



Titans,

We asked you how we could be of greatest service to you during these changing times. You responded with, “We can run our business through anything—**give us industry data that may help us better predict what might happen so we can make more informed decisions.**”

Here, you’ll find the first iteration of what you asked for. 4,000+ of the most successful contractors throughout the US and Canada are using ServiceTitan. Over the next few weeks, we’ll update this regularly as well as release more trends with better granularity and segmentation. Until then, here are some quick highlights with data up through Saturday, March 14th:

1. **In what is perhaps the most important and encouraging news, in aggregate, our customers’ revenue has not been significantly affected to date.**
2. Of course, some customers’ have been impacted, particularly those with heavy reliance on big box home improvement store sales or those doing commercial work on restaurants and office buildings. Others are seeing business as usual. And some are performing even better than before.
3. Looking at it at the state level, only Washington has seen a material decrease in revenue. Other hard-hit COVID-19 states like California and New York have not, leading us to believe that Washington’s drop may also be impacted materially by weather (HVAC is the largest subgroup in our customer base).
4. Nationally, there has only been a relatively minor decrease in inbound call volume of 2%. California and New York have seen decreases of 6% and 4%, respectively.
5. After the first recorded COVID-19 related death, there was a quick spike in job cancelations in Washington, **but cancelation rates quickly dropped and normalized.** We expect that many contractors have felt (or will feel) a sharp spike. You may want to avoid making quick decisions based on that spike. The data shows that this is temporary, and cancelation rates return to normal after a few days.

Contractors who continue to do well have volunteered to share how they’ve responded to the new environment and what they’re doing differently in order to better serve their communities and succeed financially. This started with [today’s webinar with Jason Schlunt, CEO of Bellows Plumbing, Heating](#)

[& Air](#) in Marin, San Francisco, which is in complete lockdown.

Next week, we'll continue with a webinar with Aaron Gaynor of Ecoplumbers in Columbus, OH, who will talk about how he has adapted his leadership and operations to produce back-to-back record revenue weeks at scale on pace to hit \$18M annually growing ~50% YoY.

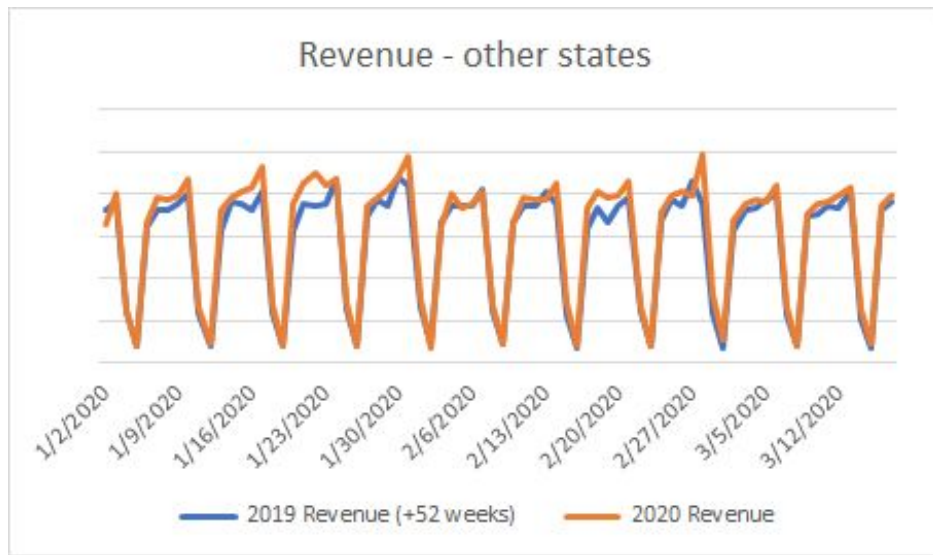
It has been inspiring to see the contracting community come together to help one another during these unfolding events. If you are willing to share your own experiences (both positive and negative) or if you have any suggestions for how we can be of greatest service to you, please email covid@servicetitan.com. Vahe and I will be reviewing these emails.

These are unprecedented times. More people than ever will spend more time than ever in their homes. Consumption of equipment and utilities in the home will significantly increase. Consumers will need your help like never before to keep them healthy, comfortable, and in many cases, alive. You do jobs that few people in this country can do. You will be the ones making sure your communities have the fundamental necessities of life: clean and running water, relief from the scorching heat or biting cold, electricity to power their lives, and more. We understand that you are going out while others must stay back. You make this possible. We want to be of service in any way we can.

