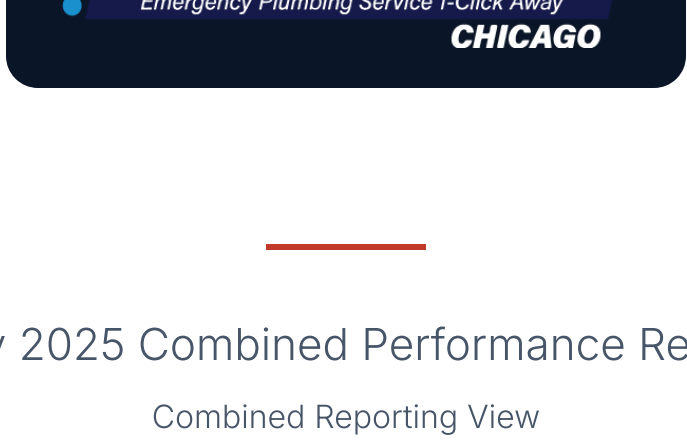




May 2025 Combined Performance Report

Combined Reporting View

May 2025

Prepared September 2, 2026
Retrospective Combined May Reporting

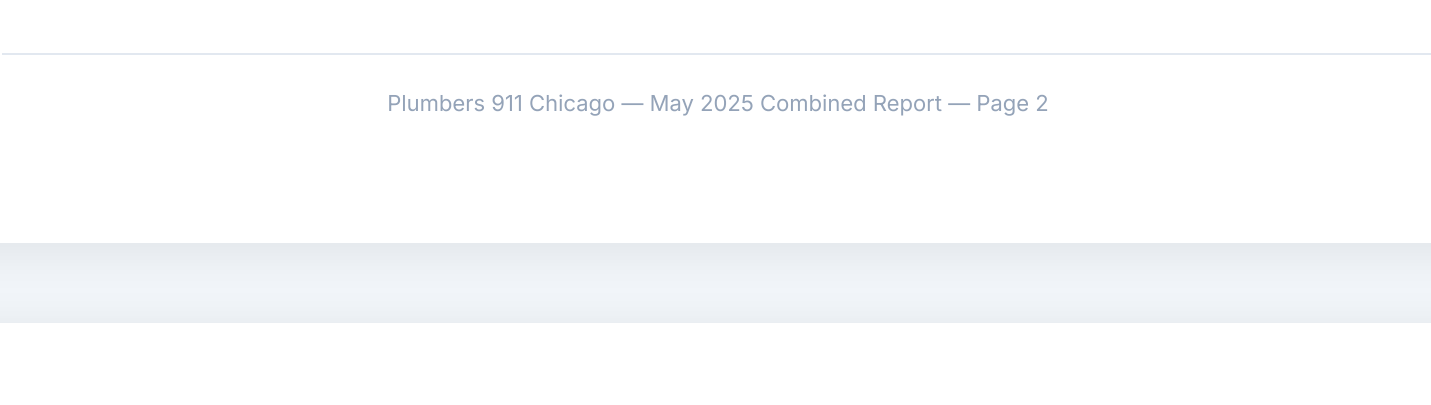
SECTION 01

Combined Summary & Outlook

Top-level summary of the combined May 2025 results

The combined May reporting shows **100 program calls** and **38 verified jobs** across the call center and the contractor network, presented as one consolidated result.

May finished with a **57.0% answer rate** and a **38.0% verified rate**. The 43-call no-answer gap represents the primary opportunity for improvement.



