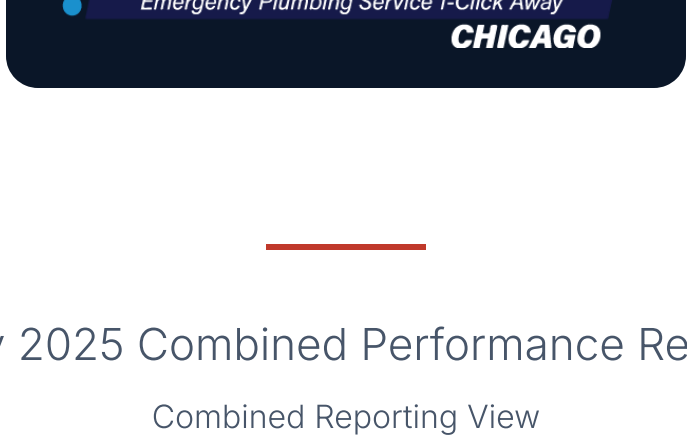




## July 2025 Combined Performance Report

Combined Reporting View

July 2025

Prepared September 2, 2026  
Retrospective Combined July Reporting

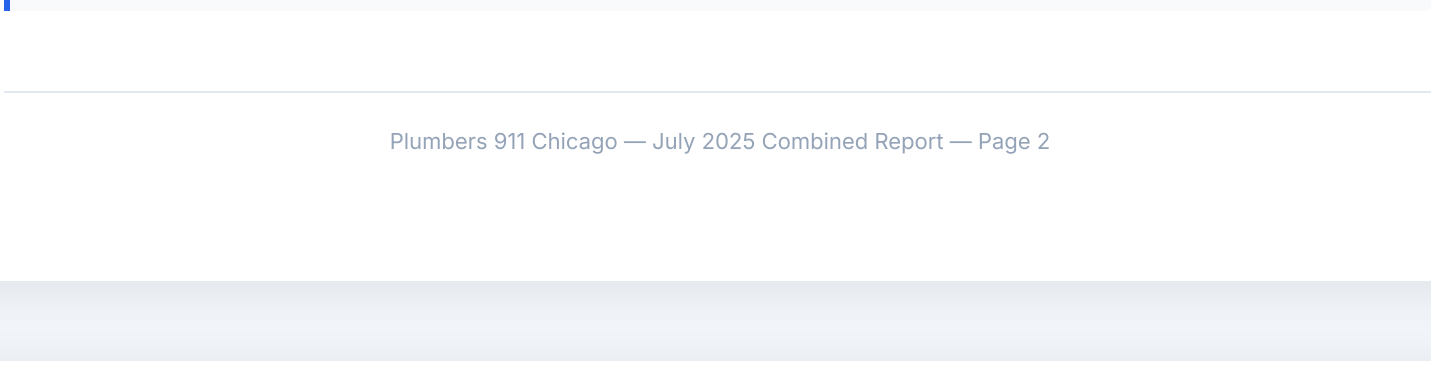
### SECTION 01

## Combined Summary & Outlook

Top-level summary of the combined July 2025 results

The combined July reporting shows **122 program calls** and **47 verified jobs** across the call center and the contractor network, presented as one consolidated result.

July finished with a **44.3% answer rate** and a **38.5% verified rate**. The 68-call no-answer gap represents the primary opportunity for improvement.



What the combined results reveal:

- July produced 122 total calls — the third-highest monthly volume of 2025 year-to-date — with 47 verified jobs and 68 unanswered calls
- 81 calls were routed through the call center without contractor attribution; 9 verified and 65 unanswered
- Norman led contractor-attributed volume with 17 calls, including 17 verified and 0 unanswered
- Perfect verified months: Norman (17/17), Baethke (4/4), HT Strenger (3/3)
- Verified rate finished at 38.5% — the 6th-highest of 2025 year-to-date

**Opportunity Area:** The combined July results show that **68 calls went unanswered**. At the 38.5% verified rate, those missed calls represent roughly **26 additional jobs** that may have been earned with full coverage. Among attributed contractors, Old World missed 1 (1.5%) and Goodberlet missed 1 (1.5%). 65 of the unanswered calls (95.6%) sat in the call-center bucket with no contractor attribution.

