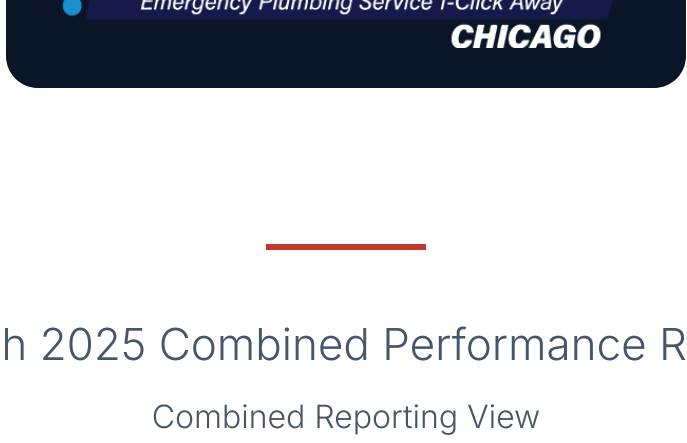




March 2025 Combined Performance Report

Combined Reporting View

March 2025

Prepared September 2, 2026
Retrospective Combined March Reporting

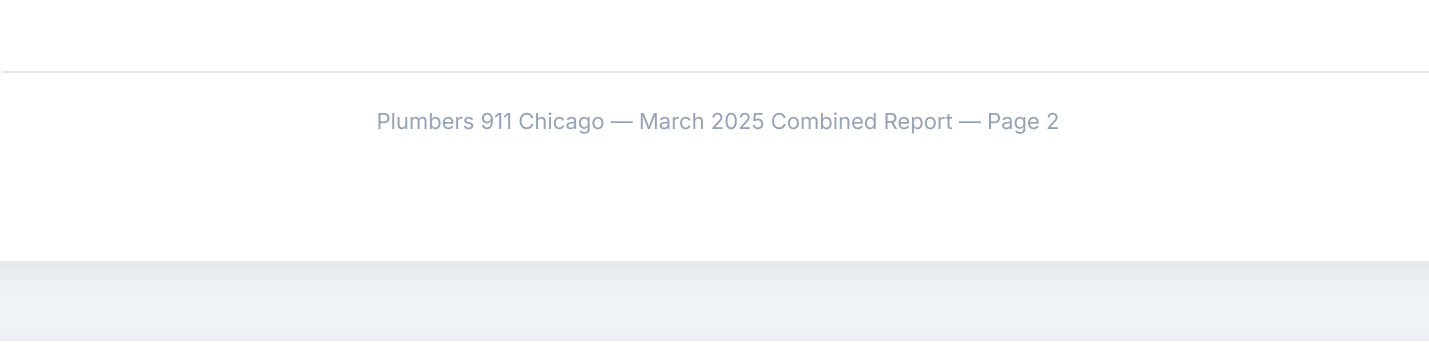
SECTION 01

Combined Summary & Outlook

Top-level summary of the combined March 2025 results

The combined March reporting shows **89 program calls** and **39 verified jobs** across the call center and the contractor network, presented as one consolidated result.

March finished with a **50.6% answer rate** and a **43.8% verified rate**. The 44-call no-answer gap represents the primary opportunity for improvement.



What the combined results reveal:

- **March produced 89 total calls** — the second-highest monthly volume of 2025 year-to-date — with 39 verified jobs and 44 unanswered calls
- **51 calls were routed through the call center** without contractor attribution; 7 verified and 38 unanswered
- **Norman led contractor-attributed volume** with 8 calls, including 8 verified and 0 unanswered
- **Perfect verified months:** Norman (8/8), Bishop (2/2), Terry (2/2)
- **Verified rate finished at 43.8%** — the second-highest of 2025 year-to-date

Opportunity Area: The combined March results show that **44 calls went unanswered**. At the 43.8% verified rate, those missed calls represent roughly **19 additional jobs** that may have been earned with full coverage. Among attributed contractors, Althoff missed 2 (4.5%) and Old World missed 1 (2.3%). 38 of the unanswered calls (86.4%) 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 March 2025 performance metrics



