



STAT REPORT

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# 10 Key Stats Every Home Service Pro Should Know

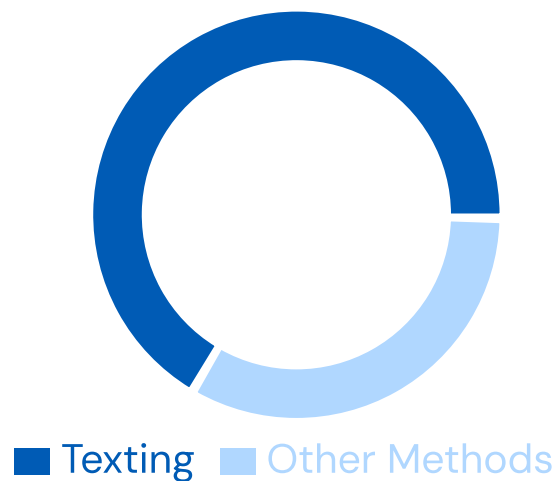
Here's the data behind why texting is a powerful tool for your home service business.



01

# 67% of people prefer booking a service by texting, even over calling or emailing.

It's not just a generational shift. Across every age group, text is where your customers want to hear from you.

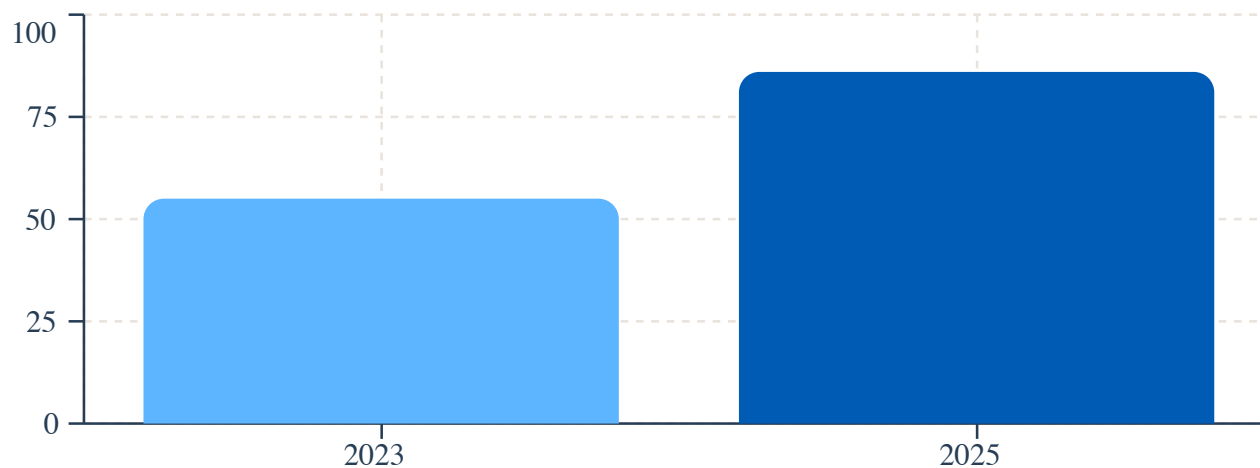


*Source: Texty Pro, 2021 Business Texting Statistics*

02

# 86% of consumers now opt in for business texts. That's a **31% increase** since 2023.

Texting isn't an emerging trend anymore. It's the expectation. Businesses that haven't adopted it are already behind.



Source: EZ Texting, 2025 Consumer Texting Behavior Report

03

# 97% of homeowners say response time influences who they hire.

That's not a preference, it's a standard. If your business isn't set up to respond fast, you're losing jobs before the conversation even starts.

Response Time Importance

**97%**



*Source: Housecall Pro, The New Home Service Standard, 2025*

04

# 78% of customers buy from the first company that responds.

A homeowner dealing with an urgent repair isn't waiting by their phone or refreshing their inbox. A quote sent by text gets seen in minutes, with no phone tag required.



