January 2025

Combined call outcomes by contractor, sorted by total volume

| CONTRACTOR             | TOTAL | VERIFIED | NO ANS | OTHER | ANSWER % | VERIFIED % |
|------------------------|-------|----------|--------|-------|----------|------------|
| Norman                 | 33    | 32       | 1      | 0     | 97.0%    | 97.0%      |
| Baethke                | 7     | 5        | 2      | 0     | 71.4%    | 71.4%      |
| Terry                  | 6     | 6        | 0      | 0     | 100.0%   | 100.0%     |
| Berwyn                 | 5     | 4        | 1      | 0     | 80.0%    | 80.0%      |
| Aleck                  | 3     | 3        | 0      | 0     | 100.0%   | 100.0%     |
| HT Strenger            | 3     | 2        | 1      | 0     | 66.7%    | 66.7%      |
| Park Ridge             | 3     | 2        | 1      | 0     | 66.7%    | 66.7%      |
| P & H Divine           | 3     | 1        | 2      | 0     | 33.3%    | 33.3%      |
| Bishop                 | 2     | 2        | 0      | 0     | 100.0%   | 100.0%     |
| Omega                  | 2     | 2        | 0      | 0     | 100.0%   | 100.0%     |
| PJF                    | 2     | 2        | 0      | 0     | 100.0%   | 100.0%     |
| Althoff                | 2     | 1        | 1      | 0     | 50.0%    | 50.0%      |
| David Soltwisch        | 2     | 0        | 2      | 0     | 0.0%     | 0.0%       |
| Old World              | 2     | 0        | 2      | 0     | 0.0%     | 0.0%       |
| John J Cahill          | 1     | 1        | 0      | 0     | 100.0%   | 100.0%     |
| Johns Service & Sales  | 1     | 1        | 0      | 0     | 100.0%   | 100.0%     |
| Poehner                | 1     | 1        | 0      | 0     | 100.0%   | 100.0%     |
| Ravinia                | 1     | 1        | 0      | 0     | 100.0%   | 100.0%     |
| Another                | 1     | 0        | 1      | 0     | 0.0%     | 0.0%       |
| Fidelity               | 1     | 0        | 1      | 0     | 0.0%     | 0.0%       |
| Sent to Call Center*   | 56    | 6        | 38     | 12    | 32.1%    | 10.7%      |
| January Combined Total | 137   | 72       | 53     | 12    | 61.3%    | 52.6%      |

**Reading the table:** Each row shows that contractor’s combined activity for January 2025. \***Sent to Call Center:** 56 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 33 combined calls and 32 verified jobs (97.0% verified rate). **Baethke** followed at 7 calls with a 71.4% answer rate and 71.4% verified rate. The largest attributed no-answer count belonged to **David Soltwisch** (2 of 2, 0.0% answer rate) and **Old World** (2 of 2, 0.0% answer rate). The call-center bucket answered 18 of 56 calls (32.1%), with 6 verified.

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### SECTION 05

## Service Area & Top Markets

Geographic distribution of January 2025 inbound calls with available city information

|                         |                        |                    |
|-------------------------|------------------------|--------------------|
| 1 Round Lake 5 calls    | 2 Calumet City 3 calls | 3 Niles 2 calls    |
| 4 North Aurora 2 calls  | 5 Oak Park 2 calls     | 6 Batavia 1 call   |
| 7 Bedford Park 1 call   | 8 Blue Island 1 call   | 9 Braidwood 1 call |
| 10 Buffalo Grove 1 call | 11 Burbank 1 call      | 12 Crete 1 call    |

### SECTION 06

## Combined Insights & January Sentiment

What the combined results tell us about January 2025



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