SheetReply

FREE RESOURCE

5 Lead Reply Templates for Local Service Businesses

The 14-day follow-up sequence you can copy into Gmail today. No software required. Written for HVAC, plumbing, roofing, cleaning, landscaping, and other local service shops.



SheetReply · November 2026 · Free to use and adapt for your own business. Not for resale.

How to use this

These emails are for people who already contacted you — a website form, an email, or a voicemail you are returning. They are not for a bought list.

Copy them into Gmail templates, a notes app, or a stack of index cards. Swap in your name, phone, and the service they asked about. If a sentence doesn't sound like you, change it.

The only habit that matters: Email 1 goes out the same day, ideally within minutes. Emails 2–5 only go out if they haven't replied yet. The moment they write back — or say STOP — you stop the sequence and have a human conversation.

The 14-day cadence

#	When	Job of the email
1	Within minutes	Confirm you got it, ask two questions, give them your phone.
2	Next business day	Make sure it arrived. Offer a five-minute call.
3	Two days later	Answer the three questions people usually have.
4	About a week later	A one-word yes-or-no check.
5	About two weeks later	Close the file politely. Then stop.

Rules

- Use your real name and your real business email address.
- If you do emergency work, add the safety line from the trade pages after Email 1's first paragraph.
- Hold non-emergency follow-ups for Monday if the lead arrived over the weekend. The first reply can still go out on Saturday.
- Honor STOP, unsubscribe, or "don't email me" the same day, on every channel.
- Don't send these to anyone who already told you no.

A 2024 mystery-shop of 225 well-reviewed local businesses found 42.6% of contact-form leads got no reply, and 65.9% of those who did get a reply got only one (Leadferno). A short sequence already puts you ahead of most of the field. That is a reason to be consistent, not a promise of a close rate.

Day 0 · within minutes

Email 1 — The first reply

You're not quoting the job yet. You're saying you got it, you're a real person, and you need two facts to help them. If you can, send this before you finish the job you're on.

Subject: Got your request, [First name] — [Business name]

Hi [First name],

Thanks for reaching out to [Business name] about [service]. I got your message and wanted to reply right away so you're not left waiting.

Two quick questions so I can give you an accurate answer:
1) What's the address or area for the job?
2) What days or times work best for a quick call or visit?

If it's easier, call or text me at [phone].

Thanks,
[Your name]
[Business name]

If you have a booking link, add a line: "Or grab a time here: [link]."

Safety lines (add when they apply)

Put one of these after the first paragraph if the trade calls for it. Don't use a safety line as decoration on work that isn't urgent.

HVAC. "If the system is down completely, call me at [phone] and we'll do our best to get you on today's schedule."

Plumbing. "If water is actively leaking, shut off the valve under the fixture (or the main shutoff) and call me at [phone] right away."

Electrical. "If you smell burning or see scorch marks, turn off the breaker and call me at [phone] now."

Next business day

Email 2 — Just making sure

Keep this short. The job is to show up, not to re-pitch. Skip it if they already replied.

Subject: Re: Got your request, [First name] — [Business name]

Hi [First name],

Just making sure my note came through. I can usually get you a price range for [service] after a 5-minute call.

Reply with a good time, or call [phone].

[Your name]

(Not looking anymore? Reply STOP and I won't follow up again.)

Two days later

Email 3 — The three questions people ask

Give them a reason to write back that isn't "I'm checking in." Price, timing, and whether you stand behind the work covers most of it.

Subject: Re: Got your request, [First name] — [Business name]

Hi [First name],

A lot of people who ask about [service] want to know three things: price, timing, and whether we stand behind the work. Happy to cover all three on a quick call — just reply with a time that suits you.

[Your name]
[Phone]

(Reply STOP and I won't follow up again.)

If you quoted a window ("I can usually be there this week"), say that instead of the middle sentence. Don't invent scarcity you don't have.

About a week later

Email 4 — A one-word check

Make it easy to answer in a parking lot. This is often the email that gets a reply from someone who meant to write back and got busy.

Subject: Still need help with [service]?

Hi [First name],

I don't want to crowd your inbox. Are you still looking for help with [service]? A one-word reply ("yes" or "no") is perfect.

[Your name], [Business name]

(Reply STOP and I won't follow up again.)

