NOMISSEDJOBS.CA

TECHNICAL PAPER

What answering missed calls could be worth to a Prairie trades shop

A simulation of one year with and without NoMissedJobs: assumptions, method and results

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READ THIS FIRST

This paper describes a computer model. It is not a test of NoMissedJobs, and it contains no results from real customers, because NoMissedJobs has no paying customers yet. Most of the inputs are our own judgement.

The dollar figures show what the model produces under stated assumptions. They are not a promise, a forecast for your shop, or a result any customer has achieved. A real shop could do better or worse, and could end the year behind.

NoMissedJobs sells the product studied here. We chose the inputs and changed the model after seeing early results (Appendix D). The model and this paper were built with AI tools, and the code was checked by AI code reviewers. No outside person or firm has audited either one.

Summary

We simulated a year in the life of Prairie trades shops twice: once handling missed calls the way they do now, and once using NoMissedJobs, a phone receptionist and office platform. Both runs of a shop share the same calls, weather and luck, so the gap between them comes from the platform and from what we assumed about it. The model has 75 inputs. Of those, 15 rest on a published source, 50 are judgement calls, and 10 are set to describe full use.

Table 1. One year, all simulated shops, before and after the platform (500,000 pairs at full use, 200,000 at partial use)

	Full use	Partial use
Median gain after fees	C$11,800	C$1,950
Mean gain after fees	C$17,350	C$5,950
Shops ahead for the year	99.9%	70.7%
Shops exactly level	0.0%	12.1%
Shops behind for the year	0.1%	17.2%
Change in total revenue	+6.4%	+2.4%
Average paid to NoMissedJobs and carrier	C$420	C$210

Gain means extra profit after fees. Half of shops do better than the median and half do worse. All amounts are model output, in Canadian dollars, before GST. Under partial use, the level shops are ones that never got it working and left during the free month. Section 6.2 explains who ends up behind.

We report two cases on purpose. **Full use** is the best case: the owner gets it working, stays all year, runs every quote, job and invoice through it, and keeps answering the calls they answered before. **Partial use** assumes what we expect of many shops: 1 in 5 never get it working, some cancel, and many skip features. The near-certain win under full use comes from that definition, and it shouldn't be read as a finding that nearly every shop would come out ahead.

Four results matter most.

- **How the owner uses it matters more than anything else in the model.** The median gain falls from C$11,800 to C$1,950 between the two cases, and 17% of shops end the year behind under partial use. Nearly half of those never got it working and are out about C$18. The rest used it and still lost money.
- **Most calls the AI handles are not new money.** In our worked example the AI handles 311 calls in a year and about 45 become jobs the shop wouldn't otherwise have had. Many of the rest would have reached the owner anyway, and some never become jobs.
- **The benefit is uneven.** Plumbing and HVAC shops do best. Landscaping and snow crews do worst: at partial use their median gain is C$100 and only 56% end ahead, because the AI takes a request and the owner still has to call back.
- **Two inputs drive over half of the uncertainty**: how many extra quotes one follow-up text wins, which is our judgement, and how many calls shops miss, where the published figures are mostly vendor-linked. Real shop data could move the answer a long way.

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1 Question and scope

NoMissedJobs answers a trades shop's missed calls with an AI receptionist and adds office tools: text quotes, job texts and photos, invoices and payment reminders. Owners reasonably ask what that is worth to them. We can't answer from customer data yet, so we built a model. This paper sets out what went in, how it works, what came out and how far to trust it.

The model asks two questions. What could one owner gain in a year by moving to NoMissedJobs and using it fully? And how much of that survives if callers dislike the AI, if the owner already calls back every missed call, or if the shop uses it only in part?

	In this study
Shops	Plumbing, HVAC, electrical, roofing, and landscaping and snow, with 1 to 15 people. Restaurants are left out.
Where	Alberta, Saskatchewan and Manitoba, weighted by real business counts.
Time	12 months starting in November.
Compared with	The same shop with its current voicemail and call-back habits. No other product is modelled.
Price	The plan on sale on October 31, 2026: C$8.99 a month, plus C$0.20 for each minute the AI answers, with no minutes included. The first 30 days are free, up to 100 AI minutes. Texts are C$0.03 a segment, counted at 7 segments a job. No GST is charged today. We assume 25% of shops also pay their carrier C$5 a month for call forwarding.
Counted	Jobs from missed calls, word of mouth and rating effects, the quote follow-up, fewer no-shows, unpaid and unbilled work recovered, avoided repeat visits, days to get paid, and owner hours.
Left out	Value carried into a second year, seasonal contract value, and review requests, which aren't available today.