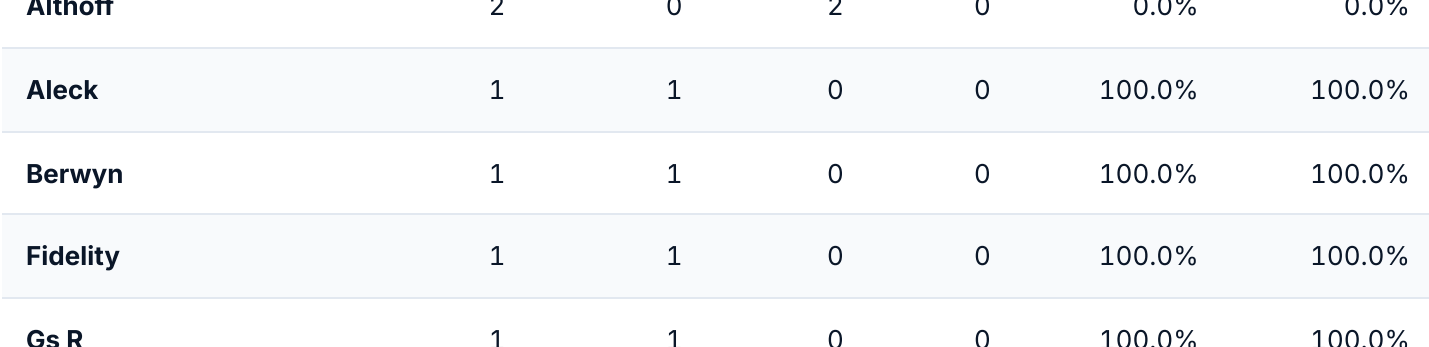
These figures represent the **combined March results** for the full program. They are presented as one consolidated performance view of total activity, verified outcomes, unanswered calls, and overall rates.

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SECTION 03

March vs 2025 YTD Performance

Combined results across the first 3 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%
YTD Total (Jan–Mar)	311	147	142	22	54.3%	47.3%

March delivered the second-highest combined volume of 2025 year-to-date at 89 calls. The verified rate of 43.8% ranks second-highest for the year so far, while the answer rate finished at 50.6%.

Year-to-Date Combined Context: Through 3 months of 2025, the combined results show **311 program-touching calls** and **147 verified jobs** — a 47.3% verified rate. The 142 unanswered calls (45.7% of combined volume) remain the program’s largest performance opportunity.

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SECTION 04

Combined Contractor Performance — March 2025

Combined call outcomes by contractor, sorted by total volume

CONTRACTOR	TOTAL	VERIFIED	NO ANS	OTHER	ANSWER %	VERIFIED %
Norman	8	8	0	0	100.0%	100.0%
Baethke	8	7	1	0	87.5%	87.5%
David Soltwisch	3	2	1	0	66.7%	66.7%
Bishop	2	2	0	0	100.0%	100.0%
Terry	2	2	0	0	100.0%	100.0%
P & H Divine	2	1	1	0	50.0%	50.0%
Althoff	2	0	2	0	0.0%	0.0%
Aleck	1	1	0	0	100.0%	100.0%
Berwyn	1	1	0	0	100.0%	100.0%
Fidelity	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%
Park Ridge	1	1	0	0	100.0%	100.0%
PJF	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%
Sherman	1	1	0	0	100.0%	100.0%
Old World	1	0	1	0	0.0%	0.0%
Sent to Call Center*	51	7	38	6	25.5%	13.7%
March Combined Total	89	39	44	6	50.6%	43.8%

Reading the table: Each row shows that contractor’s combined activity for March 2025. ***Sent to Call Center:** 51 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 8 combined calls and 8 verified jobs (100.0% verified rate). **Baethke** followed at 8 calls with a 87.5% answer rate and 87.5% verified rate. The largest attributed no-answer counts belonged to **Althoff** (2 of 2, 0.0% answer rate) and **Old World** (1 of 1, 0.0% answer rate). The call-center bucket answered 13 of 51 calls (25.5%), with 7 verified.

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SECTION 05

Service Area & Top Markets

Geographic distribution of March 2025 inbound calls with available city information

Available city information shows March 2025 calls originated from **35 distinct cities and communities** across the greater Chicagoland area. Calumet City led all markets with 5 calls. The top markets by inbound call volume are shown below. City information is not available for every call.

1	Calumet City	5 calls	2	University Park	4 calls	3	Blue Island	3 calls
4	Harvard	2 calls	5	Round Lake	2 calls	6	Russell	2 calls
7	Bellwood	1 call	8	Bolingbrook	1 call	9	Braidwood	1 call
10	Burlington	1 call	11	Carol Stream	1 call	12	Chicago Ridge	1 call

SECTION 06

Combined Insights & March Sentiment

What the combined results tell us about March 2025



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