



A ServiceTitan Magazine

# TOOLBOX

ISSUE 7

INSIDE  
LOVE,  
LEGACY  
& GARAGE  
DOORS:

The unlikely  
ingredients  
behind a  
breakout  
rebrand



State  
of the  
Trades

Residential  
and Commercial  
data reports

My name is Piper  
and I'm your virtual  
agent. How may I  
assist you today?

## The helper behind the headset

How an AI Virtual Agent  
became one of  
Superior Plumbing's  
most trusted employees

Superior  
PLUMBING



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## Editor's Note

Welcome to the latest issue of Toolbox, ServiceTitan's magazine for the trades. For those of you new to Toolbox, this magazine is the print counterpart to our digital home at ServiceTitan.com/Toolbox, which includes articles, insights, webinars, podcasts, tools, licensing guides and so much more.

The cover story, and the fabulous five-page comic book insert, are focused on what everyone's talking about in the trades — and, let's face it, the world right now — AI, and how it's changing everything. That includes everything at ServiceTitan, where AI Virtual Agent has become a force multiplier for so many contractors.

We lead off with a story about how "Piper," the AI Virtual Agent at Superior Plumbing, became a trusted member of the team so quickly. "Piper's got my back" was the quote that caught our attention. "She is just another employee now," said Superior's Melissa Mohr.

Then you cannot miss the "Adventures of AI Virtual Agent" — a comic-book style story where we "interview" the new virtual agents at several businesses.

- You'll also find a moving story about giving back to the community, focusing on Eagle Pipe Heating & Air in Port Townsend, Wash., and Lori Tschohl, the past president of Women in HVACR.
- Recaps of a pair of in-depth industry reports published by ServiceTitan, the Residential State of the Trades and the Commercial Construction Report.
- We wrap up with Hear Me Rohr — ServiceTitan's Ellen Rohr on "Her Why."

And if you haven't already, make sure you're planning for Pantheon 2026, Oct. 5-7 in Orlando, Fla. — it's the event of the year!

We hope you enjoy this issue of Toolbox. And from the entire team at ServiceTitan, thank you for all you do, each and every day!

Scott Goldman, Toolbox Editor

# ServiceTitan® PANTHEON

## Build your business.

Pantheon is the leading conference for the trades and the essential experience for ServiceTitan customers wanting to build a better business, build a community, and get the most out of ServiceTitan.

Breakout sessions, product training, and trade-based learning

Keynote speeches from ServiceTitan leadership

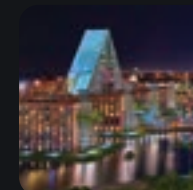
Presentations from the biggest names in the industry and beyond

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Tickets to Pantheon 2026 are going fast. Scan the QR code to reserve your spot today!



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Orlando, Florida



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GENERAL EDITION

**JULY**  
**29-30**  
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# More than a brand

Bryan Huddleston wanted a story, not a logo. He got Dad & Daughter.

By Pat McManamon

**B**ryan Huddleston has had plenty of experience with rebrands. • As a product manager and tech council executive in Nashville, he watched companies shed old identities and emerge with new logos, color palettes, and signage that looked great on a business card. • So when he sat down with Ryan Chute and the team at Wizard of Ads to begin reimagining his newly merged garage door company, he came in with his guard lowered. • “I can deal with anything,” he told himself. And he meant it. • After 30 years in technology — Microsoft, Dell subsidiaries, startup ventures — Huddleston had learned to lead with curiosity and follow the data. Whatever the agency brought back, he was ready. • At least he thought he was.



Cornerstone of success

The story of Dad & Daughter Garage Door Service actually begins with a man named Jim Mulholland.

For 30 years, Mulholland, his wife Jo Lynn and daughter Christy ran Cornerstone Garage Door in middle Tennessee. Jim handled the technical side, including dispatch; Christy was responsible for the back office – the call center, accounts receivable, purchasing, inventory, ordering, customer care and fleet management. Jim developed his own system. He had no software and no dispatch board, just a whiteboard in his head.

He could track 50 jobs a day on his own, routing seven to nine technicians by ZIP code alone. When an emergency call came in, Mulholland would hear the address, picture the grid, and know exactly which technician was close enough to help.

Together, the Mulholland family built a multi-million dollar business with that approach.

“Amazing,” Huddleston said.

Mulholland also is a man of faith. He’d chosen the name Cornerstone because he wanted a name that would reflect his belief systems. Some 17 years before the merger, Mulholland’s business had grown too big for one person. So he asked his daughter Christy to help. She remains with the business, now a teammate of Huddleston.

When Huddleston came to Mulholland in 2024 — he calls himself “the accidental tourist” because he more or less stumbled into home services after a career in enterprise software — Mulholland didn’t just sell him a business.

Mulholland wanted someone who would protect the customers, protect the team, and honor Cornerstone’s guiding principles.

“He wanted someone who would carry on that tradition because of his value set,” Huddleston said.

‘Melt your brain’

The merger closed in October 2024. Within 45 days, the entire operation had moved from paper and whiteboard to ServiceTitan, the cloud-based software for the trades. Technicians turned to iPads. The team grew. And Huddleston began thinking about what would come next.

He had already seen what most marketing agencies sold. Logo packages dressed up in the language of strategy. Visual identities built around what looked good on a truck wrap, with no story to anchor them. In his years as a product manager, he’d gone through product marketing training and come out the other side with a conviction that would now shape everything: story first, visuals second.

“The story you have is way more important than features and functions,” he said. “You have to attach problem, solution, and for the customer, there’s always an emotion.”

He’d already befriended Chute at Wizard of Ads, and when the two spoke Huddleston made his feelings clear: He wanted a story that exemplified the brand, so build around the story, then



build a visual identity.

It was hand-in-glove with the way Chute works.

“Feelings are the cornerstone of our strategy,” Chute said. “If we can’t make people laugh or cry or feel something about what they’re facing, we haven’t done our job.”

The only way to do that, he said, is to learn as much as he can about the business and the team.

So Chute spent about two days with Huddleston, tapping into his history and beliefs. His tech background. His upbringing in rural West Tennessee, where he’d hauled hay and cut tobacco and learned what hard work felt like. His marriage. His three daughters, 19, 16, and 14. And one of the reasons he’d gotten into the garage door business in the first place: To give them somewhere to learn, to grow, to contribute.

The team at Wizard of Ads then spent another 45 days working with its team in development to create the right brand, image, logo and marketing to fit the story, centered around a basic human connection.

Chute and his team had found two natural stories – the connection between Mulholland and Christy, and the connection between Huddleston and his daughters.

“You have to attach problem, solution, and for the customer, there’s always an emotion.”

Bryan Huddleston  
CEO, Dad & Daughter  
Garage Doors



“We try to make people feel something special about something they already feel,” Chute said.

It took 47 more days for Wizard of Ads to get the brand approved, and another two months to firm up the visual and editorial production. In a little under four months, Chute was ready.

He called Huddleston and conveyed a simple message: “You need to sit back; we’ve got a concept that’s going to melt your brain.”

Huddleston’s response to himself: Whatever.