Table 2. What the two cases assume

	Full use	Partial use
Gets it working	Every shop	80% of shops. Of the rest, 60% leave during the free month and 40% stay three months and pay for two
Forwards daytime misses too	Every shop	80% of working shops; the rest forward after hours only
Stays all year	Every shop	3.5% cancel each month on average; 56% are still on at year end
Keeps answering what they answered before	Yes	Lets 5% of those calls go to the AI
Text quotes	Every shop, every quote	30% of shops, 50% of their quotes
Job texts and photos	Every shop, every job	35% of shops, 70% of their jobs
Invoices	Every shop, every invoice	45% of shops, 70% of their invoices

The partial-use figures are our judgement, apart from the cancel rate (S10). They are not measured from NoMissedJobs customers.

2 How the model works

Paired shops. Each simulated shop runs twice over the same 12 months, with the same trade, province, size, revenue, calls, weather and luck. The only difference is the platform. This pairing removes most of the noise that would otherwise hide a small effect.

Calls come from revenue. We start with a shop's revenue and work back to how many calls it must get. This stops a small shop from recovering more work than its size allows, a common fault in missed-call calculators.

Missed calls usually aren't lost. Many calculators count every missed call as a lost job. We don't. Today, some callers leave a voicemail, some owners call back, and existing customers try again. The model credits all of that first, then counts only the jobs the AI adds on top. Table 3 walks one path by hand.

Table 3. One path worked by hand: 100 missed weekday calls from new customers to a plumbing shop, at base inputs

Step	Calls	Jobs
Today: voicemail and call-backs		
Leave a voicemail (30%)	30.0	
Of those, the owner reaches them in time (60%)	18.0	
No voicemail, but the owner calls back or they retry (22% of 70)	15.4	
Reached, then 85% of the usual 50% job rate because of the delay	33.4	**14.2**
With the AI receptionist		
Give up during the rings (8%), and follow today's path	8.0	1.1
Hang up on the AI (15%), and follow today's path at 85% strength	13.8	1.7
Stay and finish a booking (75%), job rate 41.6%: the live 50%, less 15%, less 2% for calendar clashes	58.7	24.4
Stay and leave a message (25%), 65% reach the owner, job rate after delay	19.5	5.4
Total	100.0	**32.6**

In this path the AI adds 18.4 jobs per 100 missed calls. Existing customers gain less, because 70% of them get through today anyway. The AI's booking job rate is set 15% below a live answer, because an AI can't sell or negotiate the way an owner can. We also lose half of the 4% of bookings that clash with something the AI can't see on the calendar.

Extra jobs need somewhere to go. Each shop has a monthly limit on the work it can do. A shop that's full can't turn another call into revenue. Some overflow waits for the next month and the rest is lost.

Only the margin counts. Extra revenue is multiplied by the profit kept on an extra job. Money recovered on work already done, such as an invoice that would otherwise go unpaid, counts in full. Plan and carrier fees come off the total.

3 Inputs

Every uncertain input has a low, base and high value, and each one is labelled:

- **Sourced (15):** a published figure sets or bounds the value. Many of these sources are vendors, surveys of stated intent, US data or other industries. Appendix E notes which.
- **Judged (50):** we found no usable public figure, so the value is our judgement. Ranges are wide where we know little.
- **Full use (10):** fixed to describe an owner who uses everything. Table 2 gives the partial-use values.

Where vendor claims were the only evidence, we cut them hard. For example, vendors claim 20% to 35% more quotes won from multi-touch follow-up sequences (S13). NoMissedJobs

sends one follow-up text, so we use 5%, with a range of 0% to 15%. Table 4 lists the inputs that move the result most, and Appendix A lists every one.

Table 4. The ten inputs that move the result most, one at a time

Input	Low	Base	High	Basis	Median gain, unhelpful end	Median gain, helpful end
Quotes won by the follow-up text	0%	5%	15%	judged	C$10,580 at 2.7%	C$14,800 at 11%
Share of calls missed	×0.65	×1.00	×1.40	sourced	C$10,100 at ×0.81	C$13,870 at ×1.23
Job rate on AI bookings	×0.65	×0.85	×1.00	judged	C$10,590 at ×0.73	C$12,540 at ×0.93
Room for more work	×1.03	×1.13	×1.25	sourced	C$10,960 at ×1.08	C$12,640 at ×1.20
Margin on extra work	−11 pts	−3 pts	+3 pts	sourced	C$10,850 at −8 pts	C$12,450 at +0 pts
Revenue that starts with a call	×0.75	×1.00	×1.15	judged	C$10,750 at ×0.85	C$12,260 at ×1.07
Call-backs with no voicemail	10%	22%	35%	judged	C$11,070 at 29%	C$12,440 at 15%
Work that never gets billed	0.5%	2%	5%	judged	C$11,480 at 1.3%	C$12,700 at 3.8%
Share of it caught by invoicing	0%	15%	30%	judged	C$11,260 at 6.7%	C$12,340 at 23%
Callers who hang up on the AI	6%	15%	31%	judged	C$11,050 at 25%	C$12,080 at 11%

Median gain is across all shops at full use. The last two columns test each input at the 10th and 90th percentile of its range, which sit inside the low and high shown. For some inputs, such as hang-ups, the higher value is the unhelpful one.

