

Free Report

15 PROFIT LEAKS



***THAT DRAIN YOUR HOME
SERVICE BUSINESS AND
HOW TO STOP THEM NOW!***

By Diane Gardner

MEET DIANE GARDNER



Diane Gardner, Your Profit & Tax Coach, is a speaker, best-selling author and a Quilly Award recipient. She is a Mastery Level Certified Profit First Professional, Certified Fix This Next Fixologist, Certified In Clear Path To Cash, Certified Tax Strategist, and an Enrolled Agent.

What Do Profit Leaks Look Like in Home Service Businesses?

As a home service business owner, you work hard to serve your customers and grow your business. But even with a steady stream of customers, profit leaks—small inefficiencies and overlooked areas—could be draining your bottom line without you realizing it.

Identifying these leaks is the first step to plugging them and boosting profitability.

This report reveals the top 15 profit leaks common in the home service industry and offers actionable steps to eliminate them.

1 **UNEFFICIENT SCHEDULING & ROUTING**

Poor scheduling and routing leads to wasted time, increased fuel costs, and missed opportunities. If your technicians are crisscrossing town inefficiently, you're losing money.

Audit your routes & schedules

2 **POOR PRICING STRATEGIES**

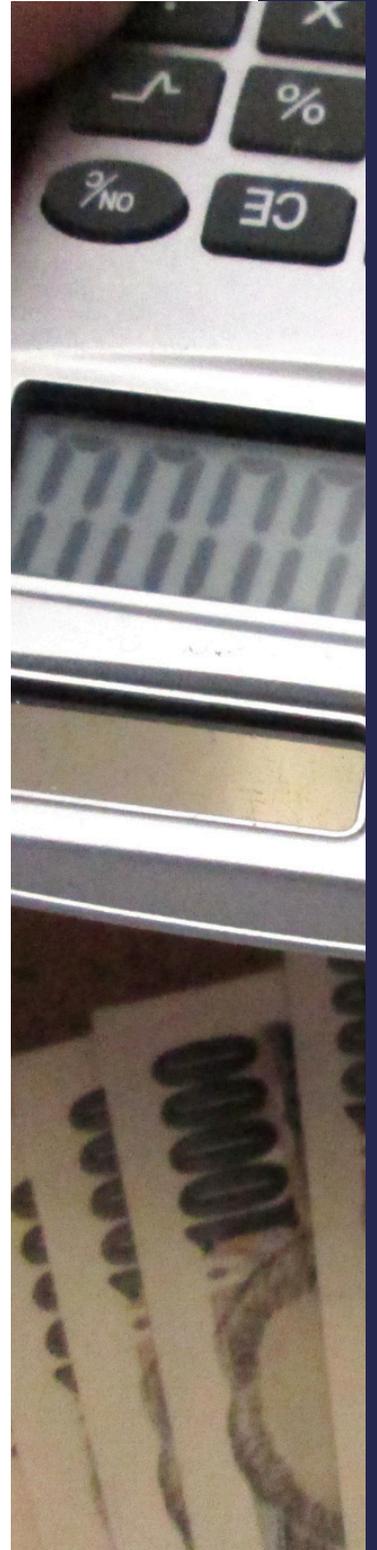
Underpricing your services or failing to account for overhead costs can erode your margins. Many businesses overlook the true cost of delivering a service.

Calculate your true costs per service

3 **INCONSISTENT ESTIMATE FOLLOW UP**

Failing to follow up on estimates leaves potential revenue on the table. Customers often choose the business that follows up and demonstrates reliability.

Create an SOP for following up on estimates



4 LOW CONVERSION RATES ON LEADS

Leads cost money, but without trained sales staff or effective follow-up processes, those leads may never turn into paying customers.

- Train staff to ask key qualifying questions during lead calls.*

5 UNOPTIMIZED INVENTORY MANAGEMENT

Excess inventory ties up cash flow, while stock shortages delay jobs and frustrate customers.

- Review stock weekly to adjust orders.*

6 INADEQUATE JOB COSTING

If you don't accurately estimate labor, materials, and overhead for each job, you may end up losing money even when the invoice is paid.