A brand you can feel

The Wizard of Ads team was not pitching a new logo. They were pitching a world — two characters, a dad and a daughter standing back to back to become the living embodiment of the business.

Dad represented the technical side. The trained technician who understood the difference between an insulated and non-insulated door, who cared that homeowners were safe, worry-free, and proud of their home.

Daughter represented the business side: accounts payable, scheduling, customer calls, inventory. Together, they didn’t just split duties — they created something. A family. A partnership. A story that anyone could feel.

“We tried to represent Dad in an upright and honorable manner,” Chute said. “And to respect women in so much as we respect their diverse perspectives in the trades, their attention to detail and their ability to run a solid operation.”

Wizard of Ads had written radio scripts. Sitcom-style, serialized, the two characters bantering back and forth about the business, about homeowners, about their life. The ads would run like episodes, not commercials.

Then came the last script.

In it, the Dad looks at his daughter and tells her she’ll be running things. And then he says they’re changing the name. To Dad & Daughter Garage Door Service.

The script ends with the two expressing the most important of words to each other: I love you.

Huddleston wasn’t ready for that.

“I suspect we might have made him cry,” Chute said. “We have a win when we do that.”

Huddleston sat with it. He talked to his wife. He talked to Christy. What he heard confirmed what he was feeling.

This wasn’t a brand strategy. This was truth expressed in fictional form. It was Mulholland and Christy. It was Huddleston and his own girls. It was every ‘girl Dad’ sharing the future with his daughter. It was also every family that had ever called in because their garage door was broken and felt, for a moment, a little vulnerable.

He said yes.

Value and validation

The rebrand launched in March 2026. Two vans rolled out wrapped in the new identity — the dad and daughter characters

bold against the paint — and the radio ads began airing across middle Tennessee.

The results were immediate, and the reactions not something Huddleston had planned for.

One evening, one of his technicians stopped at a grocery store. When he exited, there was a man standing in front of the van, holding his newborn daughter while his wife photographed them.

“I was just blown away by that,” Huddleston said.

Then came the call from Mulholland.

Mulholland doesn't listen to the radio, so he hadn't heard the ads. But some of the men he goes to church with had pulled him aside to say they'd heard the commercials and that they were awesome.

Mulholland went online and read the About Us page Huddleston had written — the careful, honest account of what Cornerstone had been and what Dad & Daughter now was.

He called Huddleston.

“I really like what you wrote there,” Mulholland said.

Huddleston said he felt that was Mulholland saying, ‘Hey everything is OK.’

Huddleston had made the name change not on impulse but after prayer, reflection, and long consultation. He had carried Mulholland's legacy into it, and Mulholland's legacy would carry forward.

“I promised him I would do that ...” Huddleston said. “My responsibility is to provide, which means providing the way for everybody on the team to be better than what they were while I honor what Jim has built. That they have opportunity for the future. I'm just more pumped about that than anything else because I love every person on the team.”

### There's even more to the story

Dad & Daughter's approach has led to success. The goal for 2026 is to double the \$3 million it reached in 2025, with hopes to reach \$20 million by 2028.

“Then we'll figure out if we need to go to \$100 million,” Huddleston said.

That matters, obviously. But to him what matters more is the story.

Huddleston is thinking about dad-daughter safety pamphlets. He's thinking about how to teach his AI Virtual Agent to speak with the warmth and banter of the two characters his brand is built around. He's open-minded about any way he can help the connection between any parent and any child.

Underneath the strategy and the technology and the growth targets, there is that human element.

“If we can help one family and just one family have a better connection between a father and a daughter or anyone inside of the family, a mother and a son, whatever that is,” Huddleston said, “then all of that's worth it.” ■

# Retooling

## When to consider rebranding

Branding can make or break a small business, and in times of economic uncertainty, it's imperative to set your brand apart from the herd.

In a ServiceTitan webinar, Dan Antonelli, president and creative director of KickCharge Creative, shared some of his top insights into when and how to consider a rebrand.

Here are the top five takeaways from Antonelli's webinar on Disruptive Branding 101:



### 1 It might be worth rebranding even if you are already successful

A good brand does the following to attract customers:

- Puts customers at ease
- Diffuses negative stereotypes or biases
- Aims to make people feel confident in their choice and reaffirms the company value
- Matches the company deliverable
- Takes control of the conversation and sets the tone to show customers why they should choose to do business with you

If your brand isn't doing this for you or no longer represents who you are, it may be time to consider a rebranding.

“It's not uncommon to outgrow your brand,” he says. “It's just something you have to be ready and willing to accept. And certainly our stats and what we've seen support that idea that you can have something so much better.”

### 2 Own your colors if you want to stand out

Effective branding definitely involves having some panache. Antonelli recommends companies know who their competitors are and what they look like.

“Look at the vans that are in your space, the color schemes that are being used, and then develop a strategy that's unique, that is ownable.”

Here are his top tips on color scheme selection:

- Avoid the most common colors used for HVAC companies, such as blue and red
- Think disruptively and look to create a brand with colors that no one else in your market is using—not only in your vertical but in other verticals as well
- Consider two colors not typically seen together

### 3 Even your company name could be ready for rebranding

Great names for trade companies visually connect with emotions, Antonelli says. And using a symbol or graphic in your name makes it inherently easier to remember.

Using initial or name-based brands make the company name take longer for people to remember, according to Antonelli. And attaching a brand promise to those kinds of names is considered more difficult.

For new businesses, Antonelli recommends steering away from names like TGS Plumbing or Briarson Heating. If you have a name like those, you might want to consider a rebrand. A hard-to-recall name makes acquiring new customers more difficult.

For name-based brands, it takes a long time for people to associate the name with a specific deliverable.

### 4 Branding is about more than just truck wraps and colors

Connect every single touchpoint with your customers. Consistency in delivering your brand promise is key to connecting with potential clients. Your digital marketing, print marketing, and outdoor advertising efforts should all be consistent and connect back to your branding.



**WATCH NOW:**  
Scan the code to watch Dan Antonelli's webinar on disruptive branding

### 5 Getting a new brand starts with finding a branding expert

If you're ready to ditch your old branding and don't know where to begin, Antonelli recommends getting a reputable design firm.

Not only does a design firm understand the various applications for success, but using an agency also protects you from problems that can arise such as issues with trademark infringement, not having much communication with designers, and the potential for generic branding.

So while it might cost more up front to work with a professional design firm, the payoff is usually significant enough to offset the initial investment.



# Crossing paths

An illustration of an airport scene. In the foreground, there's a light blue terminal building and a control tower. Two dashed lines representing flight paths cross each other in the sky. One path leads from the bottom left towards the top right, and the other leads from the bottom right towards the top left. Two dark blue airplane silhouettes are positioned on these paths, appearing to be in the middle of crossing. A white cloud is in the top right, and another is on the left. The background is a light blue sky.