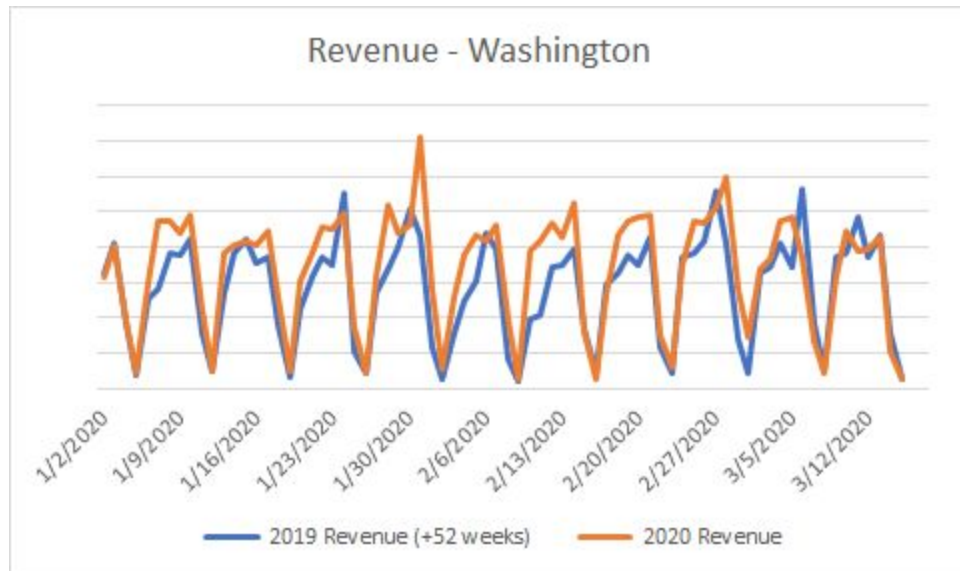
We hope this information allows you to more easily serve the customers that you carry. This world is carried on the shoulders of the strong. The shoulders of Titans. Your shoulders. Thank you.

Ara and Vahe
Founders - ServiceTitan

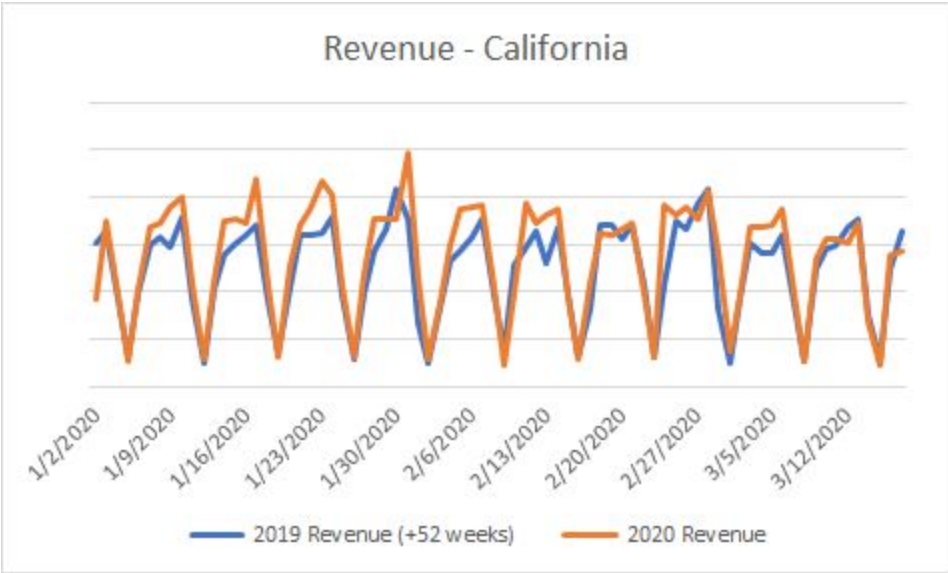
Revenue is fairly consistent. Completed job revenue that year-to-date (YTD) was on average up 10% year-over-year (YoY) continued to be up 5% for the week of March 2nd and up 4% for the week of March 9th.



