



ti

Benchmark Report

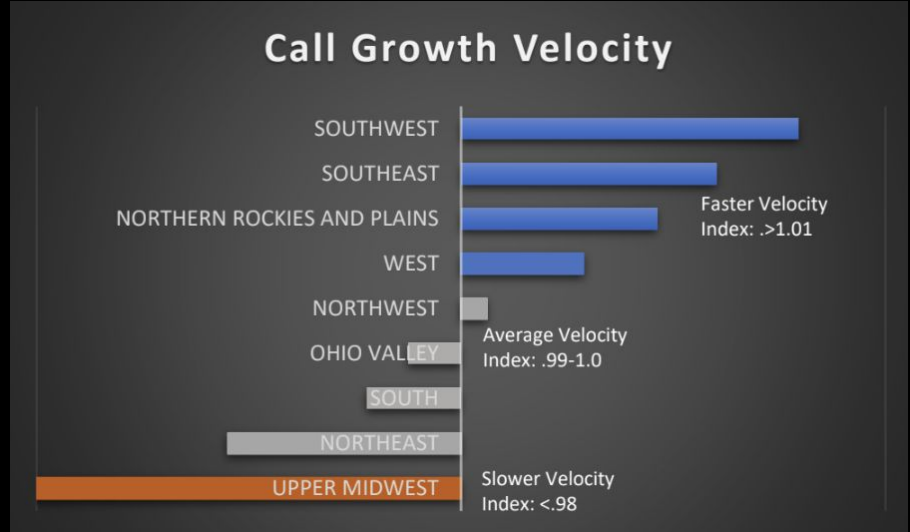
Powered by ti

Special Edition: Q1 2023
Call Growth & Call Booking Rate

Q1-2023 saw more lead calls over the same period, prior year

Despite the unusual and severe weather conditions of 2022, including some regions* experiencing their hottest temperatures since weather tracking began, Q1 call demand still beat the prior year overall. The Southeast and Southwest regions drove a large portion of the call growth with Virginia setting a record high and other states in the Faster Velocity regions setting second and third warmest days in 129 years.

*Regions are based on [NOAA Climate regions](#)



*Velocity Index represents the difference of each Region against an overall average across all US regions. The Call Growth Velocity = (regional average % increase over prior year for calls)/(US average of % increase of calls over prior year). An index of 1.1 is read as "the increase in lead calls over prior year for this region was 1.1 times larger (10%) than the overall US increase in calls for the same time period".

Large HVAC businesses converted as many as 2 of 3 call leads to booked jobs in Q1-2023

Large businesses achieved the highest rates of calls to bookings across all industries

- Small Water Treatment and Garage Door businesses kept close pace with Medium businesses
- Medium Electrical businesses matched Large businesses in their sector
- Large Plumbing businesses excelled, converting as many as 3 of 4 call leads to booked jobs

Call Booking Rate by Business Size and Industry for Q1-2023

Business Size	HVAC	Plumbing	Electrical	Garage Doors	Water Treatment
Small (5 or fewer technicians)	17-27% ↓	21-34% ↔	17-25% ↑	37-46% ↑	25-37% ↓
Medium (6-23 technicians)	28-43% ↔	32-49% ↔	25-44% ↓	30-38% ↑	25-40% ↔
Large (24 or more technicians)	47-63% ↑	61-74% ↑	27-46% ↓	36-58% ↑	33-55% ↓

↓
Decrease
over prior
year

↔
No
significant
change

↑
Increase
over prior
year

Note: Call Booking Rate (CBR) is the percent of call leads booked into jobs. $CBR = \frac{\text{count of jobs booked from call leads}}{\text{count of call leads}}$. Range represents the 40th and 60th percentiles within each Industry, business size group. Ranges may be wide due to variability of weather in regional areas, marketing campaigns, holiday hours, phone issues, commercial v. residential mix, etc.