How a chance airport meeting helped one HVAC company reach new heights with TitanAdvisor

By Mike Persinger

**L**uke Peluso almost didn't go to Pantheon. • He'd been at Quality Service Company for about six months when a ServiceTitan account manager reached out at the last minute and made the case for attending the 2025 conference at the Anaheim Convention Center. Peluso, who came to the trades from a career in IT managed services, had no idea what he was walking into. • "I got in the hotel, time change — it was just a blur at first," he said. • Two days later, bleary-eyed on a red-eye back to the East Coast from LAX, he had one of those encounters that's easier to explain in hindsight than to see coming.

Peluso was sitting in the airport watching a ServiceTitan video on his phone when the person on the screen walked up and sat down next to him. The man was Joel Pachefsky — a ServiceTitan Program Facilitator who leads EmberSessions and SparkSessions for contractors across the country — and he took a few minutes to talk with Peluso before the flight boarded.

“That interaction with Joel was one of the best things that really happened for us,” Peluso said. “He could have moved on and not had any interaction. But that kind of goes to speak to the same thing with our success managers — just that extra step everybody takes.”

That extra step had a name: TitanAdvisor. Pachefsky pointed Peluso toward it, and it changed how Quality Service Company approaches ServiceTitan entirely.

“The companies that are embracing this now are going to be the powerhouses of tomorrow.”

**Luke Peluso**  
Technology Manager  
Quality Service  
Company



### What TitanAdvisor actually is — and why most companies ignore it

TitanAdvisor is a built-in feature inside ServiceTitan that functions, in the words of one longtime user, like a software usage report card — except this one has direct impact on efficiency, visibility, and profitability. It tracks how effectively a business is using ServiceTitan’s key features, scores each area, and tells you specifically what to turn on next and why.

Every feature in ServiceTitan is worth TitanScore points. You earn points by completing setup and usage checkpoints. The result is a numerical picture, updated daily, of how much

of the ServiceTitan platform you’re actually using — and how much you’re leaving on the table.

Before Pantheon 2025, Quality Service Company’s score was sitting around 130. By the time Peluso spoke about it in early 2026, the company had climbed to 206.

“Everybody in our company knows my goal for TitanAdvisor this year — it is to get into the top 25 leaderboard,” Peluso said. “Riley Plumbing — they’re the No. 1 TitanScore in the country. I tell them I’m coming for them.”

(For context: Riley Plumbing and Heating in Nevada went from a score of 176 to 285 in a single year — and attributed \$1.2 million in added revenue to the improvements in how they used the platform during that stretch.)

For Quality Service Company’s operations manager Tori Alexander, who has been with the Florence, S.C., company since the early days of pen-and-paper dispatching, the score isn’t a vanity metric. She can see it in the work.

She used the example of automated dispatch notifications that now go out to customers with their technician’s photo and bio before arrival and technician arrival tracking.

“We call it the Pizza Hut tracker,” Peluso said. “The response we’ve gotten from customers... one of our plumbers went out to a customer’s house for the first time, and the guy started talking to him about Florence-Darlington Tech and how they had all this in common. Our plumber was like, ‘How do you know this?’ He didn’t even know we’d turned it on.”

### The community nobody told them about

The other thing Pachefsky unlocked for Peluso wasn’t a feature — it was a door.

“He got me involved in the community of ServiceTitan,” Peluso said.

“It’s such an amazing peer support group. The EmberSessions, the ServiceTitan Masterminds Group on Facebook, (he) really introduced me to that. And I realized we’re not uniquely different in the sense of the products we use. There are a lot of other people facing the same challenges we are.”

EmberSessions are free, one-hour group sessions run by ServiceTitan facilitators, including Pachefsky, for small cohorts of non-competing customers.

They’re designed to walk contractors through the Launch stage of TitanAdvisor — systematically turning on features,



building habits, and getting the score moving. For companies that have had ServiceTitan for years but still feel like they’re only using a fraction of it, Ember is where the gap starts to close.

“They make it so you don’t have to figure these things out on your own,” Peluso said. “I don’t think there’s a week that goes by (that) I don’t speak with our success manager or Pro products manager.”

### What a higher TitanScore actually looks like in practice

Quality Service Company went live on ServiceTitan around 2015 with three or four HVAC technicians and two office staff. Today, they run 35 technicians across HVAC, plumbing, and electrical, with eight office staff — and the same ServiceTitan foundation underpinning all of it.

But it wasn’t until Peluso joined and started taking TitanAdvisor seriously that the platform’s potential started to show up as real operational change.

The dispatch board no longer requires an hour of manual confirmation calls each morning. Google reviews went from seven a month to 10 a week — almost overnight — after Marketing Pro’s reputation management was properly configured. Every dollar spent on digital advertising can now be traced to revenue. Roughly 30% of bookings flow through

without a human touch, from AI Virtual Agent to scheduling to dispatch confirmation.

“I don’t think there’s one part of our company it doesn’t touch now,” Peluso said.

### What they’d tell other ServiceTitan customers

Peluso is clear about the advice he’d give any contractor who wants to improve their TitanScore and get more out of ServiceTitan.

“The companies that are embracing this now are going to be the powerhouses of tomorrow,” he said. “The people who are investing in this now are going to have such a leg up on the rest of their competitors.”

He’s also honest that it took an airport stranger pointing him to a rocket ship icon in the software — one that, by Alexander’s account, hadn’t been clicked in two years — to make it click.

“It went two years without anybody probably clicking on the rocket ship,” Alexander said.

For any ServiceTitan customer wondering whether TitanAdvisor is worth the time: it’s already in your account. It’s already scored. It’s already telling you exactly what to do next.

All you have to do is click. ■

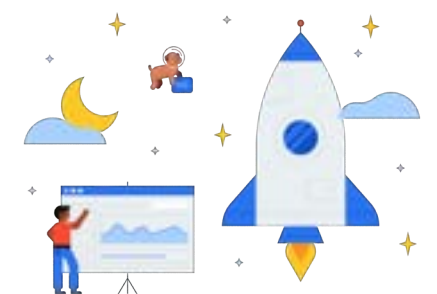
# 12 ways ServiceTitan supports you after Go-Live

Choosing the right software for your business is hard. Onboarding your team and changing how you operate is harder. ServiceTitan is built with that reality in mind, which is why the platform comes backed by a deep learning and support ecosystem designed to carry you from Go-Live through full mastery. The resources below are part of what makes ServiceTitan the right long-term choice, not just a tool you adopt and figure out on your own.

## 1 Atlas: AI Built for the Trades

Atlas is ServiceTitan's AI agent, built to help your whole team work faster without digging through menus or waiting on support.

- Ask plain questions in plain language: "Show me last week's revenue report" or "How do I update a price book?"
- Useful for office staff and field techs alike, reducing ramp time for new hires and helping veterans surface opportunities they might otherwise miss.



## 2 TitanAdvisor (TAD)

TitanAdvisor is your in-platform guide to getting more out of ServiceTitan.

- Identifies high-impact features you haven't enabled yet, tailored to your business goals.
- Surfaces gaps where you may be leaving revenue on the table.
- Provides step-by-step playbooks so you can act on what it finds.