## ↗ **First Response Wins**

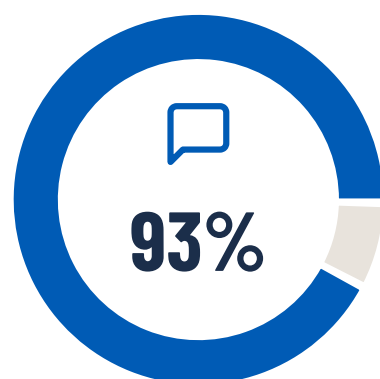
Text quotes get seen in minutes — no phone tag required

*Source: Velocify Lead Response Management Study*

05

# 93% of homeowners say timely, efficient communication is their top marker of quality.

Not materials, price, or credentials. How fast and clearly you communicate is how homeowners decide if you're worth trusting.

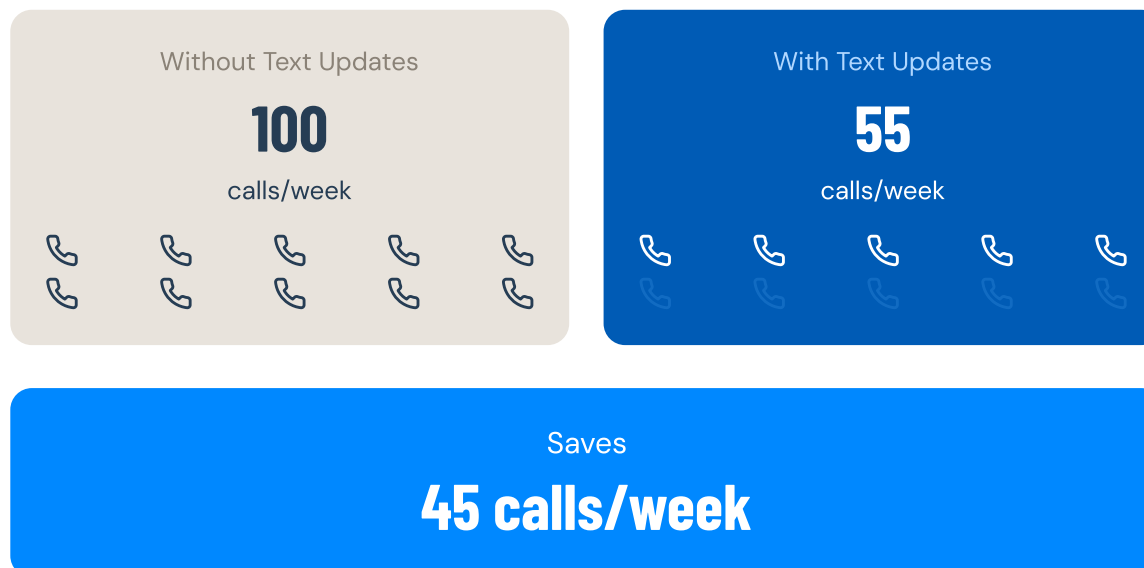


*Source: Housecall Pro, The New Home Service Standard, 2025*

06

# Proactive text updates reduce inbound “is someone still coming?” calls by **45%**.

A confirmation, a reminder, and a heads-up when the tech is on the way doesn't just make customers feel good. It also frees up your team from fielding calls all day.