- Verify your costs are accurate and know your numbers.*



7 FAILURE TO TRACK KEY PERFORMANCE INDICATORS (KPIs)

Without tracking KPIs, like revenue per technician or average ticket size, it's impossible to spot trends or make informed decisions

Start tracking KPI weekly in a spreadsheet.

8 EMPLOYEE TURNOVER AND LOW ENGAGEMENT

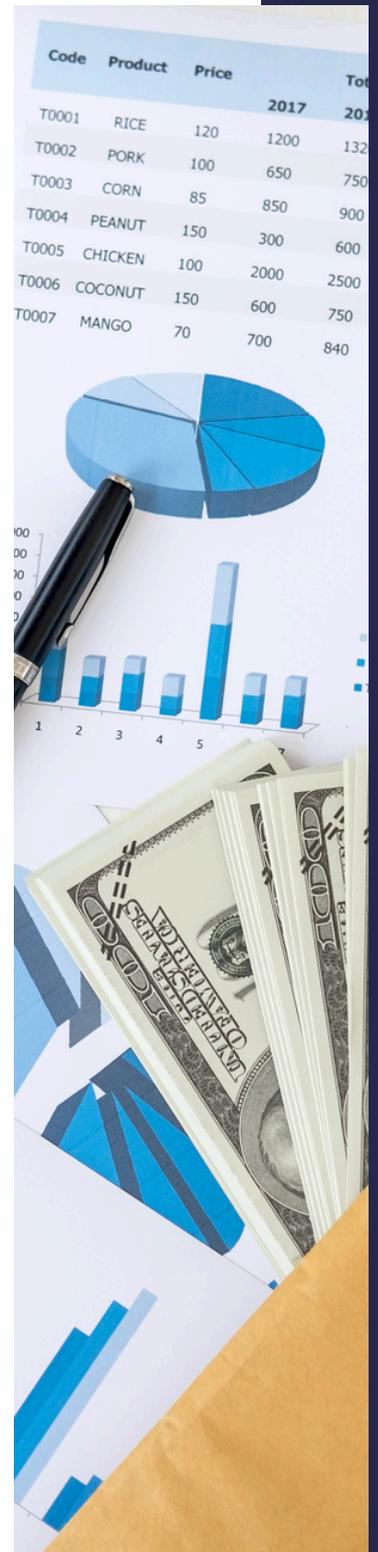
High turnover rates lead to increased hiring and training costs, while disengaged employees can negatively impact customer service.

Hold quick one-on-ones to ask how you can support them.

9 MISSED OPPORTUNITIES FOR UPSELLING OR CROSS-SELLING

Upselling and cross-selling can significantly increase revenue per job. If your team isn't trained to offer additional services, you're leaving money on the table.

Train staff to offer additional products or services.





10 POOR CASH FLOW MANAGEMENT

Late payments, insufficient cash reserves, and over-reliance on debt can create financial strain and limit your ability to invest in growth.



Follow up on invoices overdue by 7+ days

11 HIGH MARKETING SPEND WITH LOW ROI

Spending too much on marketing without measuring results can quickly drain your budget without generating meaningful leads.



Shift 10% of your budget to the top-performing channel.

12 INADEQUATE TRAINING AND DEVELOPMENT PROGRAMS

Poorly trained staff may underperform, leading to dissatisfied customers and lost business.



Run a 30-minute meeting on one key customer issue.

13 NEGLECTING PREVENTIVE MAINTENANCE CONTRACTS

Preventive maintenance contracts provide recurring revenue. Failing to offer or promote them means missing out on a steady income stream.

- Email your top 20 customers about contracts.*

14 NON-STANDARDIZED SYSTEMS AND PROCESSES

Inconsistent processes across your team lead to errors, inefficiencies, and customer dissatisfaction.

- Document one task with a step-by-step guide.*

15 FAILING TO EMBRACE TECHNOLOGY

Avoiding new tools or software solutions can keep you from improving productivity, tracking metrics, and automating time-consuming tasks.

