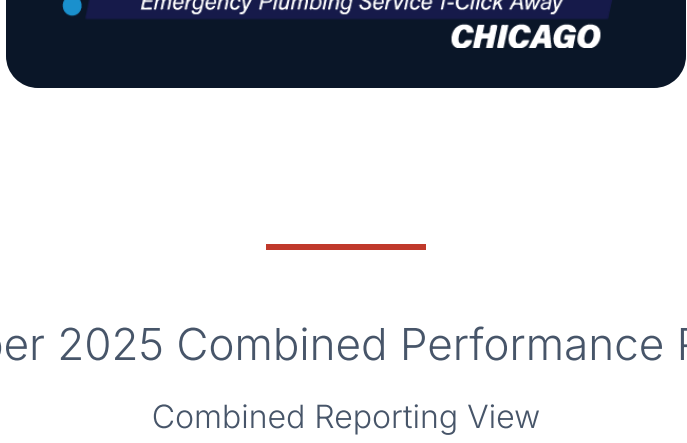




October 2025 Combined Performance Report

Combined Reporting View

October 2025

Prepared September 2, 2026
Retrospective Combined October Reporting

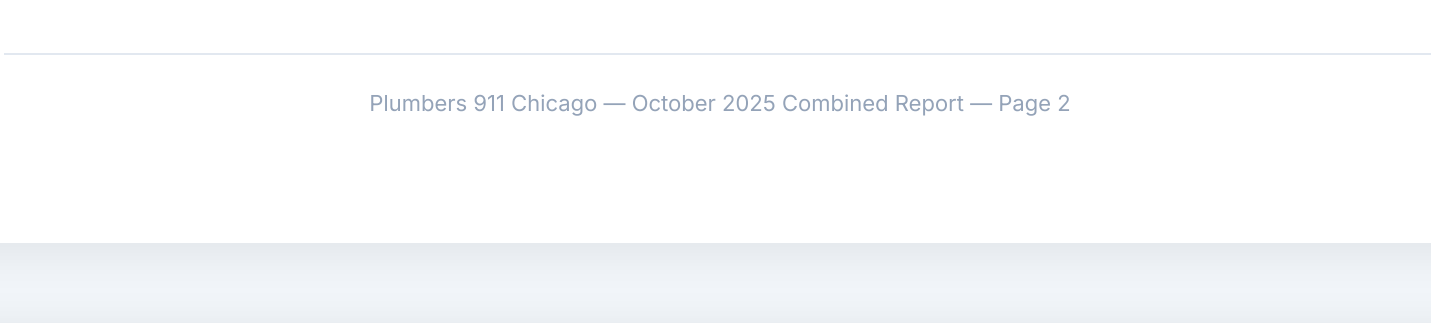
SECTION 01

Combined Summary & Outlook

Top-level summary of the combined October 2025 results

The combined October reporting shows **108 program calls** and **39 verified jobs** across the call center and the contractor network, presented as one consolidated result.

October finished with a **41.7% answer rate** and a **36.1% verified rate**. The 63-call no-answer gap represents the primary opportunity for improvement.



What the combined results reveal:

- October produced **108 total calls** — the 7th-highest monthly volume of 2025 year-to-date — with 39 verified jobs and 63 unanswered calls
- 80 calls were routed through the call center** without contractor attribution; 17 verified and 57 unanswered
- Norman led contractor-attributed volume** with 11 calls, including 11 verified and 0 unanswered
- Perfect verified months:** Norman (11/11), Althoff (2/2), John J Cahill (2/2)
- Verified rate finished at 36.1%** — the 9th-highest of 2025 year-to-date

Opportunity Area: The combined October results show that **63 calls went unanswered**. At the 36.1% verified rate, those missed calls represent roughly **23 additional jobs** that may have been earned with full coverage. Among attributed contractors, Fidelity missed 1 (1.6%) and Old World missed 1 (1.6%). 57 of the unanswered calls (90.5%) sat in the call-center bucket with no contractor attribution.