## 3 Ignite, Ember & Spark Training Sessions

Customers who invest in training grow faster on ServiceTitan than those who don't. These free, structured programs are designed to meet you where you are:

- **IgniteSessions Beginner.** Weekly one-hour sessions covering foundational workflows. Best for new customers or anyone who wants to reinforce the basics.
- **EmberSessions Intermediate.** Weekly one-hour sessions focused on increasing platform usage and working through the Launch Stage of TitanAdvisor to raise your TitanScore.
- **SparkSessions Advanced.** Monthly one-hour peer discussions on applied best practices, industry trends, hiring, and running a high-performance shop.



SCAN THE  
CODE  
to learn more

## 4 Back 2 Basics Webinar Series

Back 2 Basics is a free, ongoing webinar series built to help ServiceTitan customers master the fundamentals of the platform.

- Sessions run live on a regular cadence and cover specific features: Follow-Ups, Memberships, Service Agreements, TitanAdvisor, reporting, and more.
- Sessions available on-demand, so new hires can get up to speed on the features relevant to their role without pulling management away from the business.

## 5 ServiceTitan Academy

Academy is the self-paced learning hub for ServiceTitan.

- Structured modules cover everything from dispatching basics to advanced reporting and inventory.
- Professional certifications available for employees who want to validate their expertise and grow their role within the company.



## 6 Knowledge Base

A searchable library of articles, how-to guides, and video tutorials available 24/7. When you need a quick answer during a busy dispatch day, the Knowledge Base is the fastest path to resolution. Documentation is updated as the platform evolves.

## 7 Customer Success Managers

Your Customer Success Manager is a strategic partner, not just a support contact.

- Review your usage data to identify bottlenecks and align features with your quarterly goals.
- Proactively surfaces opportunities for growth. They're invested in your revenue and your long-term success.

## 8 Customer Support

When something goes wrong in the field or at the office, speed matters. ServiceTitan's support team is trained on contractor workflows, so you won't spend time explaining what a price book is. Issues are typically resolved in minutes, not days, so trucks stay rolling and offices keep booking.



Every resource here is designed to help you get more out of what you're already paying for. ServiceTitan operates on a simple premise: We win only when you win. That's why the support doesn't stop at Go-Live. It's where it begins. ■

## 9 ServiceTitan Podcasts

Two podcasts built for trades professionals:

- **Mastering ServiceTitan** Platform-focused deep dives on features, updates, and technical workflows.
- **Toolbox for the Trades** Interviews with successful contractors on leadership, growth tactics, and building a business that lasts.



## 10 Certified User Program

Build internal expertise your business can rely on. The Certified User Program offers rigorous training and testing so employees can manage and configure ServiceTitan at the highest level. It creates a specialized, high-value role within your company and gives owners peace of mind that there's a verified expert on staff.

## 11 Certified Provider Program

Sometimes you need outside expertise: a marketing agency, a business coach, or an operational consultant. The Certified Provider Program connects contractors with a vetted marketplace of partners who know both the trades and ServiceTitan. Hire with confidence, knowing they speak your language and know your software.

## 12 Pantheon & Toolbox Live Events

Running a contracting business can feel isolating. These events are designed to change that:

- **Pantheon**, ServiceTitan's annual user conference: Hear from industry leaders, see the product roadmap, and connect with peers from across the trades.
- **Toolbox Live** regional events that bring hands-on, tactical learning directly to your market.



# Making room for what matters

How ServiceTitan's AI Virtual Agent has streamlined Superior Plumbing's call center

By Brendan Meyer

**R**ecently, Melissa Mohr received a panicked text message from one of her CSRs at Superior Plumbing. • The CSR, who proudly calls herself a “first ringer” because she answers the phone the second it rings, had missed a call because her computer froze. She felt horrible and quickly texted Mohr, the Atlanta-area shop’s CRM specialist, to apologize. • “I promise it was an accident,” she said. But Mohr wasn’t concerned. • “It’s OK,” she replied. “Piper’s got it.” “Oh yeah,” the relieved CSR said. “Piper’s got my back.”

# AI Virtual Agent can turn every call into a booked job

With the only AI built exclusively for the trades, contractors now have real-time booking, native workflows, powerful customization, and compatibility with any phone system. ServiceTitan AI Virtual Agent only takes 20 minutes to implement and is designed to start accurately and efficiently, booking calls on day one.



## Let your CSRs focus on what matters

Our fully native AI Virtual Agent lets you configure, customize, and review performance side-by-side with live CSRs. Free your team to handle high-value work, book more jobs, and grow revenue without adding any staff.



## Touchless, accurate booking

With ServiceTitan's Adaptive Capacity feature, AI Virtual Agent can book every job according to job type, location, required skill sets, and more. Trust your AI Virtual Agent to always be on, always be accurate, and always serve customers efficiently.

Piper is Superior's name for the newest addition to the team — ServiceTitan's AI Virtual Agent, available as a standalone product or as part of Contact Center Pro. It can handle an unlimited amount of calls, simultaneously.

Piper can book and reschedule appointments. It knows the company's mission statement. It can escalate to a team member, if necessary.

Piper had indeed picked up the call, first thanking the customer for calling Superior, then introducing itself. "My name is Piper and I'm your virtual agent. How may I assist you today?"

The customer had an issue with their water heater. Piper listened, and then booked the job. Since implementing the AI Virtual Agent in October, Piper is averaging an 80% booking rate as a frontline call taker with only a 25% escalation rate. And as a fallback option, it is averaging a booking rate of 70%.

But the CSRs at Superior haven't been looking over their shoulders. It's actually been quite the opposite.

Here's why.

**A force multiplier — not a replacement**

For 40 years, Superior has prided itself on keeping hold times to an absolute minimum — if not zero. But that meant, from 6:30 a.m. to 9 p.m., Superior would err on the side of caution by overstaffing CSRs.

"We'd (always) find this weird time in the middle of the day where we were overstaffed," Mohr said.

Even so, Superior's CSRs frequently found themselves bogged down with busy work, "following up on this thing, looking at this metric and reviewing this call," Mohr explained. The shop also struggled with a high turnover rate.

That's why they decided to implement ServiceTitan's AI Virtual Agent. But Mohr had one big worry.

"My primary concern was I wanted the CSRs to see the voice agent as a force multiplier and not their replacement," Mohr said. "We were looking to give them a tool to allow them

to spend the time they need with the customer who needs that live person."

Mohr's solution to make AI more personable? A naming contest. The call center put a bunch of names on a whiteboard. And after narrowing it down to a final five, Piper was the winner.

But the actual moment when the skepticism vanished happened a couple months later — when Piper allowed Superior to do something it'd never done in 40 years.

**No more overstaffing**

Piper is easily programmable, Mohr explained.

"She only does what you tell her she can do, so you are her biggest limiting factor," she said. "The more you open up, the more she can do."

For example, during a recent cold spell in Atlanta, Mohr programmed Piper to provide customers with tips about cold weather.



## AI Virtual Agent

### The AI that has everyone talking

Here's what people are saying about the powerful set of AI-driven features that help handle routine tasks and let them focus on providing stellar customer service.

