

The Missed-Call Text-Back Script Pack

12 core copy-paste texts for HVAC, plumbing, electrical, and roofing, plus a one-page triage add-on for each trade. Reply to every missed caller within seconds, then follow up until they book.

How to use this pack

1. Replace everything in [brackets]. Keep each text short. Shorter messages are cheaper to send and easier to read.
2. Paste the scripts into your field service software, phone system, or texting tool as auto-replies or saved templates.
3. Keep "Reply STOP to opt out" on automated texts, and honor opt-outs right away.
4. Conversational one-to-one replies (#8, #9, #11 and most add-on triage replies) skip the STOP line because the customer started the conversation. Every automated or follow-up text keeps it.
5. Only promise what you actually do. If nobody answers urgent texts at night, don't offer an urgent option.

Compliance basics (not legal advice): Business texting from a 10-digit number usually requires A2P 10DLC registration through your provider. Replying to someone who called you is different from cold marketing, but texting rules still apply. Identify your business, stay on topic, and get clear consent before sending promotions. When in doubt, ask your attorney.

What's inside

- 12 core scripts (all trades)
- HVAC add-on — no-cool / no-heat triage
- Plumbing add-on — leak / no-hot-water
- Electrical add-on — power-out / panel
- Roofing add-on — storm / leak

Skip to your trade's add-on after you set up scripts #1 and #5 (or #6).

Business hours

1. The standard text-back

Sent automatically within about a minute of a missed call

Hi, this is [Company], sorry we missed your call! Are you calling about a repair, a new system/estimate, or something else? Reply here and we'll get you scheduled. Reply STOP to opt out.

2. On-a-job version

For owner-operators answering their own phone

Hi, it's [Name] at [Company]. I'm on a job and couldn't pick up. What's going on and what's the address? I'll text you back within [real time window]. Reply STOP to opt out.

3. Booking link version

If you have online booking

Thanks for calling [Company]! Sorry we missed you. Book a time that works for you here: [booking link], or reply with what you need and we'll schedule it. Reply STOP to opt out.

4. Peak-season version

Heat waves, cold snaps, storms

Hi from [Company]! We're getting a lot of calls today and missed yours. Reply with your address and what's happening (e.g., no cooling, leak, no power, roof leak) and we'll get you on the schedule in order. Reply STOP to opt out.

After hours

5. Closed, with callback time

After-hours auto-reply

Thanks for calling [Company]. We're closed right now and will text you back by [time] tomorrow. Reply with your name, address, and the issue so we can be ready. Reply STOP to opt out.

6. Closed, with an emergency option

Only if someone actually monitors it

Thanks for calling [Company]. We're closed now. If this is an emergency ([your definition, e.g., no heat, active leak, sparking, roof leak into the house]), reply URGENT and our on-call tech will respond. Otherwise we'll reply by [time] tomorrow. Reply STOP to opt out.

7. Weekend version

Weekend missed calls

Hi, this is [Company]. Sorry we missed your call this weekend. We're back [day/time] and will reach out first thing. Reply with your address and what you need so we can be ready. Reply STOP to opt out.

Emergencies and safety

8. Urgent reply acknowledgment

Sent when someone replies URGENT

Got it. Our on-call tech has been notified and will call you shortly from [number]. Please keep your phone nearby.

9. Safety redirect

Have an owner or attorney review this wording

If you smell gas, see sparking, have a CO alarm, or anyone is in danger, leave the area and call 911 or your utility's emergency line now. Then let us know you're safe and we'll help with the repair.

Follow-up

10. No reply after 2 hours

One gentle nudge, business hours only

Hi again from [Company]. Just checking whether you still need help with [repair/estimate]. Reply here or book at [link]. If you've got it handled, no worries! Reply STOP to opt out.

11. Booked confirmation

After the job is scheduled

You're booked! [Tech name] from [Company] will arrive [date], between [window]. We'll text when they're on the way. Reply here if anything changes.

12. Spanish version of #1

Have a fluent speaker review it before use

Hola, le habla [Company]. Disculpe que no pudimos contestar su llamada. ¿Llama por una reparación, un presupuesto o algo más? Responda aquí y le agendamos una cita. Responda STOP para no recibir más mensajes.

Use these after the first text-back when the customer replies, or as the peak-season auto-reply during heat waves and freezes.

A1. No-cool triage (customer replied)

After they say AC isn't cooling

Thanks. Quick triage so we send the right tech: Is the system running but blowing warm air, or not turning on at all? Also check the thermostat is set to COOL and the outdoor disconnect/breaker isn't tripped. Reply with that plus your address.

A2. No-heat triage (customer replied)

First freeze and cold snaps

Got it. Is this a gas furnace, heat pump, or boiler? Any error lights or codes on the unit? Reply with that, your address, and whether anyone vulnerable (kids, seniors) is without heat. We'll prioritize.

