

AFTERDESK

After-hours & overflow front desk for home-service companies

After-Hours Audit

August 30, 2026

Audit fee \$750 · 14-day install credit

B & R Plumbing & Mechanical

Lubbock, Texas · residential plumbing & HVAC · public-website review plus named industry benchmarks.

SAMPLE. Afterdesk has not measured this company's actual call volume, answer rate, or ticket size. Every dollar figure is labeled an estimate. A paid audit replaces the proxies below with two weeks of carrier or CRM records.

1. Company snapshot PUBLIC FACTS ONLY

B & R Plumbing & Mechanical is a family-owned residential plumbing and HVAC contractor at 7318 82nd St, Lubbock, TX 79424. The site states the company has served the South Plains since 1985. Phone: (806) 794-8338. Licenses published on the homepage: plumbing # M-42324, HVAC TACL# A27036E. Authorized Maytag installer.

Item	Public fact	Source
Owners listed	AJ Richardson, Owner/President; Maggie Green, Owner/V.P.	Meet the Crew
Named technicians	Kurt Lappe (hire 8/6/2001), Ricky Montes (9/6/2013), Haden Pharr (6/6/2022), Roy Montes (9/24/2021), JR Guerrero (8/28/2024)	Meet the Crew
Service area named	Lubbock, Idalou, New Home, Shallowater, Wolfforth; FAQ also names Slaton	Homepage, FAQ, Areas
Published office hours	Mon–Fri 8:00 am – 5:00 pm; Sat–Sun Closed	Contact page
After-hours claim	FAQ: emergency plumbing/HVAC “around the clock”; “you reach our local crew directly — not an answering service”	FAQ
Booking on the site	Phone + contact form. Confirmation: “We will get back to you as soon as possible.” No live calendar observed.	Contact page

Headcount on the crew page (two owners + five named techs) is consistent with a small-to-mid independent shop, not a national chain. Truck count, inbound volume, answer rate, and average ticket were **not** available and were **not** invented.

2. How calls are handled today FROM THE WEBSITE

The public site describes two phone postures. Both can be true. Together they are the leak.

During published office hours (Mon–Fri 8–5). Call (806) 794-8338 “to speak with us immediately,” or use the web form. No published IVR, answering service, overflow path, or online booking calendar on the pages reviewed.

After published hours. The contact page lists Saturday and Sunday as Closed. Appointments are advertised Monday through Friday, 8 a.m. to 5 p.m. The homepage states:

“We operate Monday through Friday — because great plumbing work starts with smart scheduling and a focused team.”

Emergencies. The FAQ says yes to burst pipes, sewer backups, and major leaks, and separately that 24/7 emergency service reaches “our local crew directly — not an answering service.”

What that usually means in a shop this size. After-hours rings an owner or technician cell. That is a real path for a burst pipe. It is a weak path for everything else after 5 p.m. and on weekends: no-cool, no-hot-water, “can you come tomorrow,” and quote requests. Those callers reach a tech who is on a job, hit voicemail, or fill out a form and wait.

Web form. The only published promise is a callback “as soon as possible.” A Friday 7:40 p.m. submit waits until the next business morning unless someone is watching it. Harvard Business Review (2011; 2,241 companies, 100,000+ leads) found firms that waited 30 minutes were about **21× less likely to qualify** the lead than firms that responded in five minutes. A 2026 Blazeo benchmark across 573 businesses found **74% still miss that five-minute window**.

3. Estimated after-hours leakage

We did not measure B & R’s call volume. The math uses published industry benchmarks and a conservative shop-size proxy. Swap in actual carrier or CRM numbers and the dollars move.