4 Method in detail

4.1 Building a shop

A shop's province, trade and size are drawn from business counts (S26, S34), which gives 70% Alberta, 15% Saskatchewan and 15% Manitoba. Revenue is workers × revenue per worker × trade and province factors × a lognormal draw ($\sigma = 0.35$). Job value, live job rate, repeat share, share of work from calls, missed-call rate and margin each vary by shop around the trade and size values in Appendix B.

4.2 From revenue to calls

With revenue R, share from calls ϕ, average job t, repeat share ρ, missed-call rate m, live job rate c and today's job rate on a missed call p_0, new-customer enquiries in a year are:

$$\lambda_{new} = (R\,\varphi\,/\,t)(1 - \rho)\,/\,[(1 - m)\,c + m\,p_0]$$

Existing-customer enquiries follow the same form with ρ and a job rate 1.3 times higher. Total calls add suppliers, admin and spam.

4.3 Month by month

Demand each month is a seasonal index × a weather draw shared by shops in a province and trade × shop-level noise. Enquiries are Poisson. Missed calls are binomial, at a rate that rises in busy months: $m_t = m[1 + 0.6(u_t - \bar{u})]$, where u is how full the shop is. Both runs of a pair see the same calls and the same misses.

4.4 Seven kinds of missed call

Missed calls split into workday, evening, late night and weekend, and each of the last three splits into calls that can wait and calls that can't. Each kind has its own share of calls, call-back odds, job rate, job value and AI dislike. Dislike is lower at night, when the alternative is voicemail and nobody expects a person. These inputs start from S29 and S30, which cover US HVAC shops and stated opinions, so most of the values are judged.

4.5 Job rate on a missed call

Today, with v the share leaving a voicemail, a the share of voicemails that reach the customer in time, b the chance of recovery with no voicemail, and k the fall in job rate after a delay:

$$p_0 = [v\ a + (1 - v)\ b]\ k\ c$$

With the AI, for a call that can wait, with f the share giving up during the rings, h the share hanging up, g the strength of recovery after a hang-up, and J the job rate for a caller who stays:

$$p_{AI} = (1 - f)(1 - h)\ J + (1 - f)\ h\ g\ p_0 + f\ p_0$$

On booked trades, J blends finished bookings and messages, as in Table 3. A message can't do worse than a voicemail would have. Snow and landscaping calls become requests or messages, never bookings, so J relies on the owner calling back, and the owner is the bottleneck during a storm.

For an urgent call the AI texts the on-call person and can patch the caller through. That helps only if someone is on call (50% to 90% of shops, by size) and the alert lands in time (50%). Otherwise the model gives the AI no credit: a caller who stays gets today's job rate, and a caller who hangs up gets 85% of it. Those urgent calls end up about 1% to 2% below today.

4.6 Room for work

Room in a month is capacity minus demand, floored at zero. Capacity is set by a shop-level slack draw and a trade's monthly limit, so roofers can't work ice. Work that doesn't fit waits at a 35% rate, and the rest is lost. Work still waiting at year end counts as lost.

4.7 Discovery

New enquiries move with rating (7% per star, from restaurant data, S19), review count, Local Services Ads responsiveness for the 12% of shops that run them, and referrals from extra customers (0.15 a year each). Rating effects work both ways, so unhappy callers can reduce the gain.

4.8 Money

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Gain = margin × extra revenue that fits + money recovered - fees
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Money recovered comes from unpaid invoices, unbilled work and avoided repeat visits. It isn't limited by room for work, since the work is already done. Job Proof photos cost a tech 1.5 minutes per job, which we count against hours saved. Faster payment is reported as days and is left out of profit.

4.9 Three layers of uncertainty

1. **Sampling noise** from simulating a finite number of shops. We use 500,000 pairs for the main results.
2. **Luck.** One fixed shop, run thousands of times, shows the spread from calls, job values and weather alone.
3. **Assumptions.** We drew all uncertain inputs at once from triangular distributions (low, base, high), 2,000 times, with 1,000 pairs each. We also moved one input at a time from its 10th to its 90th percentile, and ran a pessimistic and an optimistic set with every input at the unhelpful or helpful 10th percentile.

In all, the study simulates 25.8 million pairs. The fixed seed is 20261030.

