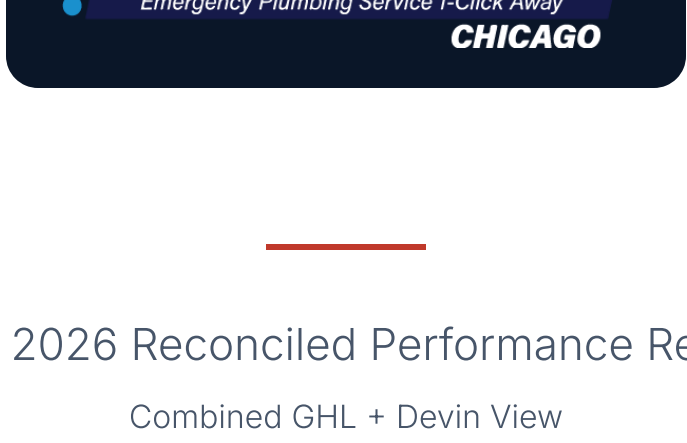




May 2026 Reconciled Performance Report

Combined GHL + Devin View

May 2026

Prepared June 10, 2026

Data Sources: GoHighLevel Contact Exports + Devin Contractor Reports

SECTION 01

Reconciled Summary & Forward Outlook

Top-level summary combining GHL (routing system) and Devin (contractor-reported) data

Reconciling both data sources gives a fuller picture of May 2026 than either source alone. Where the GHL-only view showed **84 inbound contacts** and **37 verified jobs**, the reconciled view — which adds Devin's contractor-reported activity — shows **107 program-touching calls** and **60 verified jobs**. The lift comes from contractors who answered calls that never made it into our routing system as a tagged outcome, plus four Devin-only contractors (Althoff, Baethke, Poehner, Walsh) who Devin tracks but the GHL routing system did not assign calls to in May.

The reconciled answer rate of **59.8% (vs 48.8% GHL-only)** and verified rate of **56.1% (vs 44.0% GHL-only)** are the strongest figures we have seen in 2026 on the verified-rate dimension. Devin's 23 reported May calls were all answered (0 unavail) with every call counted as a verified lead — a **100% answer and verified rate**. The combined picture shows the network performing better than the GHL-only view implies, while the 43-call no-answer gap (entirely from GHL) remains the primary opportunity.

Plumbers 911 Chicago — May 2026 Reconciled Report — Page 2

SECTION 02

Reconciled Executive Summary

Combined May 2026 metrics with source breakdown



The two data sources track **independent program touchpoints**: GHL captures calls that arrive through our website-based routing system (each tagged with an outcome by the answering contractor or call center); Devin captures monthly self-reports from contractors covering all program-attributable inbound activity. There is overlap (the same call may appear in both), but our reconciliation rule treats each source as additive at the program level — the combined view represents the program's full surface area.

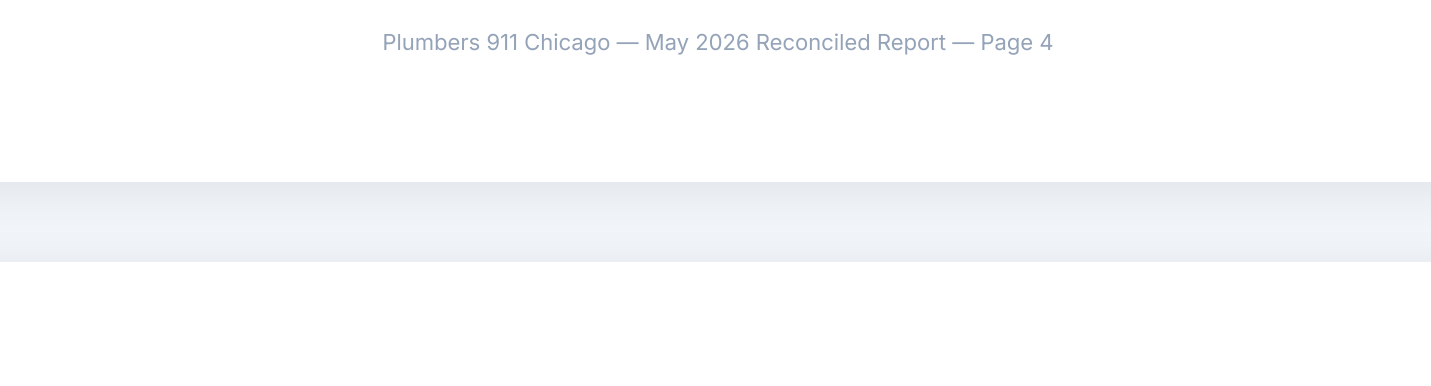
Reconciliation Methodology: Combined Calls = GHL Total + Devin Called. Combined Verified = GHL V-tagged + Devin (Called – Unavail). Combined No Answer = GHL NA-tagged + Devin Unavail. Combined Other = GHL Other (answered, no V or NA tag) + 0 from Devin (Devin treats every answered call as a verified plumbing lead, so there is no "Other" bucket on the Devin side). All Devin contractors are included — some appear in Devin only (no GHL routing in May).

Plumbers 911 Chicago — May 2026 Reconciled Report — Page 3

SECTION 03

May vs Q2 2026 Comparison — Reconciled

Combined GHL + Devin view across Q2 2026 (April & May) and full 2026 YTD



May was the strongest verified-rate month of 2026 in the reconciled view at 56.1% — matching March's 56.3% peak and well above April's 47.5% pullback. Volume of 107 combined calls is lower than April's 120, but the conversion efficiency improved. The GHL answer rate dropped to 48.8% (vs 59.3% in April), continuing the pattern where contractor capacity struggles to keep pace when call volumes rise above 80 per month in the routing system.

