

FALL EDITION / SEPTEMBER 2026

# Home Services Sales Report

## Why your reps aren't closing

Across 170 recorded in-home sales calls, homeowners rarely said no. In most of them the rep left without a decision either way.

# Where these numbers come from

170 in-home sales calls, recorded in the home, scored against the company's own sales process.

## The calls

170 completed in-home sales calls from home services companies running AdaptClose. Recorded from the rep's phone, in the house, start to finish. Internal and test accounts excluded. The companies, their reps and their team sizes are not disclosed.

## The scoring

Each company scores calls against its own sales process, with its own steps and weights, not a generic model. Those steps were grouped into eight common to any in-home sales call so the accounts could be read together.

## What this is not

Nothing here comes from a CRM field, a survey, or a manager's ride-along notes. Every number is derived from what was actually said in the room.

Worth knowing when reading the rest: scorecards differ by company, so a few steps appear on only some of them and are flagged where that matters. The dimension scores also move together, meaning a rep weak on one step is rarely strong on the next. Read the gaps between steps rather than treating each as an independent skill.

## Homeowners aren't saying no. They aren't being asked.

170

real in-home sales  
calls analyzed

11%

of calls got price and  
the ask right

65%

of logged outcomes  
came back "follow-up"

The problem in these calls is not that homeowners are rejecting reps. It is that reps are not finishing the sales process strongly enough to get a decision either way.

That shows up twice, from two different directions. Scored against their own companies' sales processes, only 11% of calls handled price and the ask well. And when reps logged the outcome themselves, 65% came back as follow-up against 4% marked no sale.

A team that almost never hears no is not a team that is winning. It is a team leaving without an answer.

### WHAT THIS REPORT COVERS

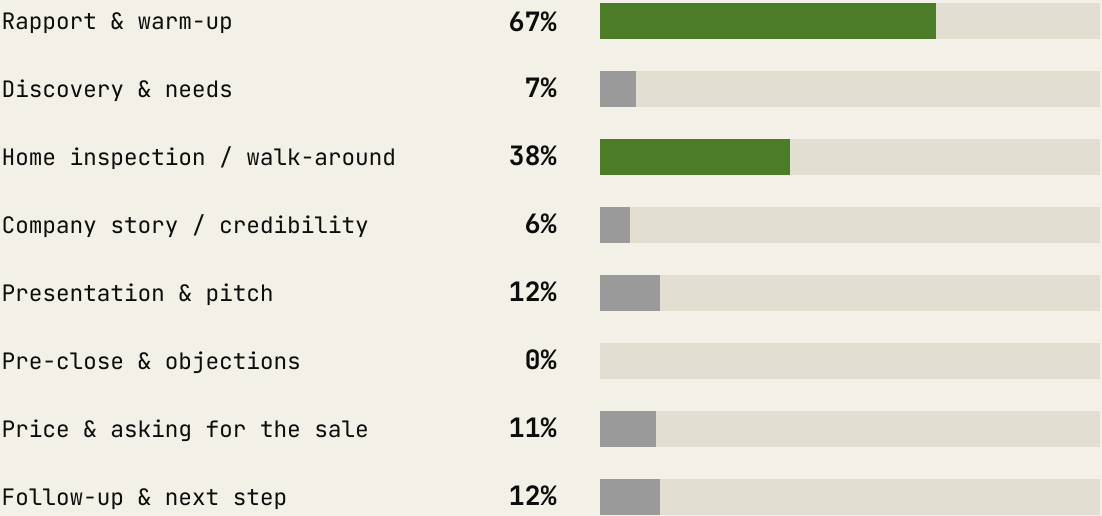
Where in the call the process comes apart, why the objection reps hear most is not the one most associated with losing, what separates the top quarter of reps from everyone else, and what a manager can inspect on Monday.

FINDING 01

# Your reps lose control before they ever get to price

Two thirds of calls get the opening right. Nothing after the walk-around clears 40%.

Share of calls where the rep executed each step well, in the order the steps happen.



Pre-close and objections appears on only some scorecards and covers 26 calls. Treat that row as directional.

## Why this matters to a manager

A rep comes back and says the job was lost on price. It goes in the CRM as a price objection, and Monday's meeting is spent on price rebuttals.

The objection that gets reported is the one the rep heard on the way out the door. The scorecard data shows execution gaps running through every stage before it, on the same calls. This does not establish that an earlier gap produced the price objection. It does mean a price objection is not, on its own, evidence that price is where the sale went wrong.