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5 Checks

Against the real market. Table 5 compares the simulated shops, before the platform, with published figures. These are checks on the market, not on the product. Nothing here tests whether the AI performs as assumed.

Table 5. Does the simulated market look like the real one?

Measure	Model	Published figure	Comment
Share of calls missed	30.8%	34% (S3); other sources run up to 74%, all vendor-linked	Set low in the published range
Shops short of room in at least one month	48.9%	52% of construction firms turned down work (S11)	Tuned to this
Repeat customers' share of jobs	48.6%	58% (S25, US residential contractors)	Lower; our mix has more electrical and roofing
Average days to get paid	27.3	28.8 days across small business (S15)	Close
Net profit margin before the platform	11.0%	About 11% (S12)	An input, shown for completeness

Sample size. The 95% interval on the mean is ±C$1,200 with 1,000 pairs and ±C$50 with 500,000 pairs. A run of exactly 1,000 shops with and 1,000 matched shops without gave a median gain of C$11,400 (95% interval C$10,380 to C$12,130), in line with the larger run.

Behaviour at the edges. With AI answering off, extra jobs from calls fall to about zero (0.1 a year). With no limit on room for work, the gain rises. If every missed call is counted as lost, the median rises to C$20,400, about 1.7 times our figure, which shows how much the common shortcut would overstate the result.

Reproducibility. The same seed gives the same numbers with different worker counts. We confirmed this on the version before the price change by re-running the model on two and on four workers. Both matched each other, and the 1,000-pair result matched the published run.

Code review. Three rounds of review by AI code reviewers, working separately from the AI tool that wrote the model, found real errors. They were fixed, and Appendix D lists each fix and which way it moved the result. No person outside the company has reviewed the code, and no statistician has reviewed the method.

6 Results

6.1 One worked example

Take an Alberta plumbing shop with three people, about C$520,000 in revenue and 7.6 missed job calls a week, at full use with 15% of callers disliking the AI. Across 20,000 simulated years:

Table 6. Worked example: one year

Missed job calls	396
Calls that stay on with the AI	311
Extra jobs the shop keeps, after the limit on room for work	45
Median gain after fees	C$23,000
10th to 90th percentile, from luck alone	C$15,900 to C$31,600
Paid to NoMissedJobs and carrier	C$520

Table 7. Where the gain comes from in the worked example

Source	Amount
Answering missed calls	C$16,450
Word of mouth and rating	C$560
Quote follow-up and fewer no-shows	C$3,720
Getting paid: unpaid, unbilled and repeat-visit work	C$3,270
Plan and carrier fees	–C$520
Mean gain for the year	**C$23,480**

This is an illustration, picked because plumbing is easy to follow, and it sits near the top of the range. Table 8 shows the same shop size in each trade. A three-person landscaping and snow crew shows C$7,000, and most of that comes from tools other than the phone. With AI answering off and every other tool on, the plumbing shop's median is C$6,800.

Table 8. A three-person Alberta shop in each trade, full use, 3,000 simulated years each

	Revenue	Missed job calls a week	Median gain	10th to 90th percentile (luck only)	Median with AI answering off
Plumbing	C$521,000	7.6	C$22,900	C$15,900 to C$31,600	C$6,800
HVAC	C$519,000	5.5	C$23,900	C$15,600 to C$35,200	C$8,700
Electrical	C$482,000	5.4	C$19,200	C$14,300 to C$25,500	C$7,900
Roofing	C$488,000	1.2	C$22,300	C$14,000 to C$36,900	C$11,600
Landscaping & snow	C$361,000	4.1	C$7,000	C$5,500 to C$10,700	C$5,900

Plumbing differs slightly from the worked example, which used 20,000 simulated years.