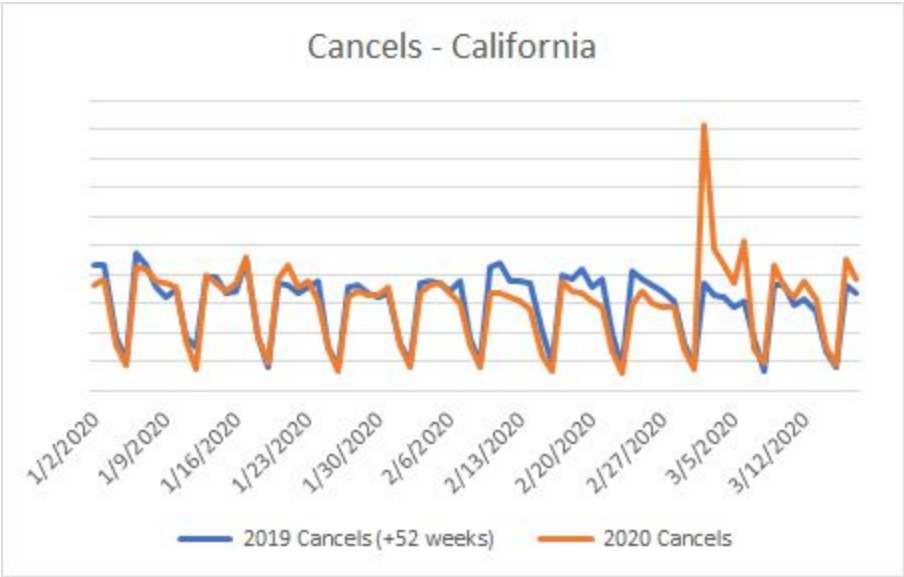
In the state of Washington, completed job revenue that was YTD up 25% YoY was down 1% for the week of March 2nd and down 5% for the week of March 9th. Given the more limited impact on other hard-hit states like California and New York, we believe weather may have also played a large role.



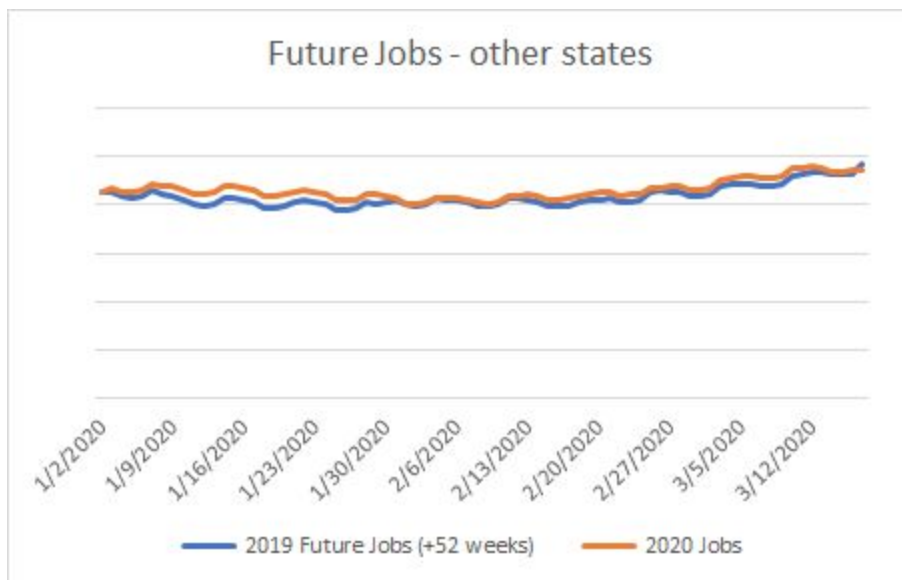
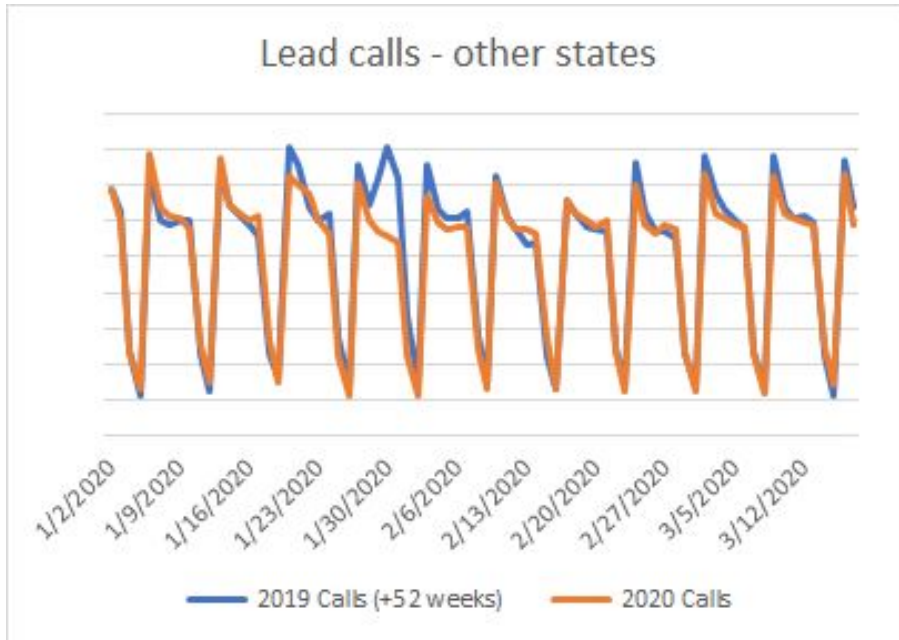
In the state of California, completed job revenue that was YTD up 15% YoY was down 1% for the week of March 9th. While this may seem significant, we have seen greater fluctuations than this from weather changes alone.



