

The After-Hours Text-Back Script Pack

12 ready-to-send after-hours texts for each of five trades: HVAC, plumbing, electrical, roofing, and general home service. Free. Takes 60 seconds to set up.

What you get

- **12 copy-paste after-hours texts** written for your trade: emergency vs. can-wait, safety lines, late-night quiet hours, on-call or next-morning booking, pricing questions, and follow-ups.
- **The 60-Second Phone Setup Card:** where to paste them on iPhone, Android, Google Business Profile, or your phone system.
- **The Missed-Call Math Sheet:** one line to price your own leak.
- **Per-trade issue every Tuesday:** one AI play, under 5 minutes to read.

How to use: Swap every [bracket] for your details. Set #1 as your after-hours auto-reply today. Save the rest as quick replies. Only offer on-call if someone actually answers it. Texts tagged **AUTO** are automated or promotional and carry "Reply STOP to opt out."

Texting compliance (not legal advice): Texting someone back after they called you is generally treated differently from cold marketing, but rules still apply. Identify your business, keep it about their request, honor STOP right away, and get clear consent before any promotional texts. Texts marked AUTO carry "Reply STOP to opt out." One-to-one replies in a conversation the customer started don't need it, but adding it never hurts. Avoid texting between 9 pm and 8 am local time unless the customer asked for help, and check your state's rules. Business texting from a 10-digit number usually needs A2P 10DLC registration with your provider. When in doubt, ask your attorney.

Jump to your trade

- HVAC
- Plumbing
- Electrical
- Roofing
- Other / General

HVAC 12 after-hours texts for HVAC

1. After-hours auto-reply: emergency or can it wait? **AUTO**

Fires on any missed call after close

[Business] here. Shop's closed, but I read these. No heat in freezing weather, or no AC with someone at risk inside? Text HEAT or COOL and the on-call tech gets it. Anything else, I'll book you first thing tomorrow. Reply STOP to opt out.

2. Gas / CO safety line

Customer mentions gas smell, a CO alarm, or headaches

Stop. Gas smell or CO alarm means get everyone out now, then call 911 or the gas company from outside. Don't flip switches or run the furnace. Text me once you're out and safe and we'll handle the fix after they clear it.

3. Triage questions (they texted HEAT or COOL)

Before you roll a truck

Got it. Three quick ones so I bring the right parts: 1) Furnace, heat pump or boiler? 2) Is it running and blowing the wrong temp, or not starting at all? 3) Address? A photo of the unit's label helps.

4. Quick check before the truck rolls

Can save them an after-hours call

Before I head out, check two things: thermostat set to HEAT/COOL with fresh batteries, and the furnace or outdoor unit breaker isn't tripped. If that fixes it, you're good. If not, reply and I'm on the way.

5. On-call booked, after-hours rate up front

Confirming the emergency visit

You're on. [Name] is headed your way, about [ETA]. Heads up: after-hours visits are [\$X trip/diagnostic]. [Name] will give you the repair price before touching anything. You can say no.

6. Can-wait: first slot tomorrow

Not urgent, book the morning

Sounds like it can make it till morning. I've got [time window] tomorrow. Reply 1 to grab it, or tell me what works. Space heater tip: keep it 3 ft from anything that burns.

7. Late-night quiet-hours auto-reply **AUTO**

Missed calls after 9 pm (non-emergency)

[Business] got your call. It's late, so we won't text again until 8 am unless you tell us it's an emergency. Text HEAT or COOL if you're without heat or AC tonight and someone's at risk. Reply STOP to opt out.

8. Pricing question

"How much to fix my AC/furnace?"

Straight answer: I can't price a repair blind and won't guess. The diagnostic is [\$X] ([after-hours \$Y]). The tech finds the problem and gives you the exact price before any work. No surprise bill.

9. Tech tied up on another emergency

On-call is already out

Our on-call guy is on another no-heat call right now. You're next in line. Rough ETA [time]. If it gets worse or anyone's at risk, text me right away.

10. Morning follow-up to an overnight caller **AUTO**

First thing next day

Morning, this is [Name] at [Business]. You called last night about your [heat/AC]. Still need us? I've got [time window] open today. Reply 1 to book. Reply STOP to opt out.

11. One follow-up if they go quiet **AUTO**

Same day, once only

[Name] at [Business] again. Didn't want your [heat/AC] call to slip through. If you got it handled, no problem. If not, reply and I'll fit you in. Reply STOP to opt out.