6.2 By trade and size

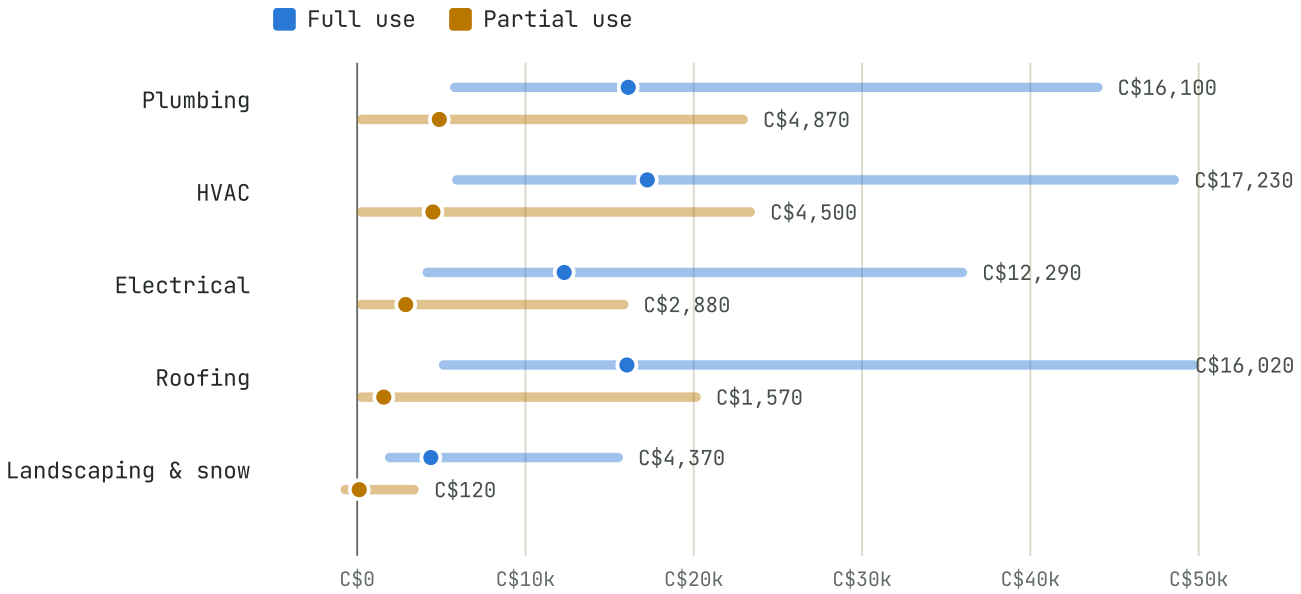


Figure 1. Net gain in a year by trade. Dots are medians, bars run from the 10th to the 90th percentile of shops.

Table 9. Net gain in a year by trade and size

	Share of shops	Average revenue	Full use: median	Full use: 10th to 90th percentile	Partial use: median	Partial use: shops ahead
By trade						
Plumbing	16%	C$567,000	C$16,100	C$5,500 to C$44,300	C$4,900	76%
HVAC	16%	C$568,000	C$17,200	C$5,600 to C$48,800	C$4,500	75%
Electrical	37%	C$523,000	C$12,300	C$3,900 to C$36,200	C$2,900	76%
Roofing	10%	C$531,000	C$16,000	C$4,800 to C$50,000	C$1,600	70%
Landscaping & snow	21%	C$344,000	C$4,400	C$1,600 to C$15,800	C$100	56%
By number of people						
Solo	46%	C$181,000	C$6,900	C$2,100 to C$20,000	C$1,100	70%
2 to 4	36%	C$466,000	C$14,300	C$5,000 to C$37,800	C$2,900	72%
5 to 9	12%	C$1,110,000	C$25,300	C$10,800 to C$59,400	C$4,000	70%
10 to 15	5%	C$2,202,000	C$39,500	C$19,500 to C$82,100	C$4,700	69%

Gain rises with shop size at full use because bigger shops have more revenue for the office tools to act on, even though they miss fewer calls. Province makes little difference: the median at full use is C$11,700 in Alberta, C$11,900 in Saskatchewan and C$11,800 in Manitoba.

Landscaping and snow gains least, because the AI takes a request or message there and the owner still does the follow-up. This may be a low estimate, because the model doesn't value seasonal snow contracts on their own.

Who ends up behind. Under partial use, 17.2% of shops finish the year behind, in two groups. About 8% of all shops never get it working, stay three months and pay about C$18. About 9% of all shops use it and still lose money: half of them by less than about C$590, and one in ten by more than about C$4,200. Over half of that second group are landscaping and snow crews. A further 12.1% of shops never get it working and leave during the free month, so they pay nothing and end exactly level.

6.3 Callers who dislike the AI

Nobody has published an observed hang-up rate for AI receptionists. The only figure we found is a survey, paid for by a seller of human answering, in which 31% said they'd hang up (S9). Our base is 15%, with a range of 6% to 31%, so we also ran it from 0% to 60%. Our product tells callers it's an AI.