A3. Peak heat-wave auto-reply

Replace #4 during extreme heat

Hi from [Company]. Heat wave volume is high and we missed your call. Reply with: address, "warm air" or "won't turn on," and if you have seniors/pets home. We'll slot you in order. Reply STOP to opt out.

A4. Peak freeze auto-reply

Replace #4 during extreme cold

Hi from [Company]. Freeze alert: we're prioritizing no-heat calls. Reply with your address, furnace type, and any error code. If you smell gas or hear a CO alarm, leave and call 911 or the gas utility first. Reply STOP to opt out.

Use these after the first text-back when the customer replies, or as auto-replies when you know the call type from a phone-tree option.

A1. Active leak triage

Customer says water is leaking

Please shut off the main water valve (usually near the water heater or where the line enters the house) if you can do it safely. Reply with your address and a photo of the leak. We'll get the next available plumber to you.

A2. No-hot-water triage

Water heater calls

Got it—no hot water. Is it a tank or tankless unit? Gas or electric? Any error code on the display? Reply with that plus your address and we'll schedule a tech.

A3. Drain / sewer backup

Stop further damage

Please stop running water and flushing until we arrive. Reply with your address and which fixtures are backing up (tub, toilet, floor drain). We'll text an arrival window.

A4. Burst pipe / freeze season auto-reply

Peak winter

Hi from [Company]. Freeze season is busy and we missed your call. If a pipe burst, shut off the main valve if safe. Reply with address + "leak" or "no hot water" and a photo if you can. Reply STOP to opt out.

Use these after the first text-back when the customer replies, or when a phone-tree option signals a power or panel issue.

A1. Partial power / breaker triage

Customer reports outage in part of house

Is part of the house without power, or a breaker that won't reset? If you see scorching, smell burning, or hear buzzing, keep that breaker off and call 911 if there's any sign of fire. Reply with your address and what you're seeing.

A2. Whole-home outage check

Before rolling a truck

Quick check: are the neighbors dark too? If yes, call your utility first. If it's only your house, reply with whether the main breaker tripped and your address—we'll get an electrician out.

A3. Panel / EV / generator project

Sales-leaning missed call

Thanks for calling [Company]! If this is about a panel upgrade, EV charger, or generator, reply with the project and a photo of your electrical panel (door open). We'll ballpark it and book a free on-site estimate. Reply STOP to opt out.

A4. Storm / outage auto-reply

Peak storm season

Hi from [Company]. Storm volume is high. Reply with address + "partial power," "won't reset," or "burning smell." For sparking or fire danger, leave and call 911 first. Reply STOP to opt out.

Use these after the first text-back when the customer replies, or as the storm-season auto-reply when volume spikes.

A1. Active leak into the house

Stop further damage

Got it. Move valuables, put a bucket under the drip, and avoid the attic if the ceiling is sagging. Reply with your address and a photo of the leak from inside. We'll schedule a leak call ASAP.

A2. Storm damage / insurance

After hail, wind, or fallen limbs

Sorry about the storm. Reply with your address, whether there's an active leak, and if you've started an insurance claim. We can inspect, photo-document, and tarp if needed. Reply STOP to opt out.

A3. Tarp / emergency dry-in

Before the next rain

If you need a tarp before the next rain, reply TARP with your address and roof access notes (gate code, dogs, ladder spot). Our crew will confirm an arrival window.

A4. Storm-season auto-reply

Replace #4 after major weather

Hi from [Company]. We're getting a lot of storm calls and missed yours. Reply with address + "leak," "missing shingles," or "inspection," and whether insurance is involved. We'll get you on the list in order. Reply STOP to opt out.

Setup and test checklist

Print this page or copy the list into your notes.

- ☐ Check whether your field service software or phone system already has missed-call auto-reply
- ☐ Start A2P 10DLC texting registration with your provider if it's required (approval can take days)
- ☐ Paste scripts #1 and #5 (or #6) as auto-replies; save the rest as templates
- ☐ Add the trade triage add-on texts as reply templates for when customers answer
- ☐ Choose one person who gets notified of every reply, and set a target response time
- ☐ Test: call from your cell, let it ring out, confirm the text arrives, reply, and confirm STOP works
- ☐ Track for 2 weeks: missed calls → texts sent → replies → booked jobs

Full step-by-step guide: homeservicesi.com/guides/missed-call-text-back-hvac/

Want the rest of the system?

The **Missed-Call-to-Money AI Kit for Trades** adds **50 trade-specific AI prompts and 36 scripts and templates** (missed-call texts, review requests and replies, membership scripts, hiring ads), plus step-by-step SOPs for HVAC, plumbing, and electrical shops. [**Get the kit →**](#)

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