3.1 Benchmarks used

Benchmark	Figure	Source
After-hours share of inbound	38% of home-service calls outside standard hours; 42% for plumbing	ServiceTitan 2023 (100,000+ businesses), via callsetter.ai
After-hours share (range)	35–45% of HVAC service calls after 5 p.m.	ServiceTitan 2025, via hvacknowitall.com calculator
After-hours share (range)	35–45% of service-business calls outside 9–5	Ruby Receptionists, via callsetter.ai
Weekend share	20–25% of weekly home-service call volume	Jobber 2023, via callsetter.ai
Overall unanswered rate	27% of home-services calls not answered	Invoca, May 2024
HVAC unanswered range	35–50% of inbound HVAC calls unanswered	Invoca 2026 via HVAC Know It All
Voicemail abandonment	85% never call back	Opus Labs 2026 / Numa 2021
Voicemail message rate	<3% leave a message	Invoca platform data
Ticket proxy	\$350 default service ticket; Invoca \$300–\$500 per missed service call	HVAC Know It All / Invoca — not B & R's ticket
After-hours volume example	10 after-hours calls/week as a conservative mid-size example	ServiceMag / ServiceForge — not a measurement
Shop-size call proxy	12 inbound calls/day for a 2–4 truck shop	HVAC Know It All preset — not measured here

3.2 Formula (after-hours only)

Estimated after-hours calls / year	= (estimated after-hours calls / week) × 52
Callers who never come back	= after-hours calls × estimated miss rate
Estimated jobs not booked	= callers who never come back × estimated ti
Estimated after-hours leakage (\$)	= estimated jobs not booked × estimated ti

Miss rate is set **below 100% on purpose**. The FAQ says the local crew answers emergencies. Some after-hours calls are already caught on a cell phone. The leak is nights and weekends when nobody can pick up, plus every non-emergency that currently waits until Monday.

3.3 Two labeled scenarios

Scenario A — conservative (featured). Uses ServiceMag’s published example of **10 after-hours calls per week**, not B & R’s log.

Step	Input	Label
After-hours inbound	$10 / \text{week} \times 52 = \mathbf{520 / year}$	Industry example — not measured
Estimated miss rate	70%	Estimate. Sat–Sun listed Closed; crew-on-cell assumed to catch some true emergencies
Never call back	85%	Industry benchmark
Callers lost for good	$520 \times 0.70 \times 0.85 = \mathbf{309 / year}$	Estimate
Book rate if answered	25%	Conservative haircut so this is not “every missed ring is a job”
Jobs not booked	$309 \times 0.25 = \mathbf{77 / year}$	Estimate
Ticket	\$350	Industry default — not B & R’s average
Estimated after-hours leakage	~\$27,000 / year	Estimate ($77 \times \$350$)

ServiceMag’s own conservative worked example, using a **\$450** average job and 10 after-hours calls/week, lands at about **\$4,482 / month (~\$54,000 / year)**. Different book-rate assumptions; same order of magnitude.

Scenario B — mid, still an estimate. 2–4 truck daily-call preset (12/weekday) + Jobber weekend share + ServiceTitan 38% after-hours share → ~29 after-hours calls/week. Same $70\% \times 85\% \times 25\% \times \350 → about **\$78,000 / year**. Do not treat Scenario B as B & R’s number. It is what the public benchmarks produce if weekday volume matches the industry preset.

Payback check (estimate): one recovered after-hours service job per week at a \$350 industry-default ticket is about \$1,500 / month. Afterdesk’s retainer is \$800 / month. This is arithmetic on public benchmarks, not a forecast of B & R’s books.

What this is not. Not a claim that B & R is missing \$27k or \$78k. Not a measurement of daytime overflow (lunch, all lines busy). Invoca’s 27% unanswered figure is a separate all-hours benchmark and is not added on top. Lifetime value, memberships, and replacement leads are left out; they would raise the estimate.

4. What Afterdesk would install

Afterdesk is the after-hours and overflow front desk. It does not replace the people who already answer between 8 and 5. It covers the hours the contact page already marks as closed, and the calls the crew cannot take because they are on a job.

