

Three options — the tiered quote template

Sent to anyone who comments QUOTE. One page. Written on site, sent by text with a photo, before the tech leaves.

THE TEMPLATE

	Fix it	Fix it right (recommended)	Fix it for good
What we do	The minimum that makes it work today	The repair plus the cause	Replacement or upgrade, no return visit
Parts	Reuse what is there	New wear parts	New unit / hardware
Warranty	30 days on labor	1 year parts and labor	Manufacturer + 2 years labor
When	Now	Now	Scheduled, usually within the week
Price	\$	\$\$	\$\$\$

THE FIVE RULES

1. **Always three.** One option is a take-it-or-leave-it. Two is a coin flip. Three makes the middle one the obvious choice.
2. **Recommend the middle in writing.** "We recommend option 2 because..." One sentence with the reason you saw on site.
3. **Photo of the problem attached.** The customer forwards the quote to a spouse or a landlord; the photo sells it when you are not in the room.
4. **Prices are numbers, not ranges.** A range is read as the low end.
5. **Sent before the tech leaves,** from the company number, with a one-tap "approve" reply. Quotes written in the truck that night close at half the rate.

WHAT GOES AT THE BOTTOM

- Company name, license number, the number to call.
- "Valid 7 days." (Parts prices move; it also gives the customer a reason to answer.)
- The follow-up that fires by itself: day 1 "any questions?", day 3 "still want us to hold the slot?", day 7 the quote expires and the lead is marked lost, not left open.

WHY IT WORKS

The customer is no longer deciding *whether* to hire you. They are deciding *which* of your three options to pick.