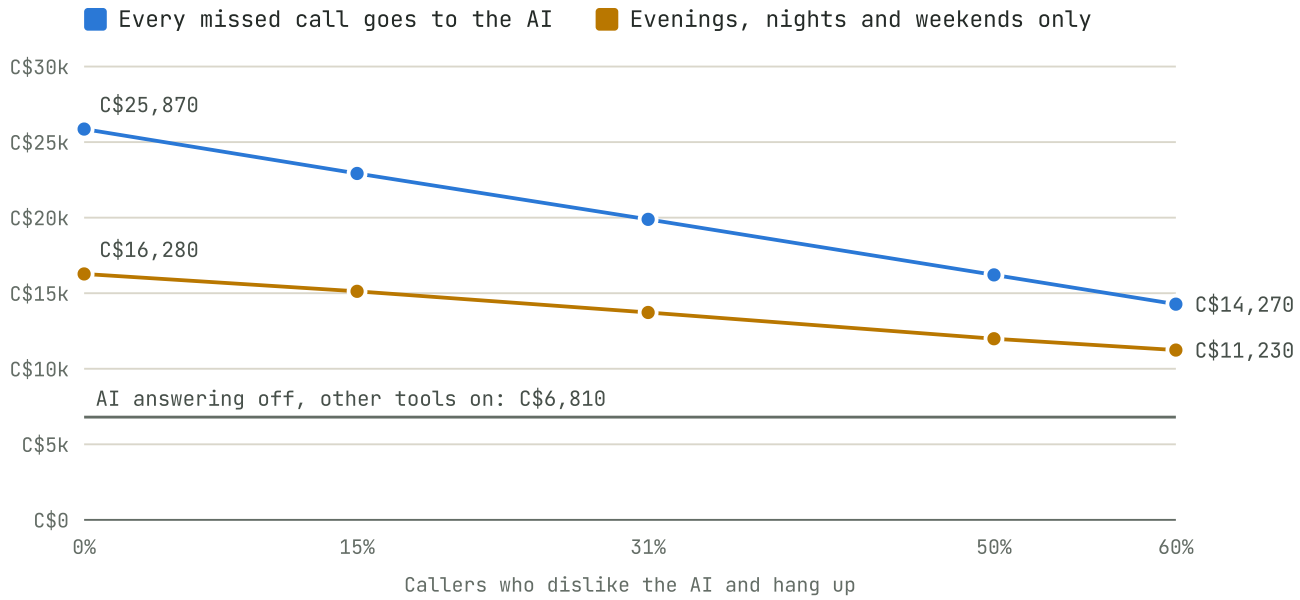


Figure 2. Median gain for a three-person Alberta plumbing shop as AI dislike rises, at full use, 3,000 simulated years at each point.

Going from 15% to 50% dislike costs that shop about 30% of its gain, a smaller drop than the rise in hang-ups would suggest, for two reasons. A caller who hangs up still shows as a missed call the owner can return, and the office tools don't depend on the AI at all. There's a further cost outside the year's result: some existing customers who hang up don't come back. At 50% dislike that's about 7 customers a year in the worked example, worth about C$600 of next year's profit.

6.4 Owners who already call back

An owner who calls back every missed call gets less from the AI. Across shops, the median falls from C$11,800 to C$8,300. Even "every call" can't reach everyone, because some callers have hired someone by then (S6, S8).

Table 10. Plumbing, weekday: jobs per 100 missed calls, the owner alone against the AI

Owner's habit	New: owner alone	New: AI at 15 / 31 / 50% dislike	Existing: owner alone	Existing: AI at 15 / 31 / 50% dislike	Dislike where AI stops helping existing customers
Rarely calls back	7.4	31.3 / 26.6 / 21.0	30.4	44.8 / 41.3 / 37.1	81%
Calls back some	14.2	32.6 / 28.8 / 24.2	38.7	46.9 / 44.4 / 41.3	67%
Calls back every call	23.8	34.5 / 31.9 / 28.8	49.7	51.3 / 49.7 / 47.8	31%

On booked trades, the AI first loses to the owner on weekday calls from existing customers. For an owner who calls every missed call back, that starts once about 31% of callers dislike the AI. Evening and weekend calls from existing customers follow at higher dislike: about 42% in roofing, 55% in electrical and 73% in plumbing and HVAC.

On snow and landscaping calls from existing customers, the AI comes out slightly behind the owner at our base inputs as soon as any callers dislike it: about 30.3 jobs per 100 missed weekday calls at 15% dislike, against 30.9 today. A message still depends on the owner calling back, and some callers hang up first.

6.5 Evenings, nights and weekends

Evenings, late nights and weekends make up 41% of missed job calls and 37% of the value the AI adds. If a shop forwards only those calls, the median across shops falls to C$7,300. The product has no built-in schedule for this today, so an owner would have to switch call forwarding on and off by hand.

Urgent calls need someone on call. For a shop with nobody on call, the AI can take the details, but the model gives it no credit for them, and those calls end up slightly below today (Section 4.5).

