LeadTo **Booked**

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Too little, too much, or just right?

Three ways a home service business can stop losing jobs to missed calls and slow follow-up.

✓ Included ◐ Partly, sometimes, or you do it ✗ Not included — Skip it for now

WHAT YOU GET	**Do it yourself** several apps + your time	**LeadToBooked** done for you, built for small shops	**Full-service agency** $1,500–$3,000+ a month
Text back every missed call within seconds	◐ You set it up	✓ Done for you	◐ Sometimes
Customers book a time right from the text	◐ Some apps	✓	◐ Sometimes
Website chat that turns into a text conversation	◐ Another app	✓	◐ Sometimes
Instant email + text reply to every website and **Angi** lead	◐ You set it up	✓	◐ Sometimes
Automatic follow-up on quotes that don't book	◐ Some apps, you set it up	✓ Written for your trade, stops when they reply	◐ Sometimes
Automatic Google review requests after each job	◐ Another app	✓	✓
Seasonal check-ins that bring past customers back	◐ You write and send them	✓	◐ Sometimes
Weather alerts to your customers before freezes and heat waves	✗ You watch the forecast	✓ We watch it for you	✗ Rarely
Google Business Profile optimized for local searches	✗	✓	✓
Main service pages tuned to get found on Google	✗	✓	✓
Texting registration with phone carriers handled	◐ You handle it	✓	◐ If they offer texting
All texting and call usage included	◐ Limits vary	✓ No surprise bills	◐ Varies
Messages written for your trade and customers	✗ Generic templates	✓	✓
Regular system checks, so nothing breaks unnoticed	✗ You monitor it	✓ Checked every weekday	✓
Monthly tweaks based on what actually books jobs	✗	✓	✓
Monthly ROI Scorecard: leads saved, jobs booked, revenue	✗	✓	◐ Often rankings & traffic
Direct line to a real person	◐ Support tickets	✓ Direct to the owner	◐ Account manager
EXTRAS MOST SMALL SHOPS DON'T NEED YET			
Paid ads management (Google, Facebook)	✗	— Skip for now: stop losing leads first	✓ Plus your ad spend
Blog writing, link building and content	✗	— Skip for now: stop losing leads first	✓
Social media posting	✗	— Skip for now: stop losing leads first	✓
Commitment	Month to month	**90-day minimum** then month to month	Often 6–12 month contracts
Your time	Days to set up, plus fixing problems yourself	**About 30 minutes** for a kickoff call	Regular meetings and approvals
Price	About $50–$150/month for several apps, plus your time	**No setup fee** **$399/mo, months 1–3** **then $299/mo** all usage included	$1,500–$3,000+ a month, often plus setup and ad spend

Everything a small shop needs to stop losing jobs, without agency prices or DIY headaches.
One saved HVAC replacement job can pay for the whole first year.

DIY column reflects typical standalone apps and field-service software for missed-call text-back, review requests, website chat and quote follow-up. Agency column reflects typical full-service local marketing retainers. Features, terms and pricing vary by provider.