

# Where the leads leak — the 5-check audit

Sent to anyone who comments LEAK or FOLLOWUP. One page. Run it on the last 14 days; it takes an hour and it hurts.

| # | Check                                              | Pull this                                               | Leak if                                                                                 |
|---|----------------------------------------------------|---------------------------------------------------------|-----------------------------------------------------------------------------------------|
| 1 | Every call became one ticket                       | Calls received vs tickets created, last 14 days         | Fewer tickets than real calls, or two tickets for one call (same number, minutes apart) |
| 2 | Dispatch reached a tech in under a minute          | Time from ticket to the first tech reply ("in" / "out") | Owner copying lead text into a chat by hand                                             |
| 3 | No lead is older than 48 hours without a next step | Leads with no update in 48 h                            | Any. Each one is a customer who already booked someone else                             |
| 4 | Closes are recorded                                | Jobs marked done + paid, last 14 days                   | Zero closes recorded while work clearly happened = the owner is the database            |
| 5 | Money is logged                                    | Payments posted, last 14 days                           | The finance log is empty while the bank account is not                                  |

## THE TIMERS THAT STOP THE LEAK (ONE MESSAGE, ONE PERSON, ONE-WORD ANSWER)

- Ticket sent to a tech → **10 min** to accept, or it goes to the next tech.
- Accepted → **30 min** to have an appointment time.
- Appointment time + **2 h** → "done?"
- Done → **1 h** → "collected?"
- Collected → **24 h** → "settled?" (to the owner only)
- Lead with no reply → follow-up at **2 h, 24 h, 72 h**, then it is marked lost, not left open.

## FOLLOWUP — ONE JOB BECOMES FOUR

- **Day 3:** "everything still working?" (catches call-backs before they become 1-star reviews).
- **Day 30:** the thing you noticed on site but did not fix. One line, one price.
- **Day 180:** seasonal: heating before winter, locks before the tenants change, drains before the holidays.
- Every message is sent by the system, signed by the tech who was there.

## THE RULE FOR THE WHOLE SHEET

A stage that only moves when the owner types in a chat is a stage that leaks. Give it a timer and an owner that is not the owner.