6.6 What-ifs

Table 11. What-ifs, each changing one thing from full use (all shops; 200,000 pairs each, base row 500,000)

	Median gain	Mean gain	Shops ahead
Base: full use, 15% dislike	C$11,800	C$17,350	99.9%
31% of callers dislike the AI	C$10,500	C$15,600	99.9%
50% of callers dislike the AI	C$8,950	C$13,400	99.7%
Owner already calls back every missed call	C$8,300	C$12,800	99.9%
Owner rarely calls back	C$14,650	C$21,350	100.0%
Evenings, nights and weekends only	C$7,300	C$11,650	100.0%
AI answering off, other tools on	C$4,750	C$7,950	100.0%
Owner lets 5% of answered calls go to the AI	C$10,550	C$15,700	98.4%
Quote follow-up wins nothing extra	C$8,950	C$13,550	99.8%
No word-of-mouth or rating effect	C$11,650	C$17,050	99.9%
No limit on room for work	C$14,150	C$20,250	99.9%
Every missed call counted as lost (a shortcut we reject)	C$20,450	C$29,400	100.0%

6.7 Outcomes other than profit

Table 12. Outcomes other than profit, average across shops

	Before	After: full use	After: partial use
Google rating (stars)	4.588	4.601	4.590
Customer satisfaction (points of 100)	88.2	89.3	88.4
Callers who got a real answer	82.2%	91.4%	87.5%
Jobs from new customers in a year	342	360	352
Repeat share of all jobs	48.6%	47.5%	48.0%
Customers rebooking within 12 months	42.7%	43.6%	43.0%
Days to get paid	27.3	22.4	26.3
Owner hours saved in a year, net	0	61	13

The partial-use column starts from a very slightly different set of simulated shops, so its before figures differ in the last digit.

Ratings barely move, because a year's new reviews are few against the existing total, and we wouldn't choose this product for its effect on rating. Repeat share of jobs falls slightly, even as rebooking rises, because new customers grow faster. The clearest non-profit effects are more callers getting a real answer and, at full use, fewer days to get paid. Satisfaction and

rating figures here are especially soft: no trades study links these features to satisfaction, so the inputs are judged.

7 How sure are we?

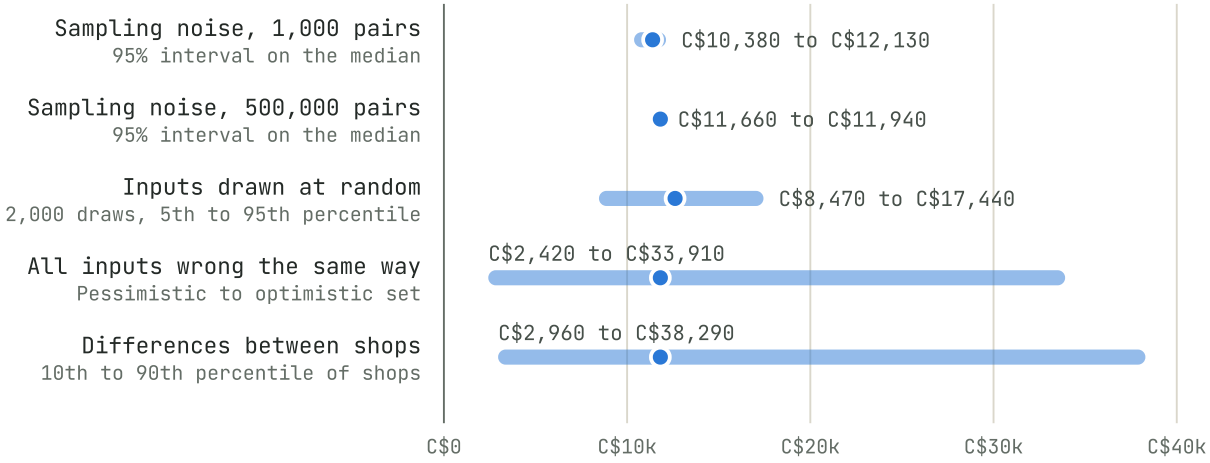


Figure 3. Five kinds of spread around the median gain at full use. Dots mark the central value.

Sampling noise is small, so running more shops wouldn't help. The real uncertainty sits in the inputs. When all inputs are drawn at random, the median gain at full use runs from C$8,500 to C$17,400 (5th to 95th percentile). Those draws are independent, so errors partly cancel. If inputs were all wrong in the same direction, the range would be wider: the pessimistic set gives a median of C$2,400 with 2.9% of shops behind, and the optimistic set gives C$33,900.

All of these ranges are at full use. None of them covers shops that fail to get it working. That risk appears only in the partial-use case, and the partial-use median sits below even the pessimistic set.

These ranges are not statistical confidence intervals on the real world. They show what follows from our stated ranges, and those ranges are judgement.