About two weeks later

Email 5 — Close the file

Leave the door open, then stop. Don't send a sixth "just circling back." Don't show up at the property uninvited because they filled out a form.

Subject: Closing your file, [First name]

Hi [First name],

I haven't heard back, so I'll close out your request for now. If anything changes, just reply to this email or call [phone] — happy to help any time.

All the best,
[Your name]
[Business name]

After Email 5, you're done with this lead unless they write back. A single win-back, weeks or months later, is fine if they never said no and never asked you to stop. Don't start a new 14-day sequence unless they say yes.

First-reply variants for five trades

Use one of these in place of Email 1 when you want the opening note to collect the facts you actually need. Follow-ups 2–5 can stay the same.

HVAC

Subject: Got your request, [First name], about [service]

Hi [First name],

Thanks for contacting [Business name]. I saw your note about [service]. If your system is down completely, call [phone] and we'll do our best to get you on today's schedule.

So I can send the right tech with the right parts, could you reply with:
1) The brand/age of the unit (a photo of the label is perfect)
2) What it's doing (not cooling, not heating, noise, leaking)
3) Your address or zip

[Your name], [Business name]

Plumbing

Subject: On it, [First name]. Quick question about your plumbing issue

Hi [First name],

Got your request about [service]. If water is actively leaking, shut off the valve under the fixture (or the main shutoff) and call [phone] right away.

If it's not urgent, reply with a photo and your address and I'll send you a time window.

[Your name], [Business name]

Roofing

Subject: Your roof inspection request, [First name]

Hi [First name],

Thanks for reaching out to [Business name] about [service]. We can do a free inspection and send you photos of what we find, so you see exactly what we see.

What's the property address, and is there active leaking inside right now?

[Your name] · [phone]

House cleaning

Subject: Your cleaning quote, [First name]

Hi [First name],

Thanks for reaching out to [Business name]. To give you an exact price, I just need three things:
1) Bedrooms / bathrooms
2) One-time, weekly, or every two weeks?
3) Any pets?

Reply here and I'll send your quote today.

[Your name]

Landscaping / lawn care

Subject: Your yard, [First name]. Quick quote question

Hi [First name],

Thanks for contacting [Business name] about [service]. If you can reply with your address and a couple of photos of the yard, I can usually quote without a visit.

[Your name] · [phone]

Personalization, channels, and when to stop

Fill-ins that matter

Always replace [First name], [service], [Business name], [Your name], and [phone]. If you don't know their first name, "Hi there" is better than "Hi Valued Homeowner." If you don't know the service, say "your project."

Email, call, or text?

Use the channel they used, then add one other — not all three every time. A short same-day or next-morning call is reasonable if they gave a number. Don't call five times in two days. Don't start business-texting from a personal number if you're not set up for it.

What not to send

"Just circling back" with no new information. A first email that's three paragraphs about your awards and no question. Fake urgency. A follow-up after they said no or STOP. Anything you'd be embarrassed to have them read out loud.

A notepad is enough

Make a grid: Name, Date in, Last touch, Next touch. Cross the row off when they reply, book, or say no. You do not need software to do this well.

A word on the law. In the U.S., CAN-SPAM applies to commercial email. These messages are replies to people who contacted you, which is a different situation from a newsletter, but you should still identify yourself clearly and honor opt-outs promptly. This is not legal advice. If you're unsure, ask a lawyer who knows this area.

A free Gmail shortcut for Email 1

Gmail can send Email 1 automatically with a template and a filter, so the first reply goes out while you're on a job. It will not send Emails 2–5, and it will not stop if they already wrote you back — you'll still do those by hand. The step-by-step walkthrough is in our article, "How to auto-reply to website form leads in Gmail."

SheetReply

Want this to send itself?

SheetReply answers website-form leads from your own Gmail within minutes, follows up with Emails 2–5, and stops when they reply. Everything is logged in a Google Sheet you own. Setup is about 20 minutes. It does not send text messages.

$79 once. 30-day money-back guarantee. No monthly fee.

This PDF works on its own. You do not have to buy anything to use these emails.

sheetreply.com · hello@sheetreply.com
© 2026 SheetReply. Google, Gmail, and Google Sheets are trademarks of Google LLC. SheetReply is not affiliated with or endorsed by Google.
These templates are yours to use in your business. Please don't resell the PDF.