**"[The Virtual Agent's] booking rate is anywhere from 80% to 85%. She's never gone below that. Her average talk time is always under 5 minutes."**

**Nicole Little**  
Director of Residential Service,  
Northwinds Services Group



**"The Virtual Agent knows if the customer is an existing customer or a VIP member. It knows their history and so it's easier for it to book them."**

**Rocky Lozano**  
Owner, Air One Air Conditioning,  
Heating & Plumbing

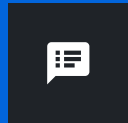


**"It took about 20 minutes tops to implement the Virtual Agent. It was a few tweaks here and there and now it's just click click click, it's done."**

**Randi Thompson**  
Operations Manager,  
Bill Joplin's Air Conditioning and Heating



**SCAN THIS CODE**  
Never miss another job.  
Activate your AI Virtual Agent.



“She’s not this enemy off to the side. Piper’s here to help us all. She’s here to help our customers. She’s here to help my CSRs. She’s here to help dispatch. ... She is just another employee now.”

**Melissa Mohr**  
Systems Specialist,  
Superior Plumbing Services



Piper asks direct questions and quickly gets to the root of the issue. “I think that has really resonated with a lot of our customers,” Mohr said.

As for the benefits for Superior? There’s no more overstaffing CSRs throughout the day. In fact...

**Turnover:** Due to natural attrition, Superior has gone from six full-time CSRs and one part-timer, to three full-time CSRs and Piper — without missing a beat.

**Growth opportunities:** One CSR moved to the warehouse, because “Piper has allowed us to utilize talent inside rather than hiring outside,” Mohr said.

**Go home:** During that cold spell, Superior closed early and sent its CSR home, because Piper was there to help. “I think she took five leads and converted four of those during that two-hour period,” Mohr said.

But the biggest moment came during Thanksgiving and Christmas.

“Piper was our holiday CSR,” Mohr said, explaining they also had an escalation manager on-call. “For the very first time in 40 years, I did not have a CSR work on Thanksgiving or Christmas. And for the very first time, every employee was present at the Christmas party. No one was working.”

**‘Just another employee’**

Mohr’s craziest day as a CSR was when she once worked 17 straight hours and took care of 600-plus customers after freezing temperatures caused a rash of pipe breaks.

“The good news is that doesn’t have to be the case in the

future. Piper can take (an unlimited amount of) phone calls at a time. I can take one,” Mohr said.

She said it’s been fun to watch the swath of ServiceTitan virtual agent features released in the past few months, like custom follow-up questions and a self-serve knowledge base.

Looking ahead, Mohr’s excited to transition from their after hours answering service to relying more heavily on Piper. She’s also excited for the day when she can weave Piper into other ServiceTitan products like Marketing Pro, such as outbound reminder calls to inform customers that their water heater is 10 years old.

“We have found that we garner the most success when we stay internal with products in ServiceTitan,” Mohr said, stressing that having access to all of your data under one roof is “absolutely crucial.”

As for her concern that team members would feel threatened by an AI virtual agent? That was overblown.

“She’s not this enemy off to the side. Piper’s here to help us all,” Mohr said. “She’s here to help our customers. She’s here to help my CSRs. She’s here to help dispatch. Even the plumbers refer to her in the first person, ‘Oh, Piper took my call. She did a good job today.’ She is just another employee now.”

Every employee has a headshot on Superior’s website. That’s why the team recently decided that Piper deserves one, too.

“The most appropriate solution was an AI generated image,” Mohr said. “We found a face that matches the voice.” ■



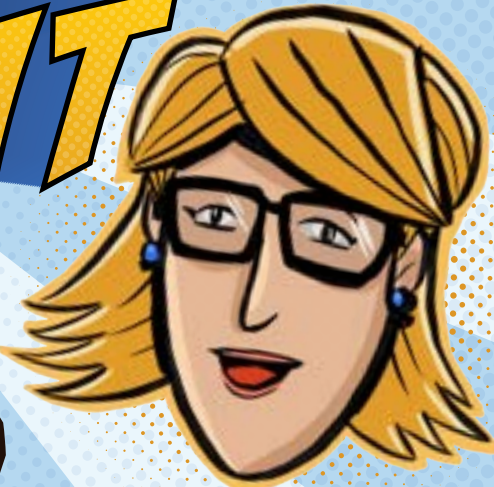
**THE AMAZING ADVENTURES OF**

BROUGHT  
TO YOU BY  
SERVICETITAN

# AI VIRTUAL AGENT



STORY BY  
**MIKE PERSINGER**  
ILLUSTRATIONS BY  
**MATT HANEY**



**GOOD THINGS  
COME TO THOSE WHO  
AUTOMATE!**

**BOOKED IN MINUTES,  
NOT HOURS.**



AI VIRTUAL AGENT RUNS  
THROUGH EVERY PART OF YOUR  
OPERATING SYSTEM, CONTINUOUSLY  
LEARNING FROM YOUR DATA, YOUR TEAM,  
AND YOUR MARKET.  
READ ABOUT THE **AMAZING AI FEATS**  
OF SERVICETITAN VIRTUAL AGENTS  
ACROSS THE COUNTRY!!

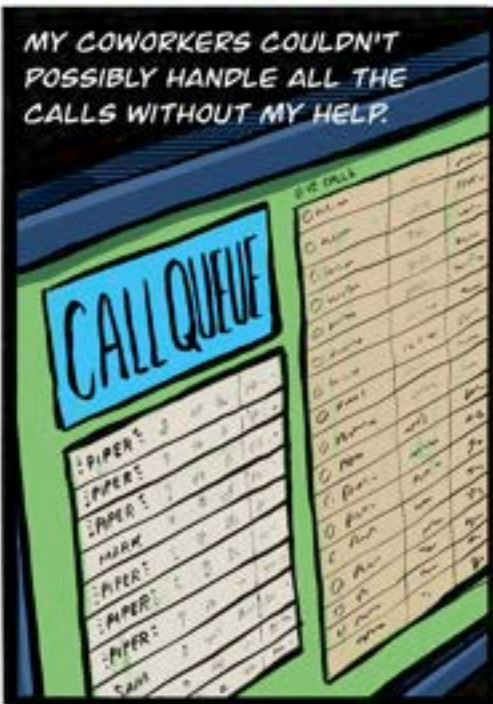






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Scan the code to learn more about ServiceTitan's AI Virtual Agent.



Lori Tschohl (right), of Eagle Pipe Heating & Air, with Beulah Kingsolver, executive director of Dove House, a domestic violence shelter and advocacy center in Port Townsend, Wash.

# The *power* of SHOWING UP

Warmth finds its way in Washington through Eagle Pipe

By Eddie Wooten

**T**he first time Lori Tschohl walked into the Community Works shop, she felt the chill. • It was April. Brent Bellamy, the executive director, pointed to an old space heater doing its best against the cold leaking into the converted milking barn. During board meetings in the winter, Bellamy told Tschohl, older volunteers would show up and he'd hand them blankets. • Tschohl, the managing member of Eagle Pipe Heating & Air in Port Townsend, Wash., took that in. • "We can absolutely change this," she told him. • And they did.