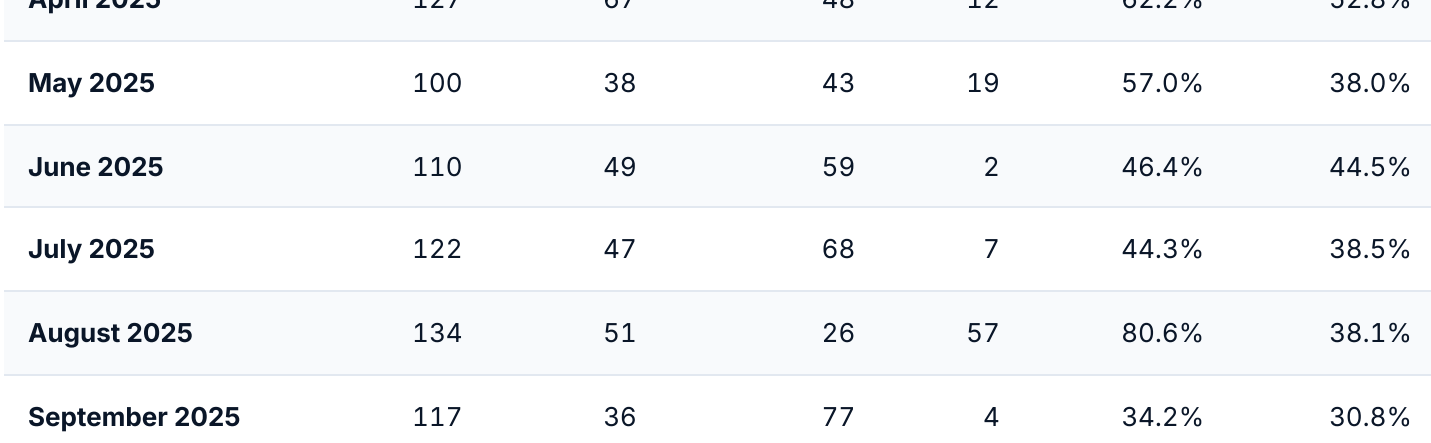
Data Reference Note (January–October 2025): During this period website call lines were forwarded into the call center, so calls handled there appear as “Sent to Call Center” without contractor attribution. A portion of those calls may also be reflected in contractor-attributed figures; the combined totals 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 October 2025 performance metrics



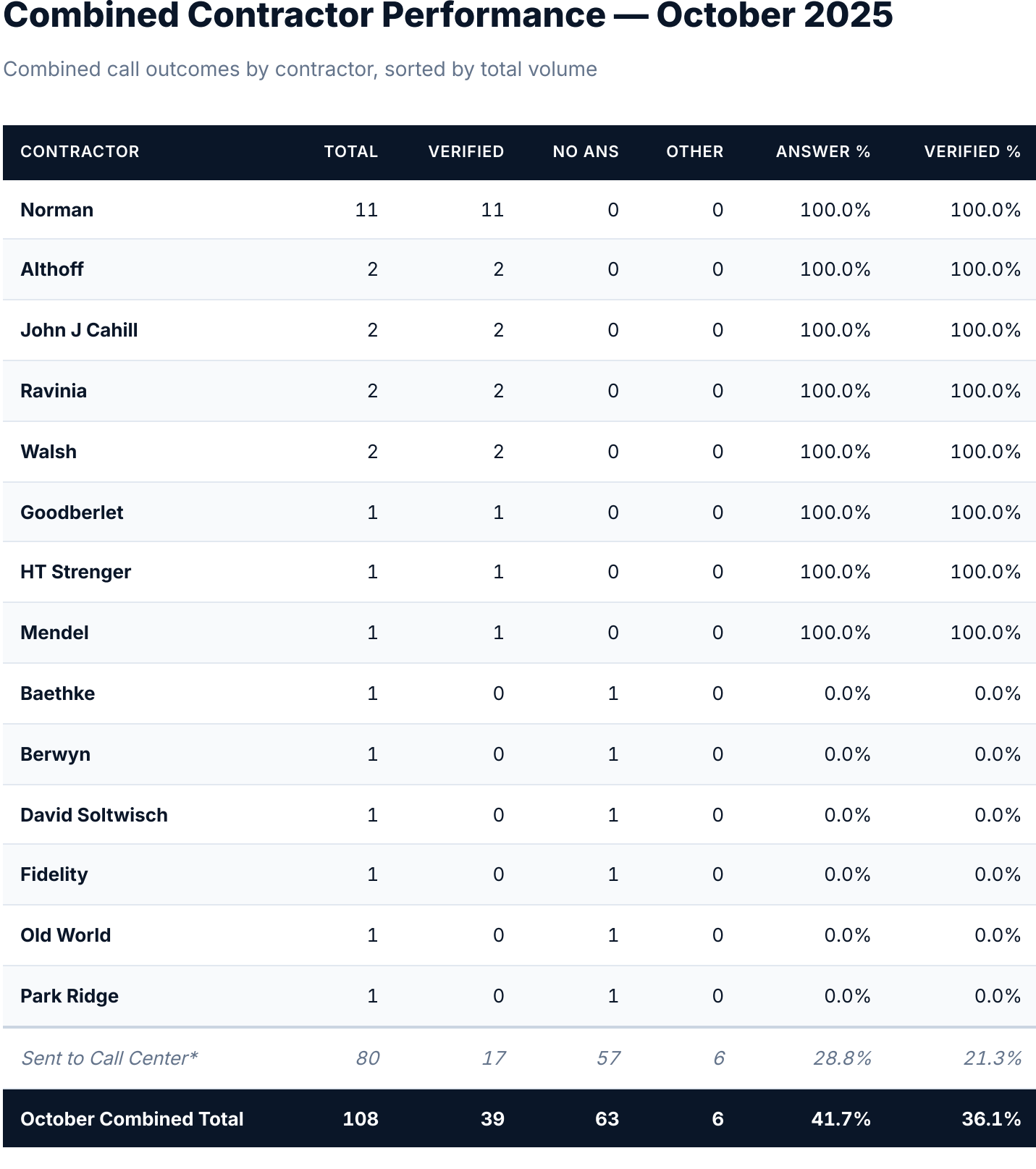
These figures represent the **combined October results** for the full program. They are presented as one consolidated performance view of total activity, verified outcomes, unanswered calls, and overall rates.

