

FREE TEMPLATES

LEAD FOLLOW-UP TEMPLATES FOR CONTRACTORS

Sixteen text, email, and phone scripts for every stage: new lead, estimate follow-up, review request, and past-customer re-engagement. Copy them, add your name and number, and use them today.

HOW TO USE THIS

Replace everything in [brackets]. Keep the texts under 300 characters so they arrive as one message. Load them into your CRM or phone as saved replies so nobody has to type them under pressure.

01

WHY SPEED DECIDES THE JOB

The MIT Lead Response Management Study found you are 100 times more likely to reach a lead, and 21 times more likely to qualify it, when you respond within 5 minutes instead of 30. Most homeowners call two or three companies. The first one to answer usually gets the job.

These templates exist so the first response is never blank. Set them up as saved replies before you need them.

Rules for every message:

- First name, your name, your company, in the first line
- One question, one next step
- A phone number in every text
- Send texts during waking hours. Queue after-hours replies for 7am.

02

NEW LEAD FOLLOW-UP

TEXT, IMMEDIATE (WITHIN 5 MINUTES)

Hi [Name], this is [Your Name] with [Company]. I saw your request for [service]. Happy to help. When is a good time for a quick call to go over what you need? We can usually be out within [timeframe]. Or call me direct: [phone].

TEXT, MISSED-CALL AUTO REPLY (FIRES THE MOMENT YOU MISS A CALL)

Sorry we missed you! This is [Company]. We'll call you back within [15 minutes].
If it's urgent, reply URGENT and we'll jump on it. [Your Name]

EMAIL, SAME DAY

Subject: Your [service] request with [Company]

Hi [Name],

Thanks for reaching out. Based on what you shared, here is what we would usually recommend:

[Two sentences: what the job likely involves and the range of options.]

Our typical timeline for this type of job is [X]. I can schedule a quick call or come take a look. What does your schedule look like this week?

[Your Name]

[Company] | [phone]

TEXT, 24 HOURS LATER

Hi [Name], following up on your [service] request. We still have openings this week if you'd like to get on the schedule. Reply here or call [phone]. Happy to answer any questions.

EMAIL, 72 HOURS LATER (LAST TOUCH)

Subject: Still need help with [service]?

Hi [Name],

I don't want to fill your inbox, so this is my last note unless you'd like to keep talking. If the [service] is still on your list, reply with a good time and I'll call. If you went another direction, no hard feelings, and thanks for considering us.

[Your Name]

[Company] | [phone]

03

ESTIMATE AND QUOTE FOLLOW-UP

EMAIL, SAME-DAY QUOTE DELIVERY

Subject: Your [service] estimate from [Company]

Hi [Name],

Attached is the estimate we discussed. The short version:

Scope: [one line]

Estimate: \$[amount]

Timeline: [timeframe]

Warranty: [what is covered and for how long]

To move forward, reply to this email or call [phone]. We have availability [timeframe] if you'd like to get on the schedule.

[Your Name]

TEXT, 3 DAYS AFTER THE QUOTE

Hi [Name], checking in on the estimate for your [service]. We still have openings this [week/month]. Any questions on the scope or price? Happy to jump on a quick call. [Your Name], [Company]

EMAIL, PRICE OBJECTION

Subject: Re: [service] estimate

Hi [Name],

I understand. It's a real investment. Here is what the price covers:

- [Materials or warranty point]
- [Licensed crew, insurance, permit point]
- [Timeline or cleanup point]

We also offer [financing or payment plan] if that helps with timing.

Would a 10-minute call help? I can walk you through exactly what we do and why, and if there is a way to phase the work, I'll tell you.

[Your Name]

TEXT, QUOTE EXPIRING

Hi [Name], a heads up that the pricing on your [service] estimate holds through [date]. Material costs move, so I wanted you to have the option to lock it in. Reply here or call [phone] if you want to schedule. [Your Name]

04

REVIEW REQUEST

IN-PERSON SCRIPT (BEFORE YOU LEAVE THE JOB)

[Name], glad we could take care of this for you. If you're happy with the work, would you mind leaving us a quick Google review? It makes a real difference for a small company. I can text you the link right now so it takes about a minute.

TEXT, WITHIN 2 HOURS

Hi [Name], thanks for choosing [Company] today. If you have 60 seconds, a Google review would mean a lot: [direct review link]. No pressure at all, and if anything isn't right, reply here and we'll fix it.

EMAIL, NEXT DAY

Subject: How did we do?

Hi [Name],

It was great working with you yesterday. If you have a minute, a Google review helps other homeowners find us and takes less than 60 seconds:

[direct review link]

If anything isn't right with the work, reply to this email and we'll make it right.

Thanks,

[Your Name], [Company]

TEXT, SOMETHING WENT WRONG (SEND BEFORE THEY WRITE THE REVIEW)

Hi [Name], I heard [issue] on today's job. That's not the standard we hold. I'd like to make it right. Can I call you in the next hour, or is there a better time? [Your Name], [Company], [phone]

Rule: Ask everyone, not just the customers you expect to be happy. Filtering who gets asked breaks Google's review policy. Never offer a discount or gift for a review.

05

PAST-CUSTOMER RE-ENGAGEMENT

EMAIL, SEASONAL REMINDER

Subject: [Season] [service] reminder from [Company]

Hi [Name],

Quick heads up: [spring/fall] is the best time to [service] before [seasonal issue: the first freeze, storm season, summer heat]. We're booking [timeframe] out right now.

Want me to check availability for you? Reply here or call [phone].

[Your Name]

TEXT, STORM OR WEATHER EVENT (ROOFING, RESTORATION)

Hi [Name], it's [Your Name] with [Company]. After [last night's storm], we're doing free roof checks for past customers this week. Want us to take a look at yours? Reply YES and we'll get you on the list. [phone]

TEXT, REFERRAL ASK (AFTER A 5-STAR REVIEW)

Hi [Name], thank you for the kind words on Google. That means a lot to us. If a neighbor or friend needs [service], we'd love to help them too. Feel free to pass along [phone] or this link: [website].

06

SET-UP CHECKLIST

- ☐ Every template loaded into your phone or CRM as a saved reply
 - ☐ Missed-call text-back turned on and tested from a cell phone
 - ☐ Direct Google review link saved (from your profile, under Ask for reviews)
 - ☐ One person owns lead response during business hours, and it is written down
 - ☐ After-hours plan: who answers, or what the auto-reply says
 - ☐ Every lead logged with its source, so you know which ads produce jobs
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SOURCES

- MIT Lead Response Management Study, Dr. James Oldroyd (leadresponsemanagement.org)
- Google Business Profile help, review policies (support.google.com/business/answer/2622994)

THOMAS TOWN

WANT THIS BUILT FOR YOU?

Thomas Town Digital runs Google Ads, Local Services Ads, local SEO, and call tracking for home service businesses. You own every account and every asset. Book a free strategy call and we will show you where your leads are leaking and what to fix first.

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