**Lori Tschohl has a habit of walking into a space, seeing what's needed, and then figuring out how to provide it, whether the currency is money, tools, time, or simply the right phone call.**



That exchange symbolizes how Tschohl operates in Jefferson County, as a business owner and as what the people around her call a “connector.” Tschohl has a habit of walking into a space, seeing what’s needed, and then figuring out how to provide it, whether the currency is money, tools, time, or simply the right phone call.

“If I can’t help out financially or be there as a person,” she says, “they know I will connect. I will find that person.”

### A community that keeps its own

Jefferson County, which sits about 60 miles northwest of Seattle, has always been a place that asks something of the people who choose to stay. It is rural, coastal, and, in recent years, facing a skilled labor shortage that has made it harder to keep local dollars inside local communities.

Lizanne Coker, executive director of the Jefferson County Home Builders Association, has watched the dynamics play out for 25 years. She estimates that when a \$500,000 home is built using local labor, that money turns over in the community seven times in the following four years. When workers have to come from Seattle or from south of neighboring Kitsap County, which happens more and more, those dollars leave.

“You lose more and more money and more base support,” she says. “And it’s beaten up this county pretty badly.”

Tschohl founded Eagle Pipe in 2015, the same year she became involved with the Home Builders Association. She joined the board at Coker’s invitation, and the two have worked the same problems from different angles ever since.

Their efforts converge most visibly around three organizations: Community Works, Dove House Advocacy Services, and the Chimacum Valley Tech program at Chimacum Junior/Senior High School.

### Warmth as a resource

Community Works uses construction projects to teach young people hard and soft skills such as woodworking,



showing up on time and working as a team. The shop operates out of a former milking barn on a 250-acre farm outside Port Townsend. Until recently, the space where volunteers and interns gathered to eat and meet was unheated.

Bellamy says that matters more than it might sound.

“Having consistency is really important” for the young adults his program serves, many of whom have struggled to find footing elsewhere. When cold weather made the space unusable, he says, “once you’ve started momentum and lost momentum, it’s hard to regain it.”

After Tschohl’s visit and her offer to help, Eagle Pipe, supported by Daikin and Thermal Supply, donated and installed a heating and cooling unit in the Community Works gathering space. When Bellamy received the donation, he got a little emotional.

“I’m feeling incredibly grateful and fortunate,” he said, “for this generosity from Eagle Pipe.”

Tschohl had seen something similar happen at Dove House, a domestic violence shelter and advocacy center in Port Townsend that also operates the Recovery Cafe. The free community gathering space offers meals four days a week and a place for people healing from trauma to find community.

Beulah Kingsolver, the executive director, describes a building that was sweltering in summer and cold in the winter when Dove House first opened the cafe. Kitchen staff worked surrounded by fans, but the heat prompted limitations in the menu.

“We contacted our local heating supply company, Eagle

Pipe and Heating, and they came in, gave us a bid,” Kingsolver says. “We now have a system that keeps it very warm in the winter and very cold in the summers.”

Kingsolver notes that the connection between Eagle Pipe and Dove House has deepened over the years. At one point, an Eagle Pipe employee needed Dove House’s services.

“And then we built a partnership,” Kingsolver says. “Lori and her company have sponsored Dove House in our golf tournament financially. They’ve golfed. They’ve shown up when I’ve had plumbing or heating issues at any of my three buildings.”

She pauses.

“I know how to do social services,” Kingsolver says. “But I don’t know how to do heating. So I call Lori, and she sends her people over, and that just makes life so much better.”

### Building the next generation

The third aspect of Tschohl’s community engagement involves the next generation of tradespeople directly.

Chimacum Valley Tech is a construction program, the first of its kind in Jefferson County in more than 15 years, at the junior and senior high school. Daniel Evans, the program’s teacher, launched it this year with three full periods a day — students learning woodworking and building trades in a proper shop.

The connection between the school and the community runs deep by design. Evans says most of what the students build goes back out into the community — shelters for an animal rescue, lending libraries for a food pantry, a hygiene sta-

tion for Dove House’s Recovery Cafe.

“Everything we try to do, we try to have it ripple into the community,” Evans says. “And likewise, that comes back to our program.”

Eagle Pipe visits the school for what Evans calls “occupation exploration.” Tschohl and others go in and talk to students about the trades, giving them a picture of what the work looks like and what it can offer.

Community Works sends an apprentice to spend time in the classroom three to four hours a day, five days a week, helping Evans and giving students a model of where the path leads.

Evans describes success, 10 years from now, in terms that sound a lot like Lori Tschohl’s story: students who made it in the trades, going back to pour into the program that gave them a start.

“I go out in the community and I run into some past students,” he says, “and they are working in the trades. They say they’re having the time of their life. They’re buying a house.”

### Showing up

For Tschohl, none of this feels like philanthropy in the abstract. It feels like showing up.

She has served on the board of Habitat for Humanity. She is past president of Women in HVACR. She helped the Builders Association secure grants from the Building Industry Association of Washington that have gone to trades programs and scholarships across the county.

When a customer once called Eagle Pipe to schedule service, he explained how he found them: He had gone to his garage, reached into his golf bag from a charity tournament, and seen the Eagle Pipe name on a piece of swag Tschohl had donated.

“If you’re going to donate to that organization,” the customer told her, “I know you’re a great company.”

Tschohl laughs at the memory.

She describes giving time to events, to meetings, to job sites, as more important than writing a check, though she writes those, too. The Power the Nation campaign in partnership with ServiceTitan, she says, gave Eagle Pipe the ability to boost what it was already doing.

“I already give time and financial,” Tschohl says. “Now I can really boost not only the individuals that I have been supporting all along, I can boost that financial contribution even higher.”

In Jefferson County, the trades have always been the connective tissue of the community. Eagle Pipe is making sure the connection is growing stronger. ■



### SCAN THIS

QR Code to nominate a contractor for the Prometheus Award, which celebrates philanthropic impact and will be presented at Pantheon.

#powerthenation

2026 Residential State of the Trades

# The game has changed.

ServiceTitan surveyed 1,000 residential contractors. The biggest takeaway: the old growth playbook — hire more, spend more, price higher — is breaking down. What wins now is execution.

## Survey Says

**73%**

of customers choose a contractor based on clear, upfront pricing.

**25%**

of contractors surveyed are using AI today.

**60%**

believe labor and overhead costs are the #1 threat.

### TOP BUSINESS RISKS

**60%** Labor & overhead costs

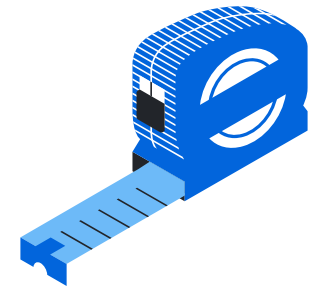
**53%** Skilled labor shortage

**48%** Rising material prices

### CONTRACTOR PRIORITIES IN 2026

**53%**

are focused on retaining customers as opposed to the 31% who are prioritizing new customers.