What the combined results reveal:

- **May produced 100 total calls** — the third-highest monthly volume of 2025 year-to-date — with 38 verified jobs and 43 unanswered calls
- **68 calls were routed through the call center** without contractor attribution; 10 verified and 39 unanswered
- **Norman led contractor-attributed volume** with 9 calls, including 9 verified and 0 unanswered
- **Perfect verified months:** Norman (9/9), John J Cahill (3/3), Terry (3/3)
- **Verified rate finished at 38.0%** — the 5th-highest of 2025 year-to-date

Opportunity Area: The combined May results show that **43 calls went unanswered**. At the 38.0% verified rate, those missed calls represent roughly **16 additional jobs** that may have been earned with full coverage. Among attributed contractors, David Soltwisch missed 2 (4.7%) and Althoff missed 1 (2.3%). 39 of the unanswered calls (90.7%) 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.

SECTION 02

Combined Executive Summary

Combined May 2025 performance metrics



These figures represent the **combined May 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

May vs 2025 YTD Performance

Combined results across the first 5 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%
April 2025	127	67	48	12	62.2%	52.8%
May 2025 ★	100	38	43	19	57.0%	38.0%
YTD Total (Jan–May)	538	252	233	53	56.7%	46.8%

May delivered the third-highest combined volume of 2025 year-to-date at 100 calls. The verified rate of 38.0% ranks 5th-highest for the year so far, while the answer rate finished at 57.0%.

Year-to-Date Combined Context: Through 5 months of 2025, the combined results show **538 program-touching calls** and **252 verified jobs** — a 46.8% verified rate. The 233 unanswered calls (43.3% of combined volume) remain the program's largest performance opportunity.

SECTION 04

Combined Contractor Performance — May 2025

Combined call outcomes by contractor, sorted by total volume

CONTRACTOR	TOTAL	VERIFIED	NO ANS	OTHER	ANSWER %	VERIFIED %
Norman	9	9	0	0	100.0%	100.0%
John J Cahill	3	3	0	0	100.0%	100.0%
Terry	3	3	0	0	100.0%	100.0%
Baethke	2	2	0	0	100.0%	100.0%
HT Strenger	2	2	0	0	100.0%	100.0%
Another	2	1	1	0	50.0%	50.0%
David Soltwisch	2	0	2	0	0.0%	0.0%
Aleck	1	1	0	0	100.0%	100.0%
Bishop	1	1	0	0	100.0%	100.0%
Fidelity	1	1	0	0	100.0%	100.0%
Goodberlet	1	1	0	0	100.0%	100.0%
Mendel	1	1	0	0	100.0%	100.0%
Omega	1	1	0	0	100.0%	100.0%
Park Ridge	1	1	0	0	100.0%	100.0%
Poehner	1	1	0	0	100.0%	100.0%
Althoff	1	0	1	0	0.0%	0.0%
Sent to Call Center*	68	10	39	19	42.6%	14.7%
May Combined Total	100	38	43	19	57.0%	38.0%

Reading the table: Each row shows that contractor's combined activity for May 2025. ★**Sent to Call Center:** 68 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 9 combined calls and 9 verified jobs (100.0% verified rate). **John J Cahill** followed at 3 calls with a 100.0% answer rate and 100.0% verified rate. The largest attributed no-answer counts belonged to **David Soltwisch** (2 of 2, 0.0% answer rate) and **Althoff** (1 of 1, 0.0% answer rate). The call-center bucket answered 29 of 68 calls (42.6%), with 10 verified.

SECTION 05

Service Area & Top Markets

Geographic distribution of May 2025 inbound calls with available city information

Available city information shows May 2025 calls originated from **39 distinct cities and communities** across the greater Chicagoland area. Facebook Ads led all markets with 10 calls. The top markets by inbound call volume are shown below. City information is not available for every call.

1 Facebook Ads 10 calls	2 Hickory Hills 4 calls	3 Calumet City 3 calls
4 Round Lake 3 calls	5 Blue Island 2 calls	6 River Forest 2 calls
7 Robbins 2 calls	8 Barrington 1 call	9 Bartlett 1 call
10 Big Rock 1 call	11 Carol Stream 1 call	12 Coal City 1 call

SECTION 06

Combined Insights & May Sentiment

What the combined results tell us about May 2025