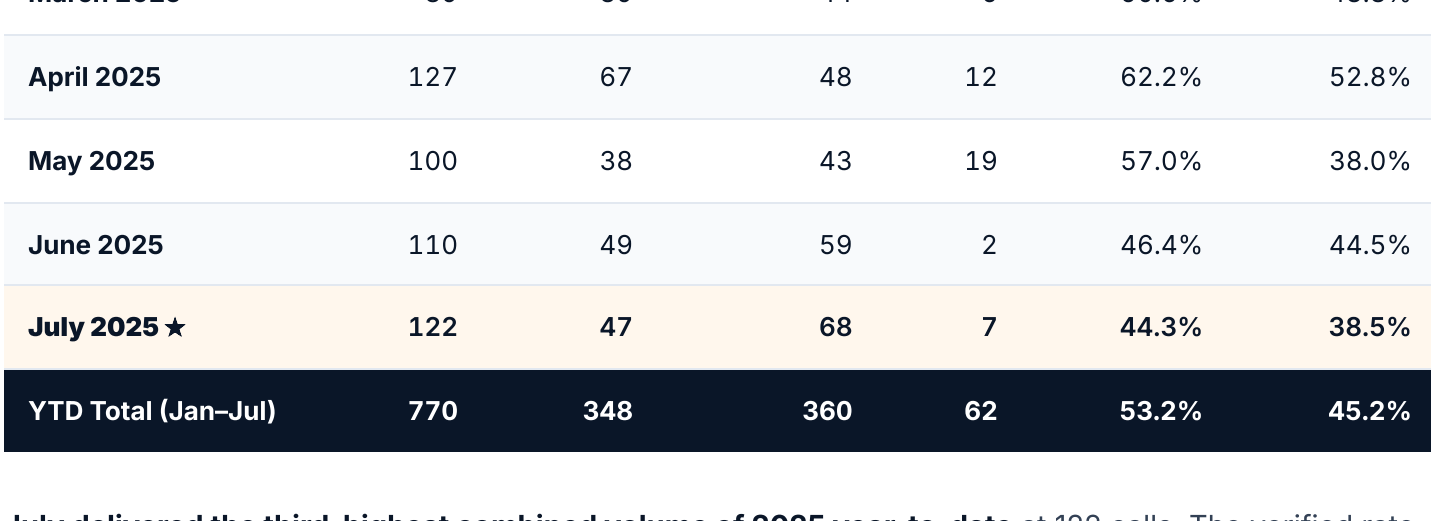
**Data Reference Note (January–October 2025):** During this period website call lines were forwarded into the call center, so calls handled there appear as “Sent to Call Center” without contractor attribution. A portion of those calls may also be reflected in contractor-attributed figures; the combined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

Plumbers 911 Chicago — July 2025 Combined Report — Page 2

### SECTION 02

## Combined Executive Summary

Combined July 2025 performance metrics



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

Plumbers 911 Chicago — July 2025 Combined Report — Page 3

### SECTION 03

## July vs 2025 YTD Performance

Combined results across the first 7 months of 2025



July delivered the **third-highest combined volume of 2025 year-to-date** at 122 calls. The verified rate of 38.5% ranks 6th-highest for the year so far, while the answer rate finished at 44.3%.

**Year-to-Date Combined Context:** Through 7 months of 2025, the combined results show **770 program-touching calls and 348 verified jobs** — a 45.2% verified rate. The 360 unanswered calls (46.8% of combined volume) remain the program’s largest performance opportunity.

Plumbers 911 Chicago — July 2025 Combined Report — Page 4

### SECTION 04

## Combined Contractor Performance — July 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%     |
| Baethke              | 4     | 4        | 0      | 0     | 100.0%   | 100.0%     |
| HT Strenger          | 3     | 3        | 0      | 0     | 100.0%   | 100.0%     |
| Fidelity             | 3     | 2        | 1      | 0     | 66.7%    | 66.7%      |
| Goodberlet           | 3     | 2        | 1      | 0     | 66.7%    | 66.7%      |
| Aleck                | 2     | 2        | 0      | 0     | 100.0%   | 100.0%     |
| Althoff              | 2     | 2        | 0      | 0     | 100.0%   | 100.0%     |
| Old World            | 2     | 1        | 1      | 0     | 50.0%    | 50.0%      |
| Berwyn               | 1     | 1        | 0      | 0     | 100.0%   | 100.0%     |
| Gs R                 | 1     | 1        | 0      | 0     | 100.0%   | 100.0%     |
| John J Cahill        | 1     | 1        | 0      | 0     | 100.0%   | 100.0%     |
| Mendel               | 1     | 1        | 0      | 0     | 100.0%   | 100.0%     |
| Park Ridge           | 1     | 1        | 0      | 0     | 100.0%   | 100.0%     |
| Sent to Call Center* | 81    | 9        | 65     | 7     | 19.8%    | 11.1%      |
| July Combined Total  | 122   | 47       | 68     | 7     | 44.3%    | 38.5%      |

**Reading the table:** Each row shows that contractor’s combined activity for July 2025. **\*Sent to Call Center:** 81 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). **Baethke** followed at 4 calls with a 100.0% answer rate and 100.0% verified rate. The largest attributed no-answer counts belonged to **Old World** (1 of 2, 50.0% answer rate) and **Goodberlet** (1 of 3, 66.7% answer rate). The call-center bucket answered 16 of 81 calls (19.8%), with 9 verified.

Plumbers 911 Chicago — July 2025 Combined Report — Page 5

### SECTION 05

## Service Area & Top Markets

Geographic distribution of July 2025 inbound calls with available city information

Available city information shows July 2025 calls originated from **39 distinct cities and communities** across the greater Chicagoland area. University Park led all markets with 12 calls. The top markets by inbound call volume are shown below. City information is not available for every call.

|                            |                           |                        |
|----------------------------|---------------------------|------------------------|
| 1 University Park 12 calls | 2 Blue Island 6 calls     | 3 Calumet City 6 calls |
| 4 Big Rock 3 calls         | 5 Carpentersville 2 calls | 6 Facebook Ads 2 calls |
| 7 Glenview 2 calls         | 8 Midlothian 2 calls      | 9 River Grove 2 calls  |
| 10 West Chicago 2 calls    | 11 Bedford Park 1 call    | 12 Bellwood 1 call     |

### SECTION 06

## Combined Insights & July Sentiment

What the combined results tell us about July 2025



Plumbers 911 Chicago — July 2025 Combined Report — Page 6