

FINALLY REVEALED...

7 Alarming Things

Plumbers and HVAC Engineers Must Know

About Getting More Jobs

(#4 Will Cost You Thousands If You Ignore It)

The free report that reveals exactly why your phone is not as busy as it should be, and what the smartest trade businesses are doing about it.

By Chance Godspower | PolyPayd Ltd | polypayd.co.uk

Before You Read This...

If you are a self-employed plumber or HVAC engineer, this report was written for you. Not for big companies with office staff. Not for someone already turning away more work than they can handle. For the person on the tools every day who knows the diary should be fuller than it is.

The information in this report is based on direct conversations with trade business owners across the United Kingdom. The problem splits into two groups. Some are getting calls but missing them while on the job. Others are simply not getting enough enquiries in the first place.

Both problems are fixable. By the time you finish reading, you will know exactly which problem you have, what it is costing you, and what the trade businesses who have already fixed it did differently.

Not enough calls

The first group: leads are the problem, not missed calls.

Too many missed calls

The second group: calls are coming but jobs are being lost on site.

90 seconds

It takes just 90 seconds before a potential customer moves on to the next trade business on Google.

P.S.

Not sure which group you are in?

That is exactly what the free 20 minute business audit/Discovery call is for.

We identify whether your problem is getting more leads or capturing the ones already coming in, then map out the fix.

Get in touch at polypayd.co.uk.

What You Will Learn in This Report

#1	Why your phone is quieter than it should be
----	---

#2	The two types of trade business and which one you are
----	---

#3	The 90-second window your competitors are exploiting right now
----	--

#4	What the gap in your diary is actually costing you per month
----	--

#5	Why more jobs create a bigger problem if you have no system
----	---

#6	The voicemail myth that is silently losing you work every day
----	---

#7	What the smartest trade businesses in the UK are doing right now
----	--

7 Alarming Things Plumbers and HVAC Engineers Must Know

1. Why your phone is quieter than it should be

Most trade businesses have a lead problem before they have a missed call problem

If your diary has gaps and your phone is not ringing consistently, the issue is not that you are losing leads. The issue is that not enough people can find you in the first place. Every day that passes without a system generating local enquiries is a day your competitors are taking jobs that should have been yours. The customers are out there. Boilers break in your area every single day. HVAC units need servicing. Roofs need inspecting. The question is whether those customers are finding you or the next trade on Google.

2. The two types of trade business and which one you are

Understanding this changes everything about how you fix the problem

Type 1: you are not getting enough calls. The phone is quiet. You want more work. The problem is lead generation. You need a system that puts your business in front of local homeowners who need what you do, before they find your competitor.

Type 2: you are getting calls but missing them while on the job. The phone rings while you are under a boiler and nobody answers. That lead is gone within 90 seconds. The problem is call capture. You need a system that answers every call, reply to every messages even when you cannot. Most trade businesses start as Type 1 and become Type 2 as they grow. The fix is different at each stage.

3. The 90-second window your competitors are exploiting right now

Research shows 80% of callers move on within 90 seconds of no answer

The window between a customer calling and giving up on you is not 10 minutes. It is not even 5 minutes. The majority of people looking for a tradesman will try the next business on Google within 90 seconds of getting no answer. If your ad generates an enquiry and nobody answers, the lead is gone. If a customer finds you organically and gets voicemail, the lead is gone. The trade business two streets away that has a system for answering every call and following up every enquiry is picking up your customers in real time while you work.

4. What the gap in your diary is actually costing you per month

Run this calculation once and you will never ignore it again

Whether your problem is leads or missed calls, the cost is the same: empty slots in your diary. Take your average job value. Multiply it by the number of jobs you feel you should be doing but are not.

If your average job is £350 and you are 5 jobs short per week, that is £1,750 per week in missing revenue. Per month that is £7,000. Per year it approaches £84,000.

Even if your numbers are half that, you are looking at a 5-figure annual gap from a problem that is entirely solvable. The businesses that fix this are the ones who will look back and wonder why they waited.

5. Why more jobs create a bigger problem if you have no system

Success creates a bigger leak without a system to catch it

Here is the trap most growing trade businesses fall into. When you are quiet, you watch your phone for work. When you are slammed, you are the most valuable and the least available you have ever been. Every new lead your marketing generates during your busiest periods gets the same non-answer as everyone else.

You are at peak demand and simultaneously losing your highest-value opportunities. Without a system that runs independently of whether you are free, your growth has a ceiling you will keep hitting.