WHAT TO INSPECT

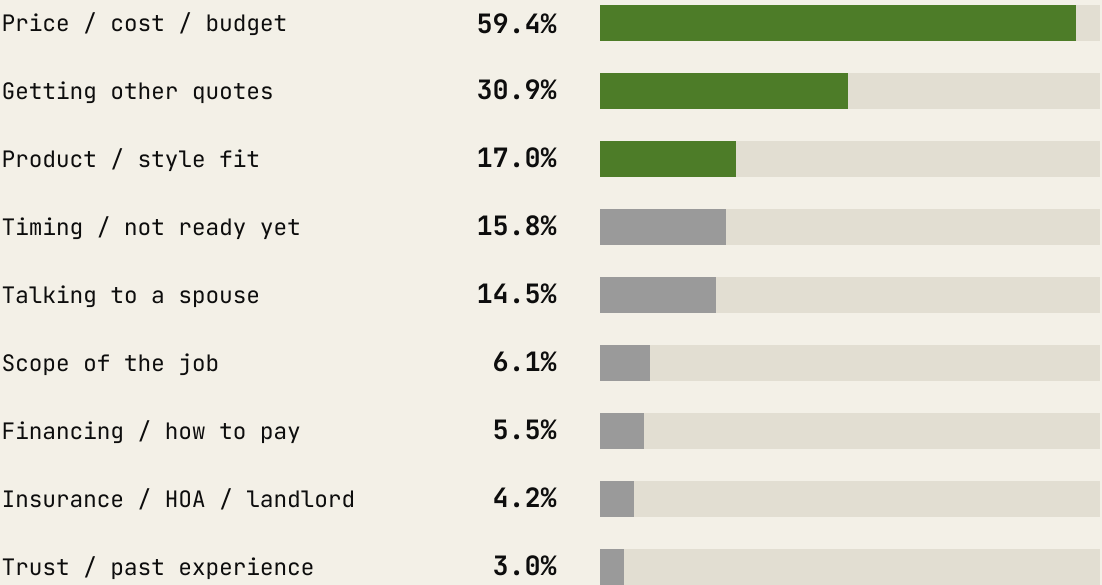
Take your last five lost jobs. Find the earliest point where the rep stopped following your process. Do not assume it was price just because that is the objection that ended up in the CRM.

FINDING 02

# Price is the objection reps hear most. It is not the one most associated with a loss.

Price came up on 59% of calls, which closed at close to the same rate as calls where it never came up.

How often each was the thing holding up the call, across all 170.



## Why this matters to a manager

Price came up on more than half of all calls, and those calls closed at close to the same rate as the ones where it never came up. Hearing it tells a rep almost nothing about where the job is going. Product and style fit, whether the homeowner actually wants what is being sold, came up far less often and appeared more on the ones that were lost. Small numbers there, so take the direction rather than the size.

If your sales meetings are built around price rebuttals, the coaching is going to the most audible objection rather than the most informative one.

## Half the homeowners shopping your job will not tell you

Getting other quotes was holding up 31% of calls. The homeowner said so out loud on only 16%. The rest of the time the rep was competing without knowing it.

ADD THIS TO DISCOVERY

"Besides us, what other options are you considering for the project?"

FINDING 03

# The best reps get the homeowner talking sooner

Not longer calls. Faster to the first question, and more questions per hour.

Every rep with three or more scored calls, top quarter against everyone else.

| IN THE ROOM                                 | TOP 25%<br>OF REPS | EVERYONE<br>ELSE |
|---------------------------------------------|--------------------|------------------|
| Questions per hour                          | 66                 | 45               |
| Seconds before the first question           | 75                 | 100              |
| Share of the rep's turns that ask something | 22%                | 18%              |

Raw question counts were excluded because they track call length. These are associations, not evidence that asking more questions causes higher performance.

## Why this matters to a manager

Both numbers are observable in the first two minutes of a recording, without a scorecard and without sitting through the whole call.

THE DIAGNOSTIC

Pull five calls from a rep and listen to the first two minutes of each. How long before the homeowner is meaningfully involved in the conversation? The top-performing group in this dataset was under 75 seconds. That is what these reps did, not an industry standard.

FINDING 04

# "Follow-up" may be hiding the real problem

Two thirds of appointments ended in follow-up. One in twenty-five ended in a no.

| OUTCOME THE REP LOGGED | SHARE OF APPOINTMENTS |
|------------------------|-----------------------|
| Follow-up              | 65%                   |
| No sale                | 4%                    |
| Everything else        | 31%                   |

Outcomes reps logged on their phones after the appointment, over the same period. These are recorded separately from the scoring and cannot be matched to individual calls, so they are reported as shares.

## Why this matters to a manager

A pipeline with almost no explicit losses is not automatically a healthy pipeline. When roughly two thirds of appointments become follow-up, it becomes difficult to tell a homeowner with real buying intent from a call where the rep simply left without a decision or a concrete next step.

Not every follow-up is avoidance. Plenty of jobs legitimately need a second conversation. The point is that as a category it currently hides both, and a manager cannot tell them apart from the CRM.

THE CHANGE WORTH MAKING

Stop letting "follow-up" stand on its own as an outcome. Require three things with it: what the agreed next action is, who owns it, and the date it happens. Anything that cannot answer all three is not a follow-up.

# The five-call manager audit

Pull five recent calls from each rep and answer five questions about each one. No scorecard required. The 75 seconds in the first question reflects the top-performing group in this dataset, not an industry benchmark.

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01

**Did the rep ask a meaningful question within the first 75 seconds?**

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02

**Did they uncover the homeowner's real reason for the project?**

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03

**Did they ask what other quotes or options the homeowner is considering?**

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04

**Did they directly ask for the business?**

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05

**If the homeowner did not buy, did the rep secure a specific, dated next step?**

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You can do this by hand with five calls. AdaptClose does it across every call your team runs.

BUILT FOR HOME SERVICES SALES TEAMS

# You can't coach what you can't see.

Your CRM tells you the appointment happened.

Your rep tells you how it went.

**AdaptClose tells you what actually happened in the room.**

AdaptClose records your reps' in-home sales conversations from their phones and scores every call against your company's own sales process. Reps get an AI debrief before their next appointment. Managers get visibility into what is happening across the entire team.

## EVERY CALL

See what actually happened in the appointments you could not ride along on.

## YOUR SALES PROCESS

Score reps against the process you expect them to follow, not a generic framework.

## COACH WHAT MATTERS

Where reps get stuck, which objections come up, and whether anyone asked for the business.

**You don't need another CRM report telling you what happened after the appointment. You need to know what happened in the room.**

**See AdaptClose on your own calls**

[adaptclose.com/demo](https://adaptclose.com/demo)