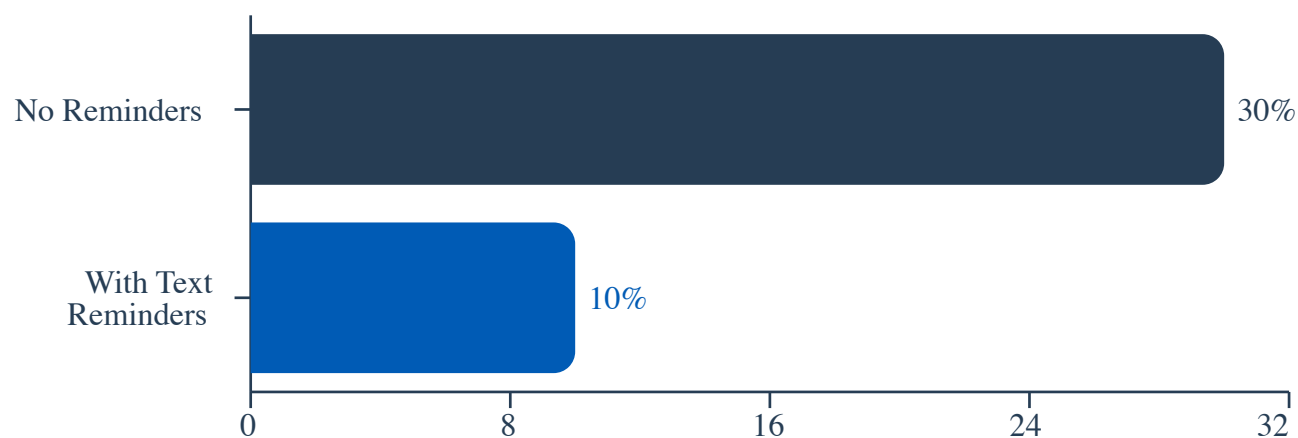


Source: Upper, platform data

07

# Text reminders reduce no-shows by **20-30%**.

For a business running 10 appointments a day at a \$250 average ticket, cutting no-shows by 20% recovers \$500 a week in revenue — before accounting for the time saved chasing confirmations.



*Source: Imperial College London, via Klara*

08

# Customers who receive post-service texts are **21% more likely to return.**

The follow-up text most businesses skip is the one that turns a one-time job into a long-term customer.



**21%**

Higher Return Rate

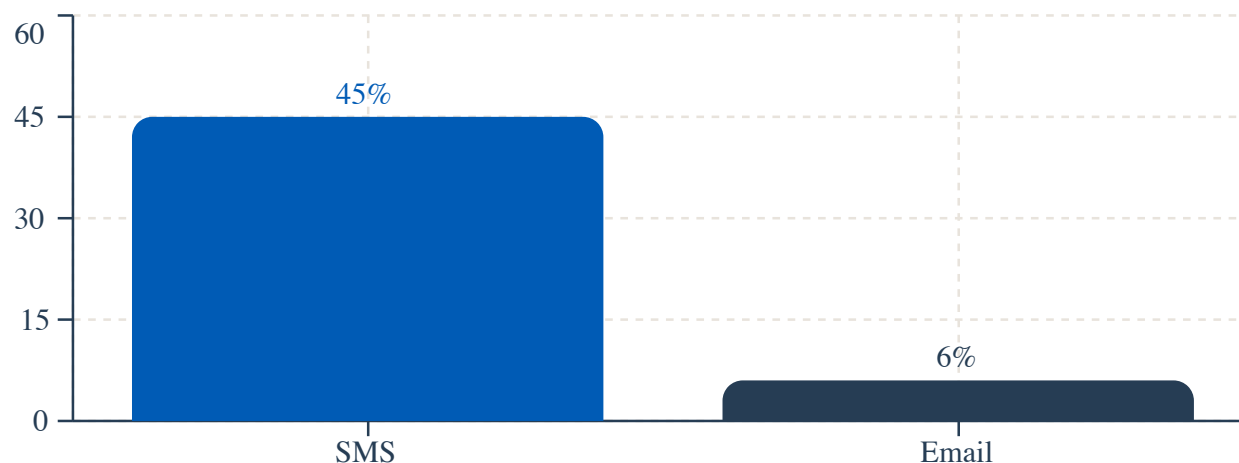


*Source: EZ Texting, 2025 Consumer Texting Behavior Report*

09

# SMS has a **45% response rate**, compared to just **6% for email**.

If you're asking customers to confirm appointments or respond to quotes over email, you're working a lot harder than you need to.



*Source: Business.com, via SimpleTexting, 2025 SMS Marketing Statistics*

10

# 77% of consumers say they'd have a more positive opinion of a business that texts them.

Texting doesn't erode trust — it builds it. The perception that SMS feels unprofessional isn't reflected in how homeowners actually feel.



## More Positive Opinion

Texting builds trust and professionalism

Source: SimpleTexting, 2025 SMS Marketing Statistics



Ready to see what this looks like in practice?

# Download the full whitepaper: What Do Homeowners Really Think About Texting Businesses?



[Download Now →](#)