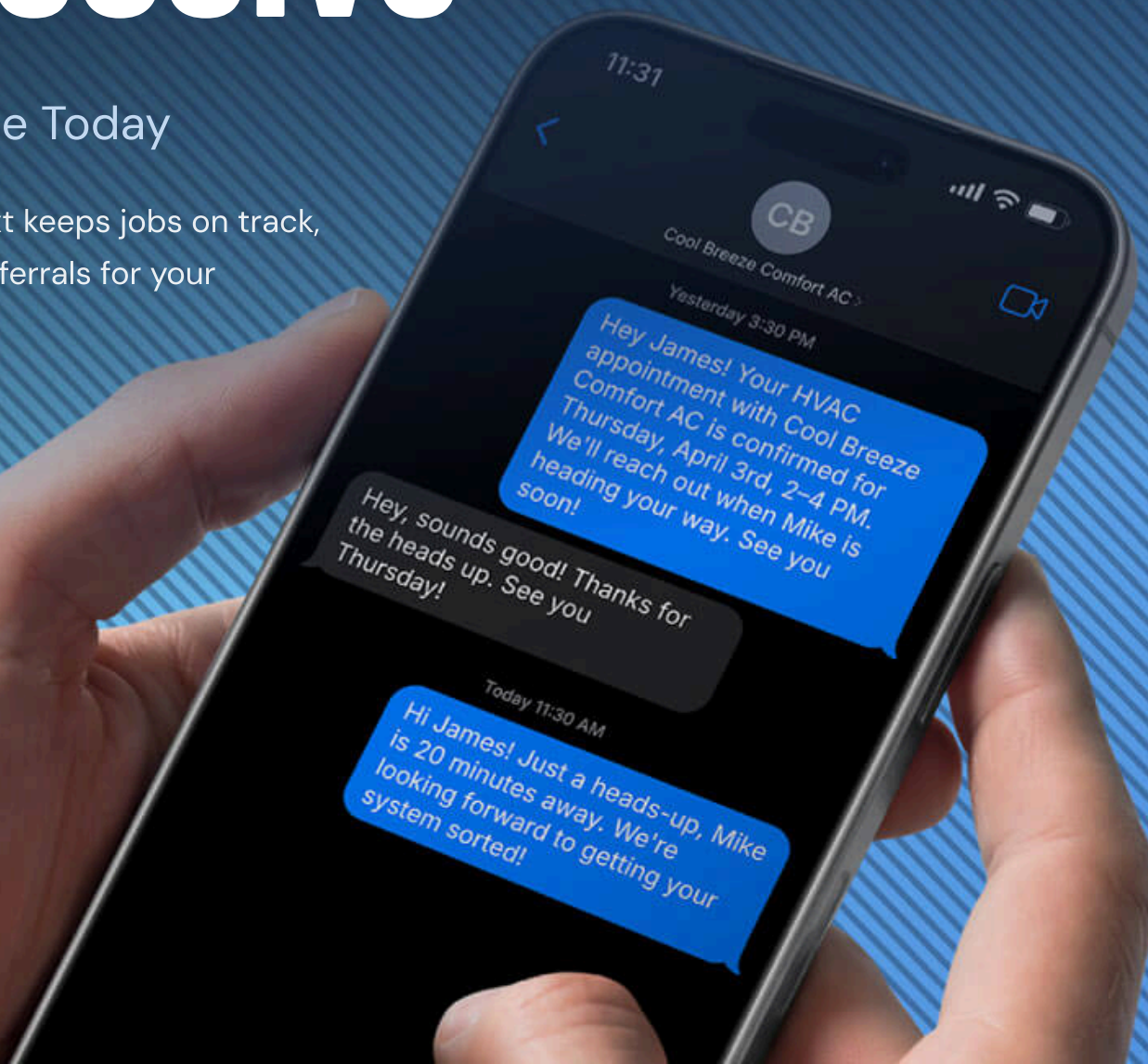


5 Texts Every Homeowner Should Receive

Templates Your Team Can Use Today

Your customers are busy. A well-timed text keeps jobs on track, builds trust, and gets more reviews and referrals for your business.



01

The Appointment Confirmation Text

Sending an appointment confirmation reduces no-shows, sets expectations, and immediately makes you look more professional than your competition.

PLUMBING

Hey [First Name]! This is [Tech Name] from [Company]. Just confirming your plumbing appointment on [Date] between [Time Window]. We'll send a heads-up when we're on the way. Questions? Just reply here!