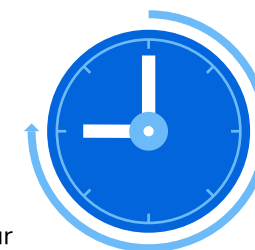


**“For years if you wanted to grow, you hired more techs, increased marketing spending and raised prices. That playbook is breaking down right now.”** Chris Hunter, Principal Industry Advisor, ServiceTitan

### SPEED TO LEAD

**53%**

of contractors now respond to new leads within one hour



**15%** lose leads to competitors after 1–2 day response times.

**60%** of customer contacts still start with a phone call.

### THE AI EDGE

73% of those surveyed believe starting early with AI creates a meaningful advantage, including:

**48%** Increased productivity

**45%** Time savings

**32%** Better customer experience



### WANT TO KNOW MORE?

Scan this QR Code to download the full report.

# Backlog isn't the challenge anymore.

Work is plentiful. Profitability is harder. ServiceTitan's survey of 1,000+ commercial construction leaders reveals an industry focused less on finding projects — and more on executing efficiently in a high-cost environment.

Survey Says

41%

of those surveyed have over a year of work already secured.

38%

say AI is affecting their business today.

20%

of contractors operate on a single unified platform.

TOP BUSINESS RISKS

35% Labor & overhead costs

35% Skilled labor shortage

32% Rising material prices

20% Growing competition

CASH FLOW RESILIENCE

67%

now use lines of credit to fund materials and protect liquidity.



56% use extended terms to manage cash flow.

THE FRAGMENTATION PROBLEM

Of the contractors surveyed ...

20% operate on one platform.

34% run on 2-3 systems.

25% run on 4-6.

“The most critical strategic opportunity for 2026 is the consolidation of fragmented technology into a single, unified system.”

Rafi Elchemmas  
Special Industry Advisor, ServiceTitan

THE AI LEAP

38% of contractors say AI is affecting their business in 2026.

17% reported the same in 2025.



WANT TO KNOW MORE?  
Scan this QR Code to download the full report.

# The cash flow DISCONNECT

Why billing — not project volume — often determines a contractor's ability to grow

By ServiceTitan

A commercial contractor can have a full project backlog, a skilled crew and a signed contract. And still run out of cash. • It's a scenario Raffi Elchemmas has heard more than once. As a senior industry advisor at ServiceTitan who spent five years as executive director of Safety, Health, and Risk Management at the Mechanical Contractors Association of America (MCAA), he has seen billing complexity quietly undermine businesses that are, by every other measure, performing well. • The issue is the gap between completing work and getting paid for it.

"In construction, cash flow is oxygen," Elchemmas said. "Billing complexity is often the hidden bottleneck that limits growth long before operational capacity does."

## Where growth gets complicated

The billing challenge doesn't shrink as a contractor scales. It compounds.

Each new client brings a different set of requirements: forms, schedules of values, lien waivers, supporting documentation. What works for one general contractor won't satisfy the next. As project volume grows, so does the administrative burden. And the margin for error. A single missing document or a billing package that doesn't match contract requirements can push payment back 30, 60, even 90 days.

The underlying problem is structural: many contrac-

tors scale operations faster than they scale back-office controls.

When payments are delayed, the cause is usually a documentation failure that occurred weeks earlier.

"Payment disputes can start months before the invoice is submitted," Elchemmas said, "because documentation and controls were not established early in the project."

Unapproved change orders, incomplete billing packages and contract-specific requirements that weren't captured upfront are among the most common culprits.

## From reactive to strategic

The contractors who get this right, Elchemmas said, think about billing differently.

"For exceptional contractors, billing is not an accounting activity — it is a core business control," Elchemmas said.

"The companies that consistently outperform their peers are often not the ones building projects faster; they are the ones converting completed work into cash more predictably, more accurately, and with less friction than their competitors."

Technology that automates billing workflows supports that shift, transforming the back office from a function that chases payments into one that anticipates them.

"The goal isn't simply faster invoicing," Elchemmas said. "It's creating predictable cash flow and reducing uncertainty across the business."

ServiceTitan's billing tools are built around this principle:

- **Progress Billing:** Enables milestone-based invoicing, so contractors can bill as work is completed rather than waiting until project close.
- **AIA Billing:** Generates AIA-standard payment applications in a single click, producing the standardized documents that commercial clients and general contractors recognize and approve faster.
- **Consolidated Billing:** Addresses multi-party complexity, allowing contractors to split costs accurately across multiple stakeholders on a single project.

The goal is consistency: the same process, every project, regardless of client.

"You can't deposit a backlog," Elchemmas said, "and you can't deposit percent complete. You can only deposit cash. Billing is the bridge between project performance and financial performance." ■



# Tradespeople relish helping customers in time of need

On the Day of the Trades, ServiceTitan shines a light on the tireless work of tradespeople who power the nation and the communities in which we live, work, and play. To highlight a slice of this critical work, we interviewed four technicians to learn about a time when they saved the day for a customer.\*

By **Brendan Meyer**



I don't think of myself as a hero. But my kids think I am. I'm just there to work and help the customer. I had one recently who really needed help. She was a single mother taking care of two children, and it was taking her an hour and a half just to fill the bathtub. They couldn't take a normal shower.

Every time she did the dishes, she'd have to empty a bucket that'd fill with water underneath the kitchen sink. As a parent, that nightly routine is crucial. Our kids finish dinner and then they take a bath. Our whole routine — brushing teeth, taking a bath, taking a shower — was a fraction of the time it took this woman to fill her bath just to bathe one of her children. So we replaced all the water lines in the home, new water heater, everything.

We turned her nightly routine — bath and doing the dishes — from a five-hour ordeal to where she can get everything done in 45 minutes. Now she gets some time alone after the kids go to sleep. I guess I felt like a hero in that situation. Because as a parent, any extra free time for yourself is nice.

**Mark Rhoads**, Plumbing Apprentice at Hoffmann Brothers



I got this call once at literally 4:59 p.m. It was about a clogged toilet. I was not happy about it at all. But when I showed up, it was a single mother with a kid and a baby. And the look on her face — she didn't know what was going on and looked so overwhelmed.

I went and surveyed the bathroom, and found that the clogged toilet was the least of her worries. The water lines leading to the toilet were leaking and destroying the sub-floor, causing a lot of damage. How could she know? I unclogged the toilet, and then we ended up coming back later that week so we could fix everything else.

When I first got that call, I was obviously upset when I found out I'd have to work late that night. But on my way home, I felt a sense of accomplishment. I felt this sense of, all right, she really did need me.

**Zach Ulmer**, Underground Plumbing Professional at Hoffmann Brothers

*\*Their responses were condensed for flow and clarity.*



We don't get tornadoes in California. That's why, one month after I moved to St. Louis in the spring of 2025, I didn't think anything of it. I was just about to leave a customer's house. It started pouring, and then I got the notification: 'Tornado warning.'

The storm wasn't directly in the area, so I just waited for the rain to pass and drove home. It wasn't until the next day when all the news came out that I realized how serious it was. A whole area was devastated. The next two months, I had tornado-related jobs, off and on. Just seeing how easily those brick buildings turned to rubble. How many tree limbs were in the streets. Electrical meters, SC cables, and service wires completely ripped off.

One time, I was doing work in that area and someone came over and asked, 'Are you an electrician?' They had an older fuse box and didn't know how to turn it on. I said I'd stop by after. And when I was able to turn it back on, they started crying.

