Service ProCall

FOR OWNERS OF HVAC, PLUMBING & ELECTRICAL COMPANIES

What Your Existing Customer Database Is Actually Worth

Most service businesses are sitting on 3–5 years of customer data they've never systematically worked. We break down the math.

7-minute read · A valuation model you can run on your own customer list



Example list: 5,000 customers over four years — most never contacted since their last invoice.

5–25×
more expensive to win a new customer than to keep an existing one

$244K
modeled revenue from one systematic pass through a 5,000-record list

≈ $49
value per record in that example — before memberships or referrals

01 · THE ASSET NOBODY IS WORKING

You already paid to acquire every name on that list

Every record in your field-service software represents money already spent: the ad click, the lead fee, the truck roll, the tech's time. Those customers let you into their home, trusted your recommendation and paid your invoice. Then, for most of them, the relationship went quiet.

Meanwhile, the systems in those homes kept aging. The air conditioner you repaired in 2022 is three summers older. The water heater you flushed is closer to the end of its life. The panel you looked at during a service call still needs the upgrade you quoted. None of that opportunity disappeared. It is sitting in your database, waiting for someone to pick up the phone.

The economics are well documented. Research summarized in Harvard Business Review puts the cost of acquiring a new customer at anywhere from 5 to 25 times the cost of retaining an existing one. Bain & Company's Frederick Reichheld found that a five-point improvement in retention can raise profits by 25% to 95%. Your past customers are the cheapest revenue you will ever generate.

FIGURE 1 · TWO PATHS TO THE SAME BOOKED JOB

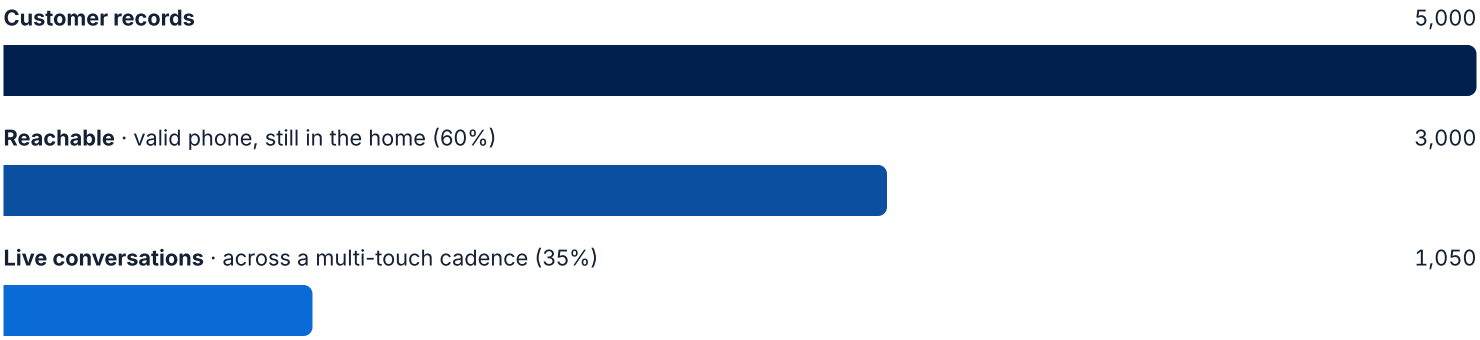


02 · THE MATH

Valuing a 5,000-customer list, one step at a time

To put a number on your database, follow a record from the list to a booked job. The model below uses conservative example rates for a residential HVAC or plumbing company. Every rate is an assumption — the point is the structure, so you can drop in your own.

FIGURE 2 · FROM RECORDS TO REVENUE (ILLUSTRATIVE)



SERVICE & MAINTENANCE

15% book a visit · 158 jobs × $350

$55,125

REPLACEMENT

8% surface an aging system · 84 opportunities · 25% close · 21 × $9,000

$189,000

Modeled revenue from one full pass **$244,125**

Example rates only. Replacement value is an assumed average installed ticket; service value an assumed average visit. Excludes maintenance agreements sold, repeat visits and referrals generated by the calls.

Notice where the money is. Service bookings pay for the effort, but the large number comes from a small share of conversations that uncover a system near the end of its life.

You cannot find those homeowners with an ad. You find them by talking to the people whose equipment you have already seen.

