

## Contractor Performance Report

# Norman Mechanical

GHL Routing & Devin Reported Calls — Side by Side

January 2025 — April 2026

Prepared May 13, 2026  
16 months · Two data sources reconciled

### SECTION 01

## Summary & Key Findings

How Norman Mechanical has performed across both data sources over 16 months.

**SOURCE A**

**GHL (Routing System)**

Nov 2025 — Apr 2026 · routing era 2-3

**44** CALLS    **6** VERIFIED    **35** NO ANSWER    **13.6%** VERIFIED %

**SOURCE B**

**Devin (Contractor-Reported)**

Jan 2025 — Apr 2026 · all 16 months

**205** CALLS    **199** VERIFIED    **6** NO ANSWER    **97.1%** VERIFIED %

Norman Mechanical is the **highest-volume real contractor** in the Plumbers 911 program across both data sources. Devin's contractor-reported data shows **205 program-attributable calls**, of which only **6 went unanswered** — yielding **199 verified jobs (97.1% verified rate)** over 16 months. No other contractor in the network combines this volume with this answer rate.

GHL routing data only began assigning calls directly to Norman in **November 2025** (prior months were aggregated in the "Call Center" bucket). In the 6 months since, GHL has routed **44 calls to Norman**, of which **35 (79.5%) went unanswered**. This is the single largest opportunity surfaced by this report: Norman closes virtually every call they actually answer, but a high share of routed calls is going to voicemail before they can pick up.

<b>199</b>	<b>35</b>	<b>12.8</b>
VERIFIED JOBS (DEVIN, 16 MONTHS)	GHL ROUTED NO-ANSWERS	AVG DEVIN CALLS PER MONTH

**Why the two sources differ:** The **GHL** column reflects calls routed to Norman through the call-tracking and forwarding system (only since Nov 2025 — before that, Norman calls landed in the "Call Center" aggregator). The **Devin** column reflects what Norman themselves logged each month, going all the way back to January 2025. The two sources measure different points in the funnel and should be read together, not as duplicates. The right-most "Combined" row in the monthly table is the simple sum of both, which is what the main dashboard and reconciliation report use.

### SECTION 02

## Month-by-Month Detail

Paired rows: GHL routing data (navy) on top, Devin contractor-reported data (purple) below.

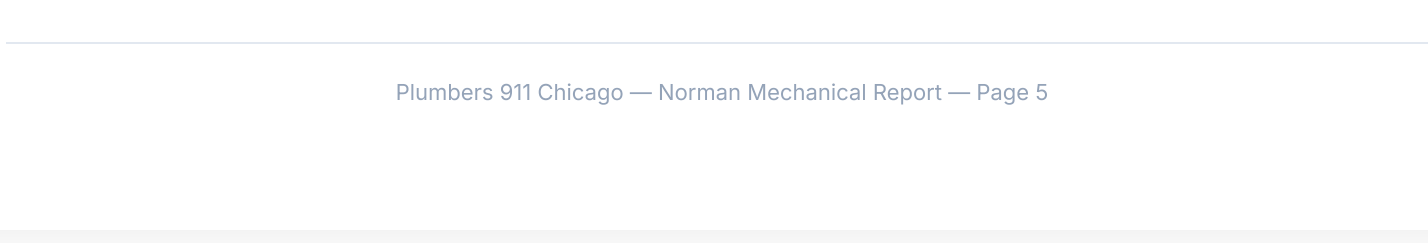
● GHL — calls routed through the program    ● Devin — calls Norman reported handling

MONTH	SOURCE	CALLS	VERIFIED	NO ANSWER	OTHER	VERIFIED %	ANSWER %
Jan '25	GHL	—	—	—	—	—	—
	Devin	33	32	1	0	97.0%	97.0%
Feb '25	GHL	—	—	—	—	—	—
	Devin	15	15	0	0	100.0%	100.0%
Mar '25	GHL	—	—	—	—	—	—
	Devin	8	8	0	0	100.0%	100.0%
Apr '25	GHL	—	—	—	—	—	—
	Devin	17	17	0	0	100.0%	100.0%
May '25	GHL	—	—	—	—	—	—
	Devin	9	9	0	0	100.0%	100.0%
Jun '25	GHL	—	—	—	—	—	—
	Devin	18	18	0	0	100.0%	100.0%
Jul '25	GHL	—	—	—	—	—	—
	Devin	17	17	0	0	100.0%	100.0%
Aug '25	GHL	—	—	—	—	—	—
	Devin	18	18	0	0	100.0%	100.0%
Sep '25	GHL	—	—	—	—	—	—
	Devin	9	8	1	0	88.9%	88.9%
Oct '25	GHL	—	—	—	—	—	—
	Devin	11	11	0	0	100.0%	100.0%
Nov '25	GHL	3	0	3	0	0.0%	0.0%
	Devin	5	5	0	0	100.0%	100.0%
Dec '25	GHL	5	0	5	0	0.0%	0.0%
	Devin	13	13	0	0	100.0%	100.0%
Jan '26	GHL	12	1	11	0	8.3%	8.3%
	Devin	7	5	2	0	71.4%	71.4%
Feb '26	GHL	8	1	7	0	12.5%	12.5%
	Devin	9	8	1	0	88.9%	88.9%
Mar '26	GHL	4	1	1	2	25.0%	75.0%
	Devin	4	4	0	0	100.0%	100.0%
Apr '26	GHL	12	3	8	1	25.0%	33.3%
	Devin	12	11	1	0	91.7%	91.7%
16-Mo Total	GHL	44	6	35	3	13.6%	20.5%
	Devin	205	199	6	0	97.1%	97.1%
Combined (Sum)		249	205	41	3	82.3%	83.5%

### SECTION 03

## Trajectory Charts

Visual trends across the 16-month period for both data sources.



### SECTION 04

## Insights & Opportunity

What the two data sources together reveal about Norman Mechanical's position in the program.

**97.1%**

**Highest Volume + Near-Perfect Answer Rate**

Across 205 Devin-reported calls, Norman answered 199 of them — only 6 missed across 16 months. No other contractor in the network combines this volume with this answer rate. That's 199 verified plumbing leads from a single contractor.

**79.5%**

**GHL Routed No-Answer Rate**

Since Norman entered direct routing in Nov 2025, 35 of 44 GHL-routed calls went unanswered. This is the gap a call-answering layer would close — high-quality leads being routed but not picked up.

**12.8**

**Steady Monthly Demand**

Devin's data shows an average of 12.8 calls per month over 16 months — ranging from 4 (Mar 2026) to 33 (Jan 2025). Monthly volume has stayed within a predictable band, which makes capacity planning straightforward.

**~34**

**Recoverable Jobs from Missed Calls**

If the 35 GHL no-answer calls had been answered at Norman's Devin rate (97.1%), they'd represent roughly 34 additional verified jobs. Norman closes virtually every call they take — the gap is reach, not conversion. Closing this gap is the single highest-leverage action on the Norman account.

**Reading the data:** The very high Devin "Answer %" (97.1% across 16 months) reflects how Devin's data is captured — Norman logs calls they actually engaged with, so "No Answer" in Devin's tracking is rare (only 6 across 205 calls). GHL captures every routed lead, including ring-outs and voicemails, so its lower answer rate is a more conservative measure of true funnel performance.