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SECTION 03

October vs 2025 YTD Performance

Combined results across the first 10 months of 2025



October delivered the 7th-highest combined volume of 2025 year-to-date at 108 calls. The verified rate of 36.1% ranks 9th-highest for the year so far, while the answer rate finished at 41.7%.

Year-to-Date Combined Context: Through 10 months of 2025, the combined results show **1129 program-touching calls and 474 verified jobs** — a 42.0% verified rate. The 526 unanswered calls (46.6% of combined volume) remain the program’s largest performance opportunity.

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SECTION 04

Combined Contractor Performance — October 2025

Combined call outcomes by contractor, sorted by total volume

CONTRACTOR	TOTAL	VERIFIED	NO ANS	OTHER	ANSWER %	VERIFIED %
Norman	11	11	0	0	100.0%	100.0%
Althoff	2	2	0	0	100.0%	100.0%
John J Cahill	2	2	0	0	100.0%	100.0%
Ravinia	2	2	0	0	100.0%	100.0%
Walsh	2	2	0	0	100.0%	100.0%
Goodberlet	1	1	0	0	100.0%	100.0%
HT Strenger	1	1	0	0	100.0%	100.0%
Mendel	1	1	0	0	100.0%	100.0%
Baethke	1	0	1	0	0.0%	0.0%
Berwyn	1	0	1	0	0.0%	0.0%
David Soltwisch	1	0	1	0	0.0%	0.0%
Fidelity	1	0	1	0	0.0%	0.0%
Old World	1	0	1	0	0.0%	0.0%
Park Ridge	1	0	1	0	0.0%	0.0%
Sent to Call Center*	80	17	57	6	28.8%	21.3%
October Combined Total	108	39	63	6	41.7%	36.1%

Reading the table: Each row shows that contractor’s combined activity for October 2025. ***Sent to Call Center:** 80 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 11 combined calls and 11 verified jobs (100.0% verified rate). **Althoff** followed at 2 calls with a 100.0% answer rate and 100.0% verified rate. The largest attributed no-answer counts belonged to **Fidelity** (1 of 1, 0.0% answer rate) and **Old World** (1 of 1, 0.0% answer rate). The call-center bucket answered 23 of 80 calls (28.8%), with 17 verified.

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SECTION 05

Service Area & Top Markets

Geographic distribution of October 2025 inbound calls with available city information

Available city information shows October 2025 calls originated from **42 distinct cities and communities** across the greater Chicagoland area. Blue Island led all markets with 7 calls. The top markets by inbound call volume are shown below. City information is not available for every call.

1	Blue Island	7 calls	2	Round Lake	5 calls	3	Facebook Ads	4 calls
4	Zion	4 calls	5	Calumet City	3 calls	6	Coal City	3 calls
7	Hanover Park	3 calls	8	Midlothian	3 calls	9	Forest Park	2 calls
10	Harvey	2 calls	11	Lisle	2 calls	12	Bloomington	1 call

SECTION 06

Combined Insights & October Sentiment

What the combined results tell us about October 2025



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