



thryv

5 Strategies to Help Home Service Pros **Double Profits**

Thrive in Any Economy

Facing a slow season? Battling increased product costs? Up against changes in the economy? The good news is, there are still ways to grow your revenue!

Whether you're a roofer, electrician, plumber or HVAC pro, here are five practical strategies you can use to grow revenue — no matter what the economy throws your way.

In this guide, you'll learn how to:

- ✓ **Automatically upsell services**
- ✓ **Drive repeat business**
- ✓ **Convert missed opportunities**
- ✓ **Get reviews effortlessly**
- ✓ **Generate consistent referrals**

Ready to jump in?
[Book a Thryv demo now!](#)

Automatically Upsell Services

1

Don't stop at one service — increase the size of every job.

Most home service companies leave money on the table by not offering additional services customers are ready to buy. Offering upsells means you never miss an opportunity to increase the value of each job.

What to offer:

Additional
repairs or system
upgrades

Bundled services
or seasonal
packages

Extended
warranties or
priority support

Recurring
maintenance plans
or memberships
(monthly, seasonal,
or annual)

Why it works:

Upsells increase revenue per customer and improve customer satisfaction by offering more value.



Easily Drive Repeat Business

Your existing customer list is your easiest way to earn more sales.

Don't wait for past clients to remember you — stay top of mind with automatic follow-ups. It costs far less to re-engage old customers than to find new ones.

What to send:

Seasonal service reminders

Exclusive discounts or tune-up offers

Expiring warranty or inspection notices

Maintenance tips for homeowners

Why it works:

Customers are busy and often forget about maintenance or services until there's a problem. Automated reminders show up at the right time, bringing in repeat business without extra effort on your part.

2



Convert Missed Opportunities Into Paying Customers

3

Not every “no” is final.

Leads that ghosted you or said “not now” are still valuable — if you keep in touch. Help from automatic text and email follow-ups can turn old leads into new prospects.

What to include:

Share emails with helpful service and maintenance tips

Limited-time offers or financing options

Case studies or success stories

Follow-up texts to check in

Why it works:

People delay making decisions. Regular, helpful touch-points keep your home service business top-of-mind until they're finally ready to buy.



Make Getting Reviews Effortless

Let your happy customers do your marketing.

Great reviews attract more business — but most customers won't leave one unless you ask. Set up review requests to be sent automatically after every job is complete.

How to do it:

Send a quick text or email after every job

Include direct links to your online business listings

Offer a small incentive like a discount or raffle entry

Add a rating selector to the email and only route happy customers to review sites

Why it works:

The more reviews you have, the more customers trust you — and the less time you have to spend convincing them to choose you.

4



Generate Consistent Referrals Without Even Asking

5

Happy customers love to share... when you make it easy.

Referrals can drive serious growth for home service businesses, but most teams don't have a system to generate them. With Thryv, you can prompt and reward referrals easily after every job.

What to automate:

A "thank you" email with referral link

A reward program (e.g., \$50 gift card for referrals)

Follow-up messages after a successful job

Quarterly reminder to refer friends and family

Why it works:

Customers want to refer you, but need a nudge. Make it easy and worth their while, and referrals can start rolling in regularly.



Ready to take the next step?

Every one of these strategies becomes easier, faster, and more effective with the right sales and marketing software.

With Thryv's software, you can automate key parts of your marketing and sales plan — setting yourself up to win more jobs, save hours each week, and build a home service business that thrives in any economy.

**Book a
quick demo
to see how
it works.**