12. Weekend / holiday auto-reply **AUTO**

Closed days

[Business] is closed for [the weekend/holiday], but the on-call tech covers no-heat and no-AC emergencies. Text HEAT or COOL. Everything else gets a call [day] morning. Reply STOP to opt out.

1. After-hours auto-reply: emergency or can it wait? **AUTO**

Fires on any missed call after close

[Business] here. Office is closed, but I check these. Water running where it shouldn't, sewage coming up, or no water at all? Text LEAK and on-call gets it. Everything else, I'll book you first thing tomorrow. Reply STOP to opt out.

2. Active leak: stop the water first

They said LEAK

First thing: shut the main water off. It's usually where the line comes into the house or near the water heater. If water's near outlets or the panel, stay clear of it. Then text me your address and a photo.

3. Gas water heater safety line

Gas smell near the water heater

Smell gas by the water heater? Get everyone out and call 911 or the gas company from outside. Don't light or flip anything. Text me once they've cleared it and we'll handle the heater.

4. Triage questions

Before rolling a truck

Got it. So I bring the right stuff: 1) Where's the water coming from (pipe, toilet, water heater, drain)? 2) Did the main shut-off stop it? 3) Address? A photo helps a lot.

5. On-call booked, after-hours rate up front

Confirming the emergency visit

You're on. [Name] is headed over, about [ETA]. After-hours visits are [\$X trip/diagnostic]. [Name] will give you the repair price before starting. Your call whether we go ahead.

6. Can-wait: no hot water, first slot tomorrow

Water heater out, no leak

No hot water but no leak can wait till morning. I've got [time window] tomorrow. Reply 1 to grab it. Tank or tankless, and gas or electric? That helps me bring the right parts.

7. Drain backup: hold off till we get there

Clog or backup, not flooding

Hold off on running water or flushing till we're there. That keeps it from backing up more. Want the first slot tomorrow at [time]? Reply 1. If it starts overflowing, text LEAK.

8. Late-night quiet-hours auto-reply **AUTO**

Missed calls after 9 pm (non-emergency)

[Business] got your call. It's late, so no more texts from us till 8 am unless it's an emergency. Water running or sewage backing up? Text LEAK now. Reply STOP to opt out.

9. Pricing question

"How much to fix a leak / replace a water heater?"

Honest answer: I can't price it without seeing it, and I'm not going to guess low and surprise you. Diagnostic is [\$X] ([after-hours \$Y]). You get the full price before we start.

10. Morning follow-up to an overnight caller **AUTO**

First thing next day

Morning, [Name] at [Business]. You called last night about [leak/drain/water heater]. Still need a hand? I can be there [time window]. Reply 1 to book. Reply STOP to opt out.

11. One follow-up if they go quiet **AUTO**

Same day, once only

[Name] at [Business] again. Checking you're not still dealing with that [leak/clog]. Got it handled? Great. If not, reply and I'll get you on today. Reply STOP to opt out.

12. Weekend / holiday auto-reply **AUTO**

Closed days

[Business] is closed [this weekend/today], but on-call handles active leaks, sewage backups and no-water calls. Text LEAK. Everything else gets a call [day] morning. Reply STOP to opt out.

1. After-hours auto-reply: emergency or can it wait? **AUTO**

Fires on any missed call after close

[Business] here. Closed for the night, but I see these. Burning smell, sparks, or no power to a fridge or medical equipment? Text POWER and on-call gets it. Everything else, I'll book you first thing tomorrow. Reply STOP to opt out.

2. Sparks / burning smell safety line

Any sign of fire

Sparks, smoke or a burning smell: get out and call 911. If you can reach the main breaker safely, shut it off. Don't touch anything that's hot or buzzing. Text me when you're safe.

3. Whole-house outage: check the utility first

Lights out everywhere

Quick check: are the neighbors dark too? If yes, it's the utility. Report it to them at [utility number/app]. If it's only your house, reply YES and I'll walk you through the next step.

4. Triage questions

Before rolling a truck

Got it. So I come ready: 1) Whole house or just some rooms? 2) Breaker tripped and won't reset, or no tripped breaker at all? 3) Address? A photo of the panel with the door open helps.

5. Breaker keeps tripping: leave it off

Can usually wait

If a breaker keeps tripping, leave it OFF. Don't keep resetting it, because it's tripping for a reason. Unplug what's on that circuit. If there's no heat or smell, this can wait till morning. I've got [time]. Reply 1.

6. On-call booked, after-hours rate up front

Confirming the emergency visit

You're on. [Name] is headed over, about [ETA]. After-hours visits are [\$X trip/diagnostic]. [Name] will find the problem and price the fix before doing any work.

