

Ninja Plumbing, Heating and Air Publishes Honor Code with Printed Invoice Penalties

The four-pillar commitment posts GPS-tracked dispatch, parts-on-truck guarantees, and financial penalties for violations across 79 Utah cities.

EAGLE MOUNTAIN, UT, UNITED STATES, May 3, 2026 /EINPresswire.com/ -- [Ninja Plumbing, Heating and Air](#) published the [Ninja Honor Code](#) with printed invoice penalties across its [79-city Utah service territory](#), the company announced Friday. The four-pillar commitment — GPS-tracked 120-minute emergency dispatch, 92% parts-on-truck stocking, job-site cleanliness protocols, and post-service NPS tracking — appears on every invoice with financial penalties when any rule breaks, serving 680,000+ homes from Ogden to Spanish Fork.



The graphic features the Ninja Plumbing, Heating & Air logo on the left, showing a cartoon ninja character. To the right, a red and black box contains the following text:

The Ninja Guarantee (Printed on Every Invoice)

If we break **any** rule in The Ninja Code:

- Service fee WAIVED
- 5% Discount
- \$50 Ninja Bucks for next visit.

No fine print. No manager approval needed. Just honor.

Download, print, or screenshot this playbook.

Hold us to it. Share it. Tag us @NinjaHVC.

We wrote it because we live it— every day, every call, every strike.

Version 1.0 – Effective November 2025
Applies to every technician, every van, every call – 24/7/365

The Ninja Code

Official Playbook of Ninja Plumbing, Heating and Air

We don't just fix problems. We strike fast, leave no trace, and vanish with your home better than we found it.

Details outlining the commitments Ninja has to their customers.

The 120 Rule commits to emergency dispatch arrival within 120 minutes, logged in ServiceTitan GPS tracking. When the target is missed, the dispatch fee is waived. The guarantee spans the company's 79-city territory, covering Summit County, Davis County, Weber County, Ogden, Provo, Park City, and St. George. ServiceTitan's real-time dispatch records anchor the commitment to verifiable data, not self-reported estimates.

“

We printed the Honor Code on every invoice because a commitment you can't verify isn't a commitment — it's marketing. The \$100 credit and \$50 NPS credit are there because words don't build trust.”

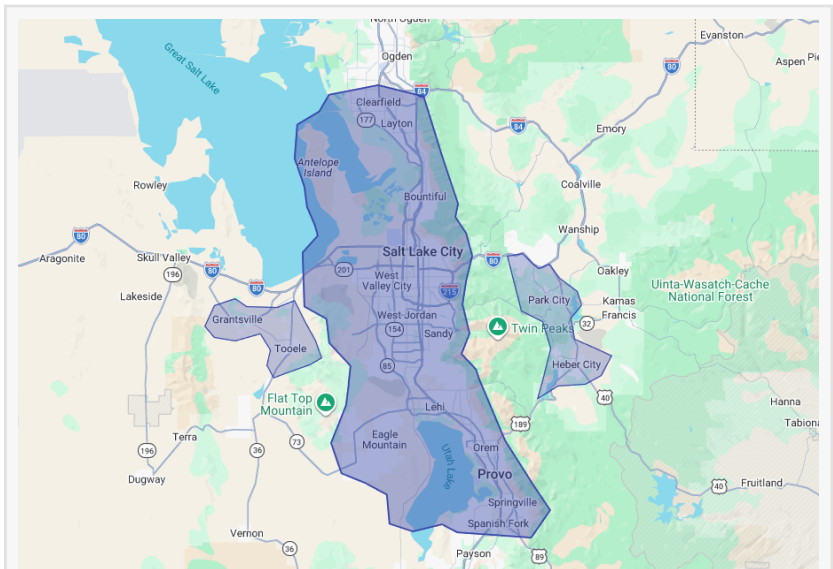
Ian Furse, Owner, Ninja Plumbing, Heating and Air

The 92% Strike guarantees that every van carries 92% of common emergency parts with daily inventory replenishment. When a missing part forces a return visit, the repeat-visit repair is free. The parts-on-truck commitment addresses the emergency-service gap

between a technician arriving quickly and a technician carrying the furnace igniter or AC capacitor that solves the problem the same day.

