

TOTAL STORM LEADS

85

Since Apr 9

PIPELINE VALUE

\$722K

85 leads x \$8,500 avg

CONVERSION RATE

44%

vs. 28% last storm

AVG DAYS TO CLOSE

31

Down from 47 days

AI FOLLOW-UPS SENT

214

92% response rate

## Lead Pipeline

All Sources

Web Forms

Phone

Referrals

Angi / HA

## NEW LEADS

11

James Thornton

4218 Ridgecrest Dr

Est. \$9,500

12 min ago

Phone

Sarah Nguyen

892 Elm Park Blvd

Est. \$7,200

34 min ago

Web Form

David Kowalski

1105 Sunset Terrace

Est. \$11,000

1 hr ago

Urgent

+8 more leads

## INSPECTION SCHEDULED

12

Robert Chen

2901 Oakmont Ave

Est. \$8,200

Apr 14

Phone

Linda Foster

745 Birchwood Ct

Est. \$12,400

Apr 14

Referral

Marcus Johnson

1560 Highland Rd

Est. \$6,900

Apr 15

Web Form

+9 more leads

## ESTIMATE SENT

34

Karen Mitchell

1425 Maple St

\$9,200

Sent Apr 11

Brian Patel

630 Creekview Pkwy

\$14,800

Sent Apr 10

Angela Rivera

2110 Pine Ridge Loop

\$7,600

Sent Apr 10

+31 more leads

## INSURANCE REVIEW

18

Nancy Caldwell

817 Lakewood Dr

\$11,300

Day 18

Steve Ramirez

3290 Cedar Hollow Rd

\$8,400

Day 12

William Park

5501 Magnolia Pl

\$13,200

Day 22

+15 more leads

## READY TO BOOK

8

Carol Brennan

940 Foxglove Ln

\$9,700

Approved Apr 9

Derek Sullivan

2175 Ashland Way

\$15,100

Approved Apr 8

Yolanda Grant

486 Whitfield Ct

\$8,300

Approved Apr 10

+5 more leads

## COMPLETED

2

Frank Ellis

3880 Ivy Brook Dr

\$8,100

Completed Apr 10

Maria Vasquez

1215 Clearwater St

\$6,500

Completed Apr 9

## AI ACTIVITY

- Auto-texted James Thornton (new lead confirmation) 12 min ago
- Insurance follow-up sent to Nancy Caldwell (Day 18) 1 hr ago
- Yolanda Grant replied "Yes, ready to schedule" 2 hrs ago
- Estimate reminder sent to Angela Rivera 3 hrs ago