7. Late-night quiet-hours auto-reply **AUTO**

Missed calls after 9 pm (non-emergency)

[Business] got your call. It's late, so no more texts from us till 8 am unless it's an emergency. Burning smell, sparks, or medical equipment without power? Text POWER now. Reply STOP to opt out.

8. Pricing question

"What's it cost for a panel / outlet / EV charger?"

Fair question. Repairs: diagnostic is [\$X] and you get the price before work. Projects like panels or EV chargers: send a photo of your panel and where you want it. I'll give you a ballpark, then a firm quote on site.

9. Project lead after hours **AUTO**

Called after hours about a panel, EV charger or generator

Thanks for calling [Business] about the [panel/EV charger/generator]. Text me a photo of your panel (door open) and roughly where you want it. I'll get back to you tomorrow with a ballpark and a time to look. Reply STOP to opt out.

10. Morning follow-up to an overnight caller **AUTO**

First thing next day

Morning, [Name] at [Business]. You called last night about [power/a breaker]. Still out? I can be there [time window]. Reply 1 to book. Reply STOP to opt out.

11. One follow-up if they go quiet **AUTO**

Same day, once only

[Name] at [Business] again. Making sure you're not still without power on that circuit. If it's sorted, great. If not, reply and I'll fit you in today. Reply STOP to opt out.

12. Weekend / holiday auto-reply **AUTO**

Closed days

[Business] is closed [this weekend/today]. On-call covers burning smells, sparking and lost power to critical stuff. Text POWER. Everything else gets a call [day] morning. Reply STOP to opt out.

1. After-hours auto-reply: emergency or can it wait? **AUTO**

Fires on any missed call after close

[Business] here. Closed right now, but I read these. Water coming inside, or a tree or limb on the roof? Text LEAK and I'll call you back tonight or first light. Everything else, I'll set up an inspection tomorrow. Reply STOP to opt out.

2. Storm safety line

During or right after a storm

Don't go up on the roof in the dark or in a storm, period. If a power line is down near the house, stay away and call the utility or 911. Inside, catch drips, move valuables, and stay out from under any sagging ceiling.

3. Active leak: what to do tonight

They texted LEAK

Here's tonight: bucket under the drip, towels down, move electronics and valuables. If the ceiling is bulging with water, keep people out from under it. Send me a photo from inside and your address. Tarp crew goes out at [first light/time].

4. Triage questions

Before you schedule

So I send the right crew: 1) Water coming inside right now, yes or no? 2) Shingles off, a tree on the roof, or hail? 3) Address? Photos from the ground are perfect. No ladder needed.

5. Tarp booked, cost up front

Confirming the emergency tarp

You're on the tarp list for [time]. Emergency tarp is [\$X] ([covered/not covered] depends on your policy, so check with your insurer). [Name] will look at the damage and give you repair pricing before any work beyond the tarp.

6. Can-wait: inspection slot

Damage, but no water inside

No water inside means it can wait for daylight. I can inspect [day, time window]. Reply 1 to grab it. Take ground-level photos now. They help with insurance either way.

7. Insurance question

"Will insurance cover this?"

Honest answer: that's up to your policy and your adjuster, not me. What I can do: inspect, photo-document the damage, and give you a written estimate for your claim. Want me to set that up?

8. Late-night quiet-hours auto-reply **AUTO**

Missed calls after 9 pm (non-emergency)

[Business] got your call. It's late, so no more texts from us till 8 am. If water is coming inside right now, text LEAK and we'll call back. Reply STOP to opt out.

9. Pricing question

"How much for a repair / new roof?"

Can't price a roof without seeing it, and I won't throw out a guess. Inspection is [free/\$X]. You get a written price for repair or replacement before anything happens.

10. Morning-after-storm follow-up **AUTO**

Next morning, to overnight callers

Morning, [Name] at [Business]. You called during the storm. Is water still getting in? I can have someone there [time window]. Reply 1 to book, or LEAK if it's still coming in. Reply STOP to opt out.

11. One follow-up if they go quiet **AUTO**

Next day, once only

[Name] at [Business] again. Checking on that roof. If someone's already on it, no worries. If not, reply and I'll get you on the inspection list. Reply STOP to opt out.

12. Weekend / holiday auto-reply **AUTO**

Closed days

[Business] is closed [this weekend/today]. If water is coming inside or a tree is on the roof, text LEAK and we'll get back to you today. Everything else gets a call [day] morning. Reply STOP to opt out.