It felt nice knowing they had power back to keep their food refrigerated and to have A/C in the hot St. Louis spring. Just in any way during those two months, it felt nice to help."

**Campbell Schengel**, Lead Electrical Technician at Mr. Electric of St. Louis



One night, I was driving home around Christmastime when the office called and asked if I wanted to go to an emergency call. I was like, 'Well...yeah.'

I got there, and one of the discharge valves of the customer's two connected 50-gallon water heaters had broken off and was throwing water everywhere and both their main shutoff and the water heater shutoffs weren't working. It was mayhem.

But those are the moments that get your blood moving. It's a test of, how much knowledge do I really have? You don't have time to stand there and plan it out. You go into autopilot. I cut the water lines and capped it off to stop the water from going into the tank and continuing to flood their basement. I did that in 5 to 10 minutes, flat.

The customer was thrilled. We later changed out both of their water heaters, their main shut-off valve and their pressure regulator. But in that mayhem moment, it was such a great feeling to be able to help the customer in a short amount of time, limit any further damage, and know my knowledge was spot on. I got home at 10 p.m. that night. And I was in a great mood."

**Michael Smith**, Plumbing Operations Manager at Mr. Rooter Plumbing of St. Louis

## SEND US YOUR STORIES

Tell us about a moment when you, a coworker, or your company made a difference in someone's life — whether it was a major emergency, an act of generosity, or simply going above and beyond for a customer. Email us your story at [toolboxmagazine@servicetitan.com](mailto:toolboxmagazine@servicetitan.com)

# 30-Second Turnarounds

## Inside a Multi-Million-Dollar Operations Overhaul

By Mike Persinger

**W**illiam Mullikin knew speed to lead was going to matter, but he didn't anticipate just how much. In the span of two months — January and February, compared with the same period a year ago — Mullikin reports the Mullikin Group's six Bath Fitter locations were up \$1 million in sales. Appointments booked were up 81%. Appointments ran were up 67%. Appointments sold were up 44%. The cost per appointment has dropped from roughly \$1,500 to around \$1,000.

February was the best month in company history. March was already on pace to top it.

"I thought it was going to make a big difference," Mullikin said. "But never like this."

Bath Fitter is a one-call-close business. A salesperson sits down with a customer, presents the options, and either walks out with a deal or doesn't. Everything depends on getting in front of the right people, fast.

For years, that wasn't always possible. The Mullikin Group ran on a custom-built solution that couldn't connect to outside tools or pass leads directly to a call center. There were no API connections. Leads arrived, sat in a silo, and waited.

The call center they used didn't have the technology to act on leads quickly. Weekday coverage ended at 7 p.m. Week-end coverage was nearly nonexistent.

The math was brutal. The strategy was to call a new lead within 30 seconds. The reality was leads coming in on evenings and weekends, when no one was working, sitting untouched until the next morning — or Monday. By the time someone called, the trail was cold.

A lot of those uncontacted leads were appointments that never happened.

### Remove the latency, change the business

The fix wasn't complicated. But it was immediate.

ServiceTitan eliminated the gap between a lead arriving and a return contact going out, connecting lead sources directly into the platform so nothing sat waiting in a queue. Mullikin paired the elimination of that latency with Scheduling Pro and a new call center partner that operates seven days a week from 7 a.m. to 1 a.m. — with inbound form fills getting a callback within 30 seconds.

The combination of ServiceTitan's connectivity and a call center that could finally act on leads in real time changed ev-



everything.

"That's the secret sauce," Mullikin said. "That's it."

His sales reps are now running two, three, sometimes four leads a day instead of one or two every other day. The pipeline the company couldn't build before is now almost too full to manage.

Almost.

Mullikin needs to hire 12 sales reps. The ones he has are running hard — long drives, late nights, back at it the next morning — and the pace is taking a toll. The next challenge isn't finding leads. It's building a team deep enough to handle them.

"We're probably pushing some burnout levels for some guys," he said. "We need to dial things back some, give them time to actually focus."

"Couldn't even imagine having too many appointments a year ago," he said. "Now it's the exact opposite."

He'll take it. ■



## Reaching more of you with **MY WHY**

**T**wo years ago, I joined ServiceTitan as Brand and Industry Marketing Lead, stepping back from day-to-day operations at Zoom Drain to do it. I've built my career on helping contractors become more successful and profitable. This job gives me an even bigger platform to do that.

Once upon a time, I married a plumber. That's when I fell in love with the trades. What I love about tradespeople is what I love about my husband ... and you. You're hardworking, generous, street smart and committed to solving problems.

I worked with the Clockworks team to grow Benjamin Franklin Plumbing, teamed with partners to grow Zoom Drain, and wrote four un-fussy books about the trades. But I admit, as a ServiceTitan customer I didn't always get it right. I wanted ServiceTitan to just do it for us — learn the features, implement them, train our team. But that's not how it works. ServiceTitan builds the rockets. We fly them.

Getting on the inside changed my thinking. The people here are genuinely obsessed with making trades businesses better for owners, technicians, CSRs, dispatchers and everyone else.

Helping people win has always been my why. The better our businesses run, the more opportunities we expand for everyone. The more freedom we enjoy.

That includes embracing automation, and the technology that powers it, within ServiceTitan. The platform keeps getting smarter, and contractors who lean in will pull ahead.

My job now is giving more people in this industry a platform to do the same, and to shine a light on the wonderful, essential work that you do.

That's what we'll do at the Titan Creator Summit coming later in the year, too, when we celebrate the influencers in the trades and help build more of them. We hope you'll join us. And lean in.

To reach Ellen Rohr via email: [erohr@servicetitan.com](mailto:erohr@servicetitan.com). ■



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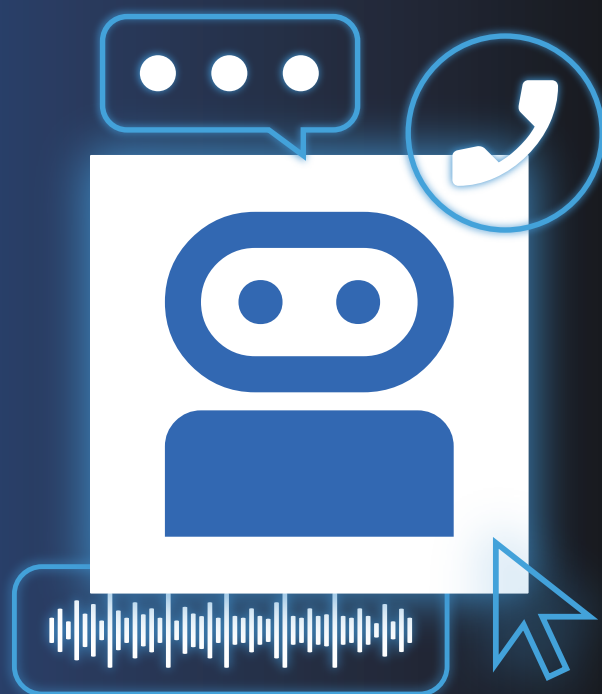


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