6. The voicemail myth that is silently losing you work every day

Nobody leaves voicemails anymore. Especially not for trades

You set up a voicemail. You recorded a professional message. You thought that solved it. It did not. People do not leave voicemails for businesses they have never spoken to before. They will leave a voicemail for their dentist of 10 years. They will not leave one for a plumber they found on Google 3 minutes ago. There is no relationship, no trust. So, they hang up and call someone who answers.

Your voicemail is not catching missed opportunities. It is confirming to callers that you were not available.

7. What the smartest trade businesses in the UK are doing right now

A small group have already solved both problems completely

There is a growing group of self-employed plumbers and HVAC engineers who have stopped leaving their lead generation and call handling to luck.

They are running targeted Google and Meta Ads that put their business in front of local homeowners at the exact moment those homeowners need a trade. And they have AI-powered call handling that answers every enquiry within 2 rings, 24 hours a day. The system collects the caller name, the job needed, and the location. It books appointments directly into the diary.

The engineer finishes a job, checks their phone, and sees new bookings made while they were working. No callbacks needed. No missed revenue. No gaps in the diary.

So What Do You Do With This?

Now you know the problem, the question is what you actually do about it. There are three options available to any trade business reading this report.

Option 1: Do nothing

You close this report, go back to your day, and the problem continues exactly as it is. The diary stays patchy. The leads keep going to competitors. The missed calls keep being invisible. This is the most common choice.

Option 2: Try to fix it yourself

You set up a Google Business Profile. You ask a mate about Facebook Ads. You record a better voicemail. You might get some improvement. But without a system built specifically for trade businesses generating local leads and capturing every enquiry, you are putting sticking plasters on a structural problem.

Option 3: Install a proper system

Get a lead generation system running Meta Ads targeting homeowners in your service area. Add AI Automation call/messaging handling so every enquiry that comes in is answered, qualified, and booked automatically. This is what the trade businesses pulling ahead right now have already done.

What a Properly Built System Looks Like

Stage 1: Lead Generation

For trade businesses that need more inbound enquiries. Meta Ads built and managed specifically for your trade, targeting homeowners in your service area. You stop relying on word of mouth and Google rankings alone. Your phone starts ringing with qualified local job enquiries.

- Targeted ads reaching homeowners searching for your trade right now
- Campaigns built for your specific jobs: boiler repairs, HVAC servicing, emergency plumbing, roofing inspections
- You only pay for clicks from people in your service area actively looking for your trade
- Managed and optimised monthly so the results keep improving

Stage 2: AI Agents (The 24/7 Sales Team)

For trade businesses getting consistent enquiries but losing jobs because nobody is available to respond fast enough. Rather than one receptionist, you get 4 AI Agents working around the clock across every channel your customers use.

- Katie answers every inbound call in under 2 rings, qualifies the job, and books it straight into your calendar.
- Sienna, your WhatsApp agent messages leads instantly the moment they enquire, so no lead goes cold.
- David, your website chatbot handles enquiries from your site 24/7, capturing visitors who never pick up the phone.
- George, your social media agent manages incoming messages across your social channels automatically.

Every enquiry from every channel lands in one pipeline. You see every lead, every conversation, and every booking in one place. You get instant notifications when a new lead comes in and can reply via SMS, WhatsApp, or email all from the same app.

Stage 3: Full Operations Automation

For trade businesses ready to run like a 5-person operation with one person doing the work. Quote follow-up, invoice chasing, review requests, job scheduling: all automated and running silently in the background.

The bottom line

The gap in your diary or calendar is not going away by itself. Whether the problem is not enough leads or too many missed calls, every week without a system is another week of invisible lost revenue. The trade businesses that fix this now are the ones who will look back in 6 months and wonder why they waited.

Find Out Exactly What Your Business Needs

Book a free 20 minute business Discovery Call with PolyPayd.

We identify whether your problem is getting more leads or capturing the ones already coming in, calculate your specific revenue gap, and map out exactly what a system would look like for your business.

No obligation. Just clarity.

What You Get in the Business Discovery Call / Audit

- A clear diagnosis: lead generation problem or missed call problem, or both
- Your personalised revenue gap calculation based on your actual job average and call volume
- A breakdown of where jobs are being lost in your specific workflow
- A clear explanation of exactly what a system would look like for your business
- Zero obligation. Just the numbers you have been missing.

Book your free business discovery call / audit at: polypayd.co.uk

Or message Chance directly on WhatsApp: +44 07424 902804

founder@polypayd.co.uk

*This report is provided free of charge by PolyPayd Ltd, registered in England and Wales. Revenue estimates are based on industry averages and real conversations with trade business owners. Your individual results will vary.
PolyPayd Ltd, Bartle House, Oxford Court, Manchester, M2 3WQ.*