Year-to-Date Reconciled Context: Through five months of 2026, the combined view shows **511 program-touching calls** and **242 verified jobs** — a 47.4% reconciled verified rate. The 203 unanswered calls (39.7% of combined volume) remain the program's largest revenue gap. With Devin consistently reporting 0 unavail in recent months, all missed-call volume is concentrated on the GHL routing side.

Plumbers 911 Chicago — May 2026 Reconciled Report — Page 4

SECTION 04

Reconciled Contractor Performance — May 2026

Combined GHL + Devin call outcomes by contractor, sorted by total volume

CONTRACTOR	TOTAL	VERIFIED	NO ANS	OTHER	ANSWER %	VERIFIED %
Aleck	22	17	4	1	81.8%	77.3%
Norman	21	11	10	0	52.4%	52.4%
Another	12	1	11	0	8.3%	8.3%
HT Strenger	5	3	2	0	60.0%	60.0%
Gs R	5	5	0	0	100.0%	100.0%
Old World	4	2	2	0	50.0%	50.0%
Berwyn	4	3	1	0	75.0%	75.0%
Goodberlet	4	3	1	0	75.0%	75.0%
David Soltwisch	3	2	0	1	100.0%	66.7%
Fidelity	2	0	2	0	0.0%	0.0%
Althoff	2	2	0	0	100.0%	100.0%
Walsh	2	2	0	0	100.0%	100.0%
Terry	2	0	0	2	100.0%	0.0%
Baethke	2	2	0	0	100.0%	100.0%
John J Cahill	1	1	0	0	100.0%	100.0%
Bishop	1	1	0	0	100.0%	100.0%
Omega	1	1	0	0	100.0%	100.0%
Sherman	1	1	0	0	100.0%	100.0%
Poehner	1	1	0	0	100.0%	100.0%
Ravinia	1	0	1	0	0.0%	0.0%
PJF	1	0	1	0	0.0%	0.0%
Unassigned*	10	2	8	0	20.0%	20.0%
May Reconciled Total	107	60	43	4	59.8%	56.1%

Reading the table: Each row combines that contractor's GHL routing data with their contractor-reported activity for May 2026. ***Unassigned:** 10 GHL contacts (9.3% of combined volume) had no city tag matched to routing, so the contractor could not be identified; included in totals but separated here.

Aleck is the top performer in May at 22 combined calls and 17 verified jobs — an 81.8% answer rate and 77.3% verified rate, the best among any contractor with 5+ calls. **Norman** remains the second-largest by volume (21 calls) and improved its verified rate in the reconciled view (52.4%), but still missed 10 calls — tied with Another as the program's largest no-answer contributor. **Another Plumbing** answered only 1 of 12 GHL-routed calls in May (8.3% answer rate), the clearest capacity bottleneck in the data. Meanwhile Gs R, Bishop, Omega, Sherman, and all four Devin-only contractors (Althoff, Baethke, Poehner, Walsh) delivered 100% verified rates on smaller volumes.

Capacity warning: Norman and Another together missed **21 of 43 combined unanswered calls** (49%). These two contractors handle the largest GHL call volumes in the program. Any solution that supplements their answering capacity at peak times has the largest leverage on overall reconciled performance.

Plumbers 911 Chicago — May 2026 Reconciled Report — Page 5

SECTION 05

Service Area & Top Markets

Geographic distribution of May 2026 inbound calls (GHL data only — Devin reports do not include city)

GHL routing data shows May 2026 calls originated from **over 40 distinct cities and communities** across the greater Chicagoland area. Bristol led all markets with 9 calls — routed primarily to **Another Plumbing**. Berkeley was #2 with 7 calls, driven by a pattern of long-wait no-answers concentrated in that area. The top markets by inbound call volume are shown below. (Devin's 23 contractor-reported calls do not include city-of-origin information, so this geographic view reflects GHL data only.)

1 Bristol 9 calls	2 Berkeley 7 calls	3 Blue Island 4 calls
4 Round Lake 2 calls	5 Westchester 2 calls	6 Elburn 2 calls
7 Big Rock 2 calls	8 Oak Brook 2 calls	9 Wilmington 2 calls
10 Joliet 2 calls	11 Calumet City 2 calls	12 Romeoville 2 calls

SECTION 06

Reconciled Insights & May Sentiment

What the combined GHL + Devin view tells us about May 2026

107 / 60

Reconciled View Adds Real Volume

Combining GHL routing data with Devin contractor reports lifts May from 84 calls to 107, and verified jobs from 37 to 60 — a clearer picture of the program's actual surface area than either source alone.

56.1%

Best Verified Rate of 2026

The 56.1% combined verified rate ties with March as the strongest month of 2026 and is materially higher than the GHL-only figure of 44.0%. The network is converting at a high rate when calls are answered.

43 Missed

Unanswered Gap — Another is #1 Risk

43 calls went unanswered — 40.2% of combined volume. Another Plumbing missed 11 of those (25.6%) with a 0% GHL answer rate. At the reconciled verified rate, those 43 misses represent ~24 lost jobs.

Plumbers 911 Chicago — May 2026 Reconciled Report — Page 6