1. After-hours auto-reply: emergency or can it wait? **AUTO**

Fires on any missed call after close

[Business] here. We're closed, but I read these. If it's an emergency ([your definition]), text URGENT. Everything else, I'll book you first thing tomorrow. Just reply with what you need. Reply STOP to opt out.

2. Safety line

Customer describes danger

If you smell gas, see sparks or smoke, or water is near electrical, get everyone out and call 911 or your utility from outside. Don't try to fix it. Text me once you're safe.

3. Triage questions

They replied with a problem

Got it. So I send the right person: 1) What's going on, in a sentence? 2) Is it getting worse right now? 3) Address? A photo helps a lot.

4. On-call booked, after-hours rate up front

Confirming an after-hours visit

You're on. [Name] is headed over, about [ETA]. After-hours visits are [\$X]. [Name] gives you the price before starting any work. You decide.

5. Can-wait: first slot tomorrow

Not urgent

This one can wait till morning. I've got [time window] tomorrow. Reply 1 to grab it, or tell me a time that's better for you.

6. Late-night quiet-hours auto-reply **AUTO**

Missed calls after 9 pm (non-emergency)

[Business] got your call. It's late, so no more texts from us till 8 am unless you tell us it's urgent. Text URGENT if it can't wait. Reply STOP to opt out.

7. Pricing question

"How much do you charge?"

Fair question. For most jobs I need to see it first so I don't guess wrong. Our visit fee is [\$X]. You get the full price before any work. Want me to book a time?

8. Quote request after hours **AUTO**

Called after hours about a project

Thanks for calling [Business] about [project]. Send a couple of photos and your address, and I'll get back to you tomorrow with next steps and a time to come look. Reply STOP to opt out.

9. Booked for tomorrow: what to have ready

After they book

You're set for [day, time window]. [Name] will text when they're on the way. Clear a path to [area] and have pets put up. Reply here if anything changes.

10. Morning follow-up to an overnight caller **AUTO**

First thing next day

Morning, [Name] at [Business]. You called last night about [issue]. Still need help? I've got [time window] today. Reply 1 to book. Reply STOP to opt out.

11. One follow-up if they go quiet **AUTO**

Same day, once only

[Name] at [Business] again. Didn't want your call to slip. If you've got it covered, no problem. If not, reply and I'll fit you in. Reply STOP to opt out.

12. Weekend / holiday auto-reply **AUTO**

Closed days

[Business] is closed [this weekend/today]. Text URGENT for emergencies. Everything else gets a call [day] morning. Just reply with what you need. Reply STOP to opt out.

The 60-Second Phone Setup Card

- iPhone (personal or small shop).** iOS can't auto-text missed calls on its own. Save texts #1, #7 and #12 as Text Replacements (Settings → General → Keyboard → Text Replacement) so you can fire them in two taps. For true auto-reply, use your carrier's business line app or a VoIP/texting app.
- Android.** Some phones and carrier apps have missed-call auto-reply built in; look under Phone → Settings → Quick responses or the carrier's business app. If yours doesn't, save the texts as quick replies, or use a VoIP/texting app with missed-call text-back.
- Google Business Profile.** Turn on chat/messaging if it's offered for your profile and set the welcome message to text #1 (minus the STOP line). Set your real hours so after-hours callers see them.
- Field service software or VoIP line.** Most phone systems and FSM tools (ServiceTitan, Housecall Pro, Jobber, etc.) have a missed-call auto-text or after-hours rule. Paste #1 for after-hours, #7 for late night and #12 for weekends.
- Test it (60 seconds).** Call your business number from another phone, let it ring out, check the text arrives, reply, and reply STOP to make sure the opt-out works.

The Missed-Call Math Sheet

- The line:** Missed-call cost per week = missed calls per week × share that would have booked × your average ticket.
- Example with made-up numbers: 3 missed calls × 1 in 3 books × \$[your ticket] = 1 job × \$[your ticket] lost per week. Multiply by 52 for a year. Plug in your own numbers; don't use ours.

Missed calls per week	_____
Share that would have booked (e.g., 1 in 3)	_____
Your average ticket	\$_____
= Lost per week	\$_____
× 52 = Lost per year	\$_____

Want the rest of the system?
The Missed-Call-to-Money AI Kit adds 60 trade-specific AI prompts and 47 scripts and templates (more text-backs, review requests and replies, membership scripts, hiring ads), plus step-by-step SOPs. **\$39 launch price (going to \$49), 30-day money-back guarantee.** Written for HVAC, plumbing, electrical, and roofing shops; most of it adapts to other home services. [See the kit at homeservicesi.com/kit/](https://homeservicesi.com/kit/) →