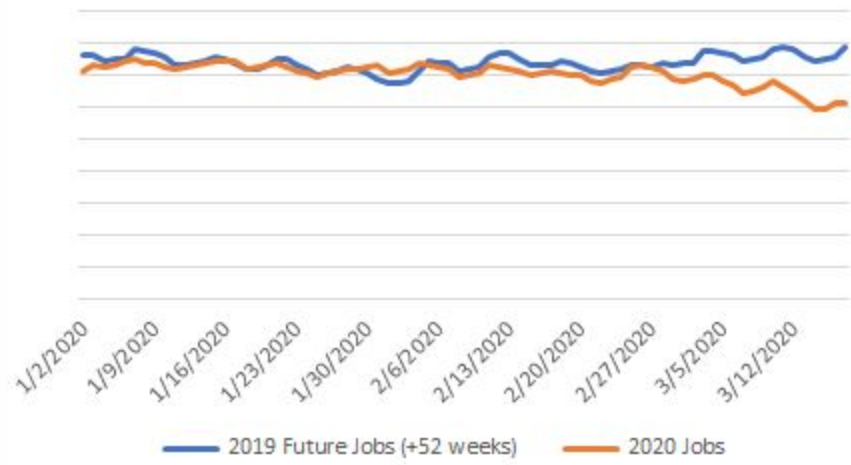
A spike in cancelations was observed following the first COVID-19 death but quickly leveled off. Though a 150% spike in job cancelations was observed on March 2, 2020 – the Monday following the first death in the US – this trend did not continue and job cancelations quickly reduced back down to their normal levels within days.



Future jobs on the books and incoming leads are up over last year in most places even though revenue stays fairly constant: The number of future jobs on the books, which was up 3.5% nationally on average since the beginning of the year, continues to be up 2.5%. Larger drops have been observed in the state of Washington with YoY variations of -15%, but otherwise there has only been a 6% drop in the state of California, a 4% drop in the state of New York, and incoming lead calls are only down 2% globally.



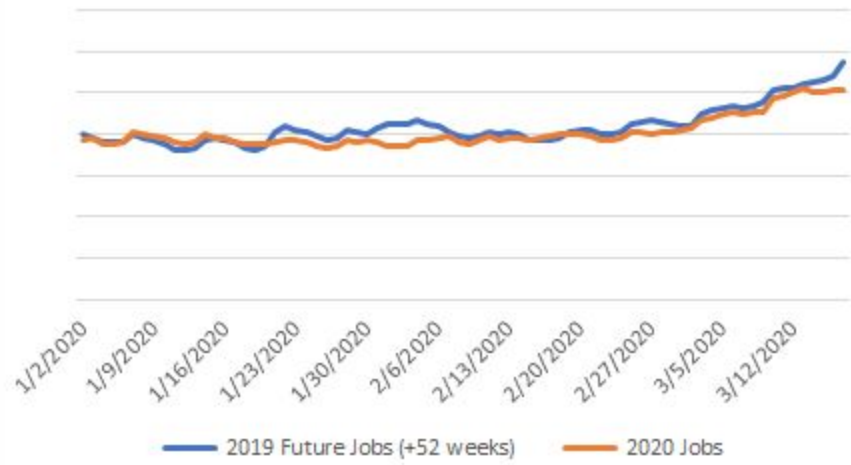
Future Jobs - Washington



Future Jobs - California



Future Jobs - New York



Conclusion: Even in the worst hit areas now, we can see that demand still exists. The lack of change in revenue even with the marginally lower call volume demonstrates that contractors are finding ways to sell their services on the calls they receive. After reaching out to the contactors that appear to be weathering the storm quite well, we asked what they are doing. Some are operating in complete lockdown areas. They all had a couple of things in common:

1. They offer financing on everything. We are not currently seeing a drop in financing approval rates.
2. They forecast, budget, and monitor their plans closely.
3. They measure all marketing plans and continue to advertise on all plans that are working, especially since the cost of advertising has fallen on some channels