CLEVER · FREE FILE MISSED

The missed-call math sheet

Sent to anyone who comments MISSED. One page. Fill in your own numbers; the formula does the rest.

THE FORMULA

```
missed calls per week
× share of callers who wanted to book        (emergency trades: most of them)
× your close rate on booked calls
× your average ticket
= revenue that went to the next listing, per week
```

WORKED EXAMPLE (FILL IN YOURS)

Line	Example	Yours
Calls per week	60	
Answered by a person or an agent that made a ticket	40	
Missed (voicemail, ring-out, busy)	**20**	
Callers who wanted to book (share)	0.6	
Close rate on booked calls	0.5	
Average ticket	$350	
Lost per week	20 × 0.6 × 0.5 × 350 = **$2,100**	
Lost per month	**$9,100**	

THREE FACTS TO WRITE ON THE WALL

1. A caller with a broken door or a burst pipe does not leave a voicemail. They call the next listing.
2. Most missed calls happen in the same four windows: before 8 AM, lunch, after 6 PM, and any time the owner is on a ladder.
3. Missed calls are invisible in your bank account. They only show up as a slow month.

WHERE TO GET YOUR NUMBERS

- Missed calls: your phone provider's call log (missed / no answer / voicemail), last 7 days.
- Close rate and average ticket: last 30 closed jobs, sale total ÷ 30.
- If you cannot pull these in ten minutes, that is the first thing to fix.

THE FIX, IN ONE LINE

Every call gets answered, 24/7, by something that creates a ticket before the caller hangs up. The owner gets the ticket, not the ring.