- Test one new tool to solve a current bottleneck.*



How These Leaks Impact Your Bottom Line

Each of these profit leaks affects your bottom line differently, but together, they can significantly reduce your profitability.

For example, inefficient scheduling could add up to \$10,000 annually in wasted fuel costs, while poor pricing strategies might be costing you thousands per job.

Understanding and addressing these leaks is essential to keeping more of your hard-earned revenue.

TEST YOUR KNOWLEDGE OF PROFIT LEAKS



1 - Do you regularly track KPIs like revenue per technician and average ticket size?

2 - Are your routes optimized to minimize travel time and fuel costs?

3 - Do you have a system in place to follow up on every estimate?

4 - Do you know the true cost of your employees?

If you answered "No" to any of these, it's time to take action.

The Solution: Plugging Your Profit Leaks

At Profit Coach 4 You, we specialize in helping home service businesses, like yours, identify and eliminate profit leaks. Through our Profit Transformer, Profit Amplifier, and Profit Maximizer coaching programs, we provide actionable strategies to:

Understand your numbers and what to do with them.

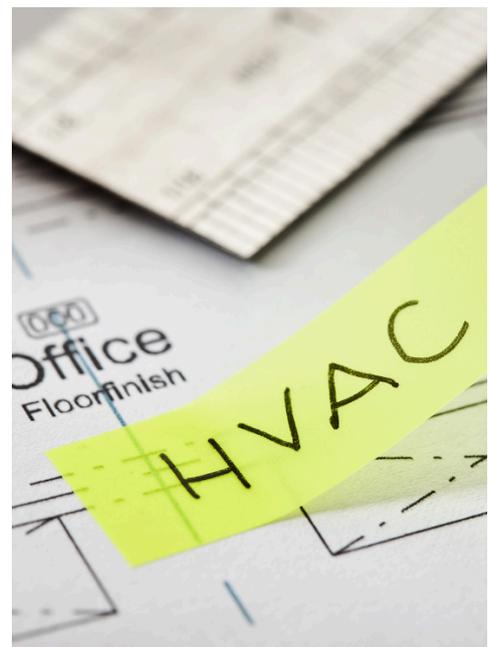
Improve pricing models to reflect true costs.

Implement Profit First processes for better cash management.

Standardize systems and processes for consistency and efficiency.

Here's how one client freed up over \$50,000 by identifying and addressing just three key profit leaks. Imagine what fixing all 15 could do for your bottom line.

Fred owns an HVAC company in southern California. While coaching with me, he realized he didn't understand his numbers which caused him to leave money on the table from each job. In going through an exercise that helped him identify the true cost of each job, he was able to increase his prices and get the profit that he wanted from each job. This resulted in over \$50,000 in additional profit that year.



Why Work With Me?

Choosing the right partner to help your home service business thrive is critical. Here's why so many businesses trust me to guide them toward greater profitability:



Proven Expertise

With years of experience coaching home service businesses, I've developed strategies that consistently deliver results. My clients have successfully increased their profits, streamlined operations, and achieved long-term growth.



Tailored Solutions

No two businesses are alike, and my approach reflects that. I take the time to understand your unique challenges and provide customized strategies to address them.



Action-Oriented Coaching

I focus on actionable steps that drive measurable improvements. From optimizing pricing to training your team, I help you implement changes that make a real impact.



Accountability and Support

I'm not just a coach; I'm your partner in success. I'll keep you accountable, motivated, and supported every step of the way.



Track Record of Success

My coaching programs have helped home service businesses uncover hidden profit leaks, free up cash flow, and reinvest in growth. Clients often tell me they wish they had started sooner.

When you work with me, you're investing in a proven process designed to maximize your business's potential and create a lasting impact.

Your Next Steps

**READY TO STOP YOUR PROFIT LEAKS
AND MAXIMIZE YOUR BOTTOM LINE?**



Schedule a free Profit Impact call with us today to learn how we can help your home service business thrive.

SCHEDULE: <https://taxcoach4you.com/profitimpactcall/>

CALL: [\(208\) 687-0508](tel:(208)687-0508)

EMAIL: support@profitcoach4you.com

Thank you!

<https://ProfitCoach4You.com>