The Silent Ninja Rule requires red booties, drop cloths, wiped tools, and vacuumed floors at every service call. A customer who photographs a violation receives a \$100 credit. The Honor Check — a 30-minute automated survey, 24-hour appreciation call, and manager follow-up when NPS scores fall below 9 — adds a \$50 credit when the post-service check reveals a service gap. The rebuilt ninjahvac.com website meets W3C's Web Content Accessibility Guidelines 2.1 Level AA standards, ensuring every customer can read the posted commitments regardless of assistive technology.

Ian Furse, Owner of Ninja Plumbing, Heating and Air, said the printed accountability separated the Honor Code from typical service promises. "We printed the Honor Code on every invoice because a commitment you can't verify isn't a commitment — it's marketing," Furse said. "The \$100 photo credit and the \$50 NPS credit are there because words on a page don't build trust. Money does."



Ninja serves the Wasatch Front: Salt Lake, Utah, Davis, and Utah County—including Sandy, Draper, Lehi, Provo, Eagle Mountain

 An infographic detailing Ninja's service commitments, featuring a red and black color scheme and a ninja character. The commitments are:

- Parts on Truck Stock The 92% Strike**
 - Every van carries 92% of common emergency parts.
 - Inventory replenished daily.
 - Part not stocked on repeat visit within 30 days → repair is FREE.
- Safety & Cleanliness Protocols The Silent Ninja Rule**
 - Your home stays cleaner than we found it.
 - Red "Ninja" booties worn at all times indoors.
 - Heavy-duty drop cloths under every work area.
 - All tools wiped down and floors vacuumed before we leave.
 - Violation caught by customer w/photo → \$100 credit.
- Post-Service Follow-Up The Honor Check**
 - Within 30 minutes: Automated text survey
 - Within 24 hours: Personal thank-you call from our office.
 - Within 7 days: If NPS score <9, manager calls personally with \$50 credit.
- Emergency Dispatch Time Goal The 120 Rule**
 - We arrive in under 120 minutes. No exceptions. No surcharges.
 - GPS-tracked arrival logged automatically in ServiceTitan.
 - If we miss 120 minutes, the dispatch fee is waived.
 - Covers our entire mapped service area (680,000+ homes).

 The infographic also includes the slogan "Your peace of mind is our final bow." and a cartoon illustration of a ninja character.

Details (2of2) outlining the commitments Ninja has to their customers.

The Ninja Guarantee — printed on every invoice — promises that when any Honor Code rule breaks, the service fee is waived, a 5% discount applies, and the customer receives \$50 Ninja Bucks toward the next visit. The unified design system deployed across all 79 city service pages ensures the Honor Code commitments read identically whether a homeowner searches from Salt Lake City, Ogden, Davis County, or Park City.

The rebuilt ninjahvac.com achieved desktop Core Web Vitals scores of 94-100 across all six tested service pages, according to the April 30, 2026 Google PageSpeed Insights audit. The desktop homepage recorded a Largest Contentful Paint of 0.7 seconds, well below Google's 2.5-second

threshold for good user experience. The performance gains position the website as the delivery vehicle making the Honor Code commitments easy to find during a basement flood or furnace failure.

The responsive universal header surfaces the emergency phone number and service-area lookup tool on every page of the site. The 79-city service territory covers residential HVAC and plumbing emergencies across Utah's Wasatch Front and extends to St. George, with real-time service-area verification available at ninjahvac.com.

Ninja Plumbing, Heating and Air operates a 79-city Utah service territory with 24/7 emergency HVAC and plumbing dispatch. The company has served 680,000+ homes across Salt Lake County, Summit County, Davis County, Weber County, and Utah County since 2017.

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