03 · HOW YOUR LIST COMPARES

Two levers drive almost all of the value

List size is fixed by your history. What you control is how many of those customers you actually get on the phone. In the example, each live conversation is worth about $232 in modeled revenue — so every point of conversation rate matters.

FIGURE 3 · VALUE BY LIST SIZE (35% CONVERSATION RATE)

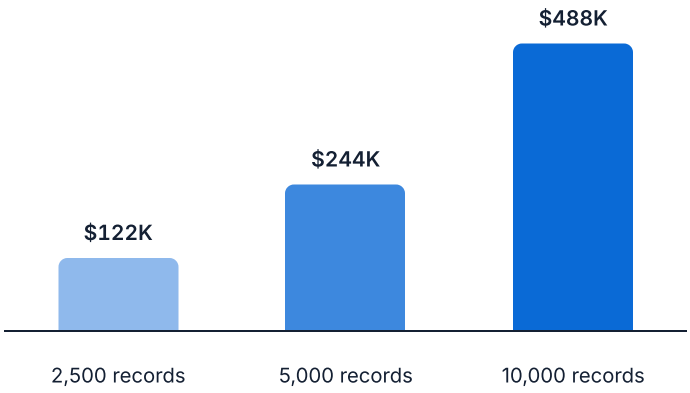
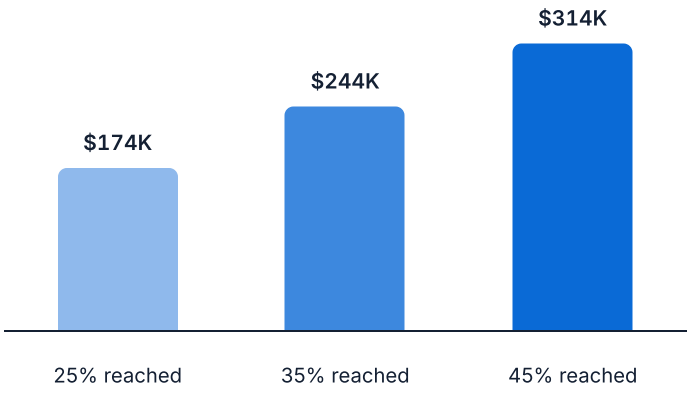


FIGURE 4 · VALUE BY CONVERSATION RATE (5,000 RECORDS)



Same per-conversation value as Figure 2 (≈ $232.50). Bars scaled within each chart.

04 · WHY IT SITS IDLE

The reasons are operational, not strategic

Almost every owner we talk to agrees their customer list is valuable. It still does not get worked, for predictable reasons. The CSRs are busy answering inbound calls. Outbound calling feels like a distraction from today's schedule. Nobody owns it, so it happens in bursts during slow weeks and stops the moment the phones get busy — which is exactly when capacity is easiest to fill with replacement work.

A list worked once, in a burst, produces a fraction of its value. A list worked systematically — segmented, sequenced and measured — compounds.

WHAT A RECORD REALLY CONTAINS

- **Address & home details** — who to call and where the truck goes
- **Equipment & install dates** — how close each system is to replacement
- **Last visit date** — who is overdue for maintenance
- **Open estimates** — work they already said they needed
- **Lapsed memberships** — customers who already chose you once

VALUE YOUR OWN LIST IN 30 MINUTES

Pull these four counts from your software

1. Unique customers served in the last five years, with a valid phone number.
2. How many have not had a visit in 12+ months.
3. How many have equipment 10+ years old on record — or no equipment data at all.
4. Open estimates older than 60 days, and their total dollar value.

Then multiply by your own booking rate and average ticket. For the step-by-step method we use to work these lists, see **White Paper 05: Your Database Already Holds Your Next Stage of Growth**.

SERVICE PROCALL · DATABASE MONETIZATION

Find out what your list is worth.

Send us a count of your records and we'll model the opportunity with your real averages — no obligation.

800-458-6211

serviceprocall.com

SOURCES

1. Gallo, A., "The Value of Keeping the Right Customers," Harvard Business Review, October 2014.

2. Reichheld, F., Bain & Company — research on retention and profitability (The Loyalty Effect).

Record counts and all model rates are illustrative assumptions, not guarantees. © Service ProCall.