ELECTRICAL

Hi [First Name]! Confirming your electrical service visit on [Date] from [Time Window] with [Company]. We'll text you 30 mins before arrival. Reply anytime if you need to adjust!

HVAC

Hey [First Name]! Your HVAC appointment with [Company] is confirmed for [Date], [Time Window]. We'll reach out when [Tech Name] is heading your way. See you soon!

RESTORATION

Hi [First Name], just confirming your assessment with [Company] on [Date] at [Time]. We know this is a stressful time — we'll take great care of you. Reply here with any questions.

PEST

Hey [First Name]! Your pest treatment with [Company] is all set for [Date], [Time Window]. A quick reminder: [any prep instructions]. We'll text when we're 30 min out!

02

The On-My-Way Text

Sending this text eliminates the "are they actually coming?" anxiety. Customers who feel informed are customers who leave reviews, and want to refer your business.

PLUMBING

Heads up, [First Name]! [Tech Name] is heading your way now, and we should be there in about [X] minutes. See you soon!

ELECTRICAL

On our way! [Tech Name] from [Company] is about [X] minutes out. Feel free to reply if you have any questions before we arrive.

HVAC

Hi [First Name]! Just a heads-up, [Tech Name] is [X] minutes away. We're looking forward to getting your system sorted!

RESTORATION

Hi [First Name], [Tech Name] is on the way and will arrive in approximately [X] minutes. If you need anything before then, just reply to this message.

PEST

Good news, [Tech Name] is on the way! ETA is about [X] minutes. If you have pets, now's a great time to get them settled inside. See you soon!

03

The Post-Job Recap Text

This text closes the loop, gives customers a reference point, and opens the door for the review ask, all in one message.

PLUMBING

Thanks for having us, [First Name]! [Tech Name] wrapped up the job. Any questions about the work, just reply! We'd love to hear how we did: [Review Link]

ELECTRICAL

All done, [First Name]! Here's a quick summary of today's work: [brief summary]. Don't hesitate to reach out if anything comes up. And if we did good work, a review means the world to us: [Review Link]

HVAC

[First Name], your system is all set! [Tech Name] completed [brief summary]. We'll send a reminder when your next service is due. If you're happy with the visit, we'd really appreciate a review: [Review Link]

RESTORATION

Hi [First Name], we've completed today's work: [brief summary]. We'll follow up on [Date] for the next step. Thank you for trusting [Company] during a tough situation. It means a lot.

PEST

Job done, [First Name]! [Tech Name] treated [areas]. Here's what to expect over the next [X days]: [brief expectation note]. Questions? Reply anytime. If we earned it, we'd love a review: [Review Link]

04

The Follow-Up / Check-In Text

Most businesses ghost customers after the job. Sending a simple check-in 48–72 hours later builds loyalty, catches issues early, and plants the seed for repeat business.

PLUMBING

Hey [First Name]! Just checking in, is everything holding up after [Tech Name]'s visit? If anything feels off, let us know and we'll make it right.

ELECTRICAL

Hi [First Name], just wanted to make sure everything is working great after your service on [Date]. We're always here if you need anything!

HVAC

Hey [First Name]! How's the [heat/AC] running after [Tech Name]'s tune-up? Hope it's feeling perfect in there. Reach out anytime!

RESTORATION

Hi [First Name], just following up to see how things are looking since our visit. How are you feeling about the progress? Reply anytime, we're here.

PEST

Hi [First Name]! Just a quick check-in after your recent treatment. Seeing a reduction in activity? Let us know how things are going. We're happy to adjust if needed!

05

The Rebooking / Seasonal Reminder Text

Repeat customers are your most profitable customers. A proactive text keeps you top of mind before they ever think to search for someone else.

PLUMBING

Hey [First Name]! It's been a while since your last visit. Just a friendly reminder that annual drain maintenance can prevent big headaches down the road. Want to get something on the calendar? Reply YES and we'll reach out!

ELECTRICAL

Hi [First Name]! It's a great time for a quick safety check. We have openings coming up. Want us to grab a spot for you? Just reply and we'll take care of the rest.

HVAC

[First Name], [season] is just around the corner! Don't wait until your system acts up. Seasonal tune-ups are going fast! Want to lock in your appointment now?

RESTORATION

Hi [First Name], we hope things have been dry (literally)! Just a reminder that we're here if you ever need mold inspections, water assessments, or anything in between. Reach out anytime.

PEST

Hey [First Name]! Want us to schedule your preventative treatment? Reply YES and we'll find a time that works!



Your customers are already texting you. Make sure every message gets a response, even after-hours.

See how Signpost handles SMS for your home service business.

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