Piece	What goes in	Why it matches this site
After-hours answer	Closed, unanswered, or busy → Afterdesk, first ring	Sat–Sun Closed; office ends at 5 p.m.
Script trained on this shop	Leaks, water heaters, drains, HVAC, Maytag installs; named service cities; licenses if you want them spoken	Public service list and area pages
Emergency vs. book-next	Burst pipe, sewer, no heat in a freeze, gas smell → escalate. “AC is off, can you come tomorrow?” → book the next weekday slot	FAQ already distinguishes emergencies
Escalate to people, not a mailbox	On-call owner/tech gets SMS with name, address, issue, callback. Only true emergencies interrupt the crew	Keep “local crew directly” for real emergencies
Booking	Calendar access → non-emergency after-hours calls leave with a confirmed window	No live booker on the site today
Form backup	After-hours form submits get a same-evening call or SMS	Form copy is “as soon as possible”
Morning recap	One digest before 8 a.m.: booked jobs, escalations, recordings	Owners see the night without living on the phone
Daytime overflow	Optional, same agent on no-answer / busy during 8–5	Off unless you turn it on
Website copy	Hours stay honest (office 8–5). Add one line: after-hours calls are answered	Homepage currently implies Mon–Fri only

Emergency jobs still go to the on-call tech. Afterdesk’s job is to answer, sort, book, and only then tap a human.

5. Install + retainer quote

Item	Price	Notes
After-hours audit	\$750	Paid. Not a free discovery call.
Install	\$3,000	Forwarding, script, service-area rules, on-call escalation, calendar, recap, test calls.
Monthly retainer	\$800 / month	After-hours + optional daytime overflow.
14-day audit credit	-\$750	If you sign install within 14 days of paying the audit, the \$750 applies to the \$3,000 install. Install due is then \$2,250 .

If you take the audit and stop: you keep the written audit, the formula with your numbers, and the log summary from the audit window. You owe \$750. No retainer.

6. What the paid audit uses if this were live

1. Two weeks of inbound call records (carrier or existing call-tracking).
2. After-hours vs. open-hours split from timestamps — measured, not 38%.
3. Answer / voicemail / missed counts — measured, not 70%.
4. A listen of after-hours recordings or voicemails, if they exist.
5. Form-submit timestamps vs. first human reply.
6. Recalculated leakage with B & R's ticket, not \$350.

Until those exist, every dollar on this page stays labeled estimate.

Appendix — Second shop reviewed

Reddick Heating & Air, Inc. · reddickheatingandair.com · Sylvania, Georgia. Family-owned since 2010 by Brett and Heather Reddick. Phone published as (912) 451-4822. Serves Screven, Burke, Chatham, Bulloch, and Effingham counties.

Item	Public fact
Office hours	Mon–Fri 8:00 am – 4:00 pm (closes an hour earlier than B & R)
Saturday / Sunday	On Call
After-hours language	On call for after-hours and weekend emergencies; callers reach people who live in the same communities, not a call center
Booking	Site says “call, or book online”; primary CTA is call / free estimate
Reviews on the site	Two Google reviews describe a Sunday on-call response. The on-call path is real when a person picks up.

Same pattern, different wording. Reddick already sells after-hours availability. The office still closes at 4 p.m. The people who do the work are also the people who answer. Afterdesk’s install for a shop like this is overflow-plus-after-hours, with emergencies still escalated to the on-call tech.

Sources

1. B & R — <https://www.brplumbinghvac.com/>
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3. B & R FAQ — <https://www.brplumbinghvac.com/faq>
4. B & R Meet the Crew — <https://www.brplumbinghvac.com/meet-the-crew>
5. Reddick Heating & Air — <https://www.reddickheatingandair.com/>
6. Reddick about — <https://www.reddickheatingandair.com/about>
7. Invoca missed-call cost (27% unanswered; <3% leave voicemail) — <https://www.invoca.com/blog/how-much-missed-sales-calls-cost-home-services-businesses>
8. HVAC Know It All calculator — <https://hvacknowitall.com/tools/missed-call-revenue-calculator>
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10. ServiceMag after-hours worked example — <https://servicemag.org/news/hvac-after-hours-calls-overnight-revenue>
11. Oldroyd et al., HBR 2011 — <https://hbr.org/2011/03/the-short-life-of-online-sales-leads>
12. Blazeo 2026 Speed-to-Lead, as cited by ServiceMag — <https://discover.blazeo.com>

Afterdesk · Sample / example after-hours audit · August 30, 2026 · Not an invoice · \$750 audit credited for 14 days against a \$3,000 install · \$800/month retainer