

SeenOnMain Study Finds Most Home Service Businesses Can't Text Back a Lead

A new audit of 1,965 home service business websites finds most claim 24/7 availability, but only 18% can actually text a lead back.

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-- A new audit of 1,965 home service business websites across plumbing, HVAC, electrical, roofing, landscaping, house cleaning, pest control, and garage door repair found that while 55.1% of businesses advertise emergency or 24/7 availability, only 18.0% actually offer text messaging and just 2.6% have any live chat option, according to research published today by SeenOnMain, a lead-recovery platform for local service businesses.

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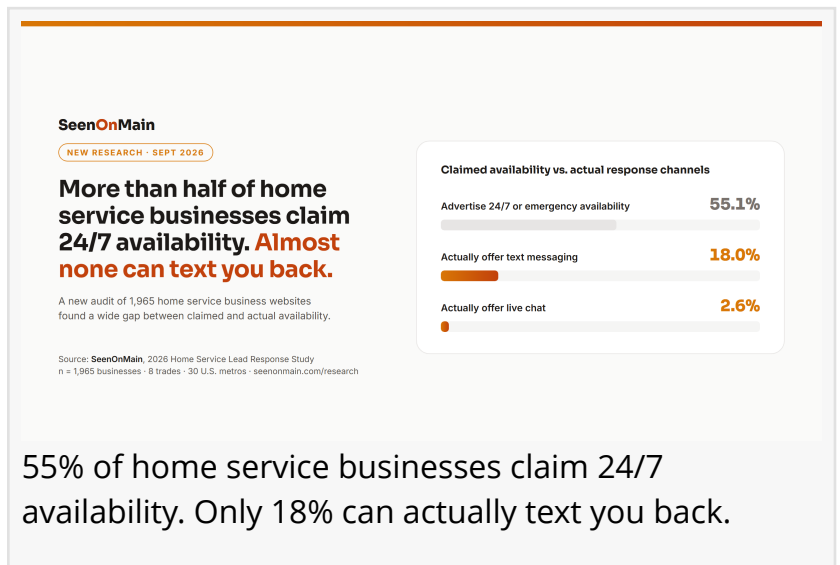
That gap between what a website promises and what it can actually do is where real leads get lost.”

David Cavill, SeenOnMain

The study, which reviewed public websites across 30 U.S. metros, also found that 76.9% of businesses make no explicit promise about how fast they'll respond to a new inquiry, and just 0.05% of reachable sites (1 of 1,823) reached "Excellent" on the study's Digital Lead Readiness scale. Only seven businesses in the entire sample, 0.38%, mentioned any form of AI assistant or chatbot on their site.

"Nearly every business we looked at says it's available anytime you need it," said David Cavill of SeenOnMain. "But when you check whether a homeowner can actually text them back after hours, almost none of them can. That gap between what a website promises and what it can actually do is where real leads get lost."

The research also found meaningful variation by trade: garage door repair and HVAC businesses scored highest on lead readiness, while landscaping scored lowest, a gap the report attributes to



differences in perceived urgency between trades rather than differences in business sophistication.

SeenOnMain built the study to quantify a problem central to what the company does: every missed call or unanswered web form is a job that likely goes to a competitor who responded first. The company's own platform gives local service businesses an instant call-and-text alert on every new lead, plus automated follow-up, addressing the exact gap the study measured.

[The full study](#), including a trade-by-trade breakdown and methodology, is available now. Business owners can check their own site's lead-response readiness using SeenOnMain's free [Lead Loss Calculator](#).

About SeenOnMain

SeenOnMain, a product of Work Stream Apps LLC, provides lead-recovery software for local service businesses, ensuring no missed call, form, or follow-up costs a business a job.

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