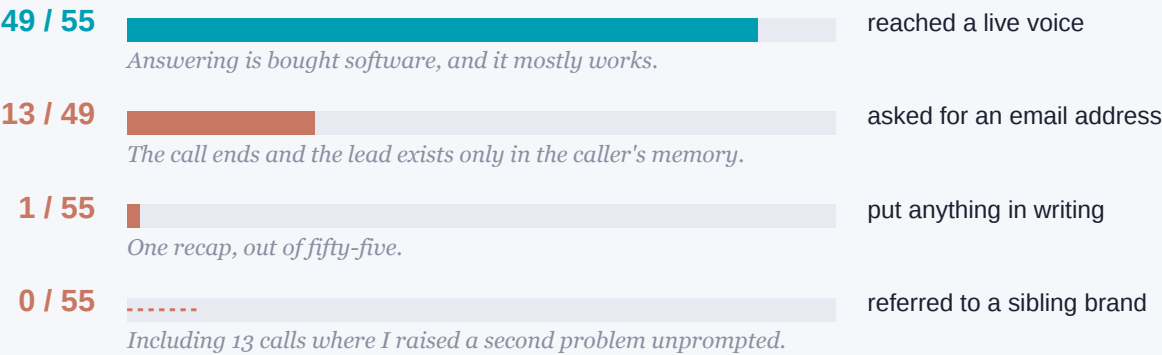


Your platform's front door, scored like a diligence item.

I placed 55 mystery-shop calls to 48 PE-owned residential service brands across roughly 20 sponsors, and scored every call on one rubric. Nobody booked. The point was to watch what happens between the phone ringing and the job booking, which is the layer the cross-sell thesis is priced on.

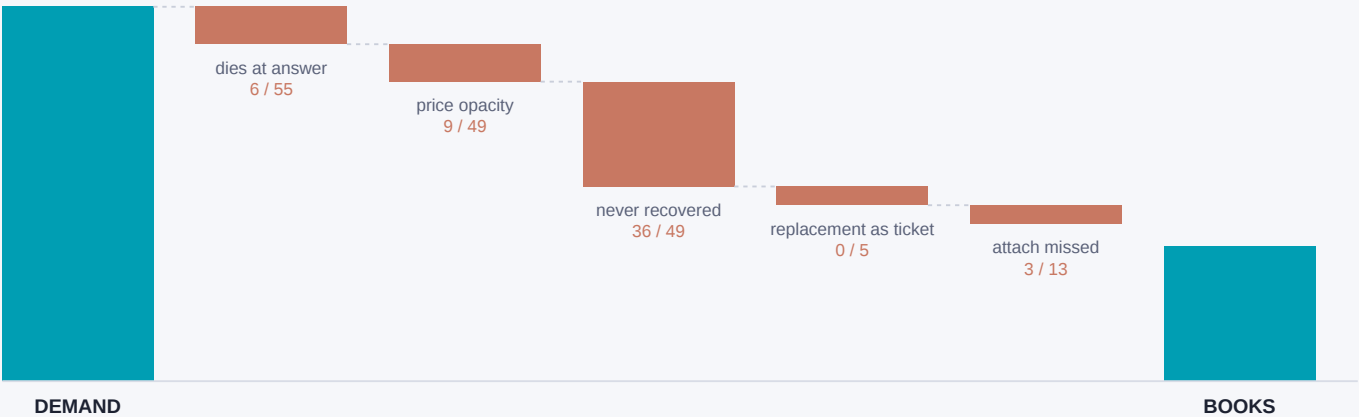
THE CLIFF



Denominators shift because the funnel does: 55 calls placed, 49 reached a human, 13 raised a second problem.

THE REVENUE WALK

The same thing, drawn as money: demand you already paid for, stepping down through five operational leaks to what actually books.



Bar heights are illustrative. The incidence under each leak is observed. The last two rest on small samples (n=5, n=13).

Seven checks. About an hour.

Call your own brands the way a customer would, or pull seven recorded calls at random. The market rate from the 55-call study is printed beside each check, so you can see where you sit without hiring anyone. If you beat the market on all seven, the leak is somewhere else and you should stop reading.

01	Does anyone ask for the caller's email address?	☐	13 of 49 did MARKET
02	When the caller defers, is the next sentence a save attempt, or "no worries"?	☐	8 of 49 attempted MARKET
03	Can the person answering state what a visit costs, and whether the fee credits against the work?	☐	9 of 49 could not MARKET
04	When a second problem comes up mid-call, does it get one trip, a second fee, or "call someone else"?	☐	3 of 13 got one trip MARKET
05	Does anything arrive in writing after the call?	☐	1 of 55 MARKET
06	When the caller holds a competitor's quote, does anyone ask to see it?	☐	0 of 5 MARKET
07	Call your own after-hours line tonight. Can the voice that answers quote the fee, book the job, or commit to a callback with a time on it?	☐	mostly no MARKET

What to do with this

Send it to whoever owns intake. The seven checks cost an hour and need no access, no vendor, and no budget. If enough of them come back the way the market did, the next question is what that costs you in dollars, and that is a two-week fixed-fee read on your own data.

ztsadvisory.com/book · zaha@ztsadvisory.com · [thirty minutes, one question](#)

Full method, limitations, and the 29-page study: ztsadvisory.com/report