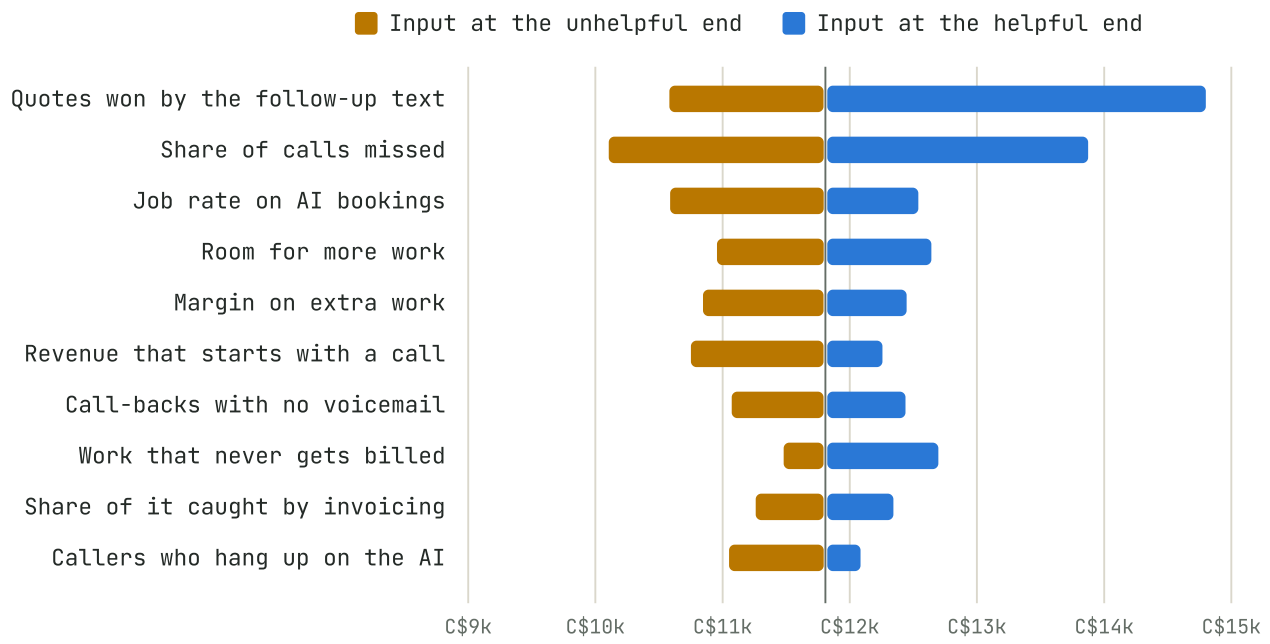


Figure 4. Median gain across shops when one input moves across its range, others held at base.

The quote follow-up alone accounts for about 32% of the spread in the random draws, and the missed-call rate for about 23%. Judged inputs together account for about 66%. These shares come from rank correlations, so treat them as rough. With no extra quotes won at all, the median falls from C$11,800 to C$9,000.

8 Limitations

- **No field data.** NoMissedJobs has no paying customers, so nothing in the AI's assumed performance has been measured at a real shop. Job rate on AI bookings, hang-up rate and quote wins are all unmeasured.
- **Weak public evidence.** Most missed-call figures come from companies selling a fix, and many are thin on method. The AI dislike figure is stated in a survey, not observed. No-show evidence comes from health care (S14), and rating evidence from restaurants (S19).
- **Mostly US sources.** Few of the behavioural figures are Canadian, and none are specific to the Prairies.
- **The full-use case is a ceiling.** It assumes nothing goes wrong beyond what's in the inputs. It doesn't model outages, call-forwarding faults, or errors in what the AI hears or books, other than a 4% rate of booking clashes. The AI does not read other Google Calendar events.
- **Margin is simple.** The model uses profit kept on an extra job. It doesn't model overtime, hiring or extra overhead, other than through the limit on room for work.
- **Inputs are drawn independently.** In reality some errors would move together, which is why we also show the pessimistic and optimistic sets.
- **Roofing is optimistic.** We treat roofing as a booked trade, but the published plan lists booking on the call for plumbing, HVAC and electrical only, and roofing isn't a focus for us

right now. Treat roofing results as an upper estimate.

- **Landscaping and snow may be understated.** Seasonal contracts aren't valued on their own.
- **Owner time has no dollar value here.** Hours saved are reported apart from profit.
- **One year only.** The model doesn't value customers carried into a second year, or the existing customers lost to AI dislike, in the year's result.
- **Prices can change.** Results use the plan listed on the date of this paper.

As real shop data arrives, we plan to replace the judged inputs that matter most: missed calls by time of day, hang-ups, job rate on AI bookings and quote wins.

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9 Reading this for your own shop

The fee is the easy part. The base fee is C$107.88 a year, and every minute the AI answers adds C$0.20. At the model's average plumbing job of C$650 and a 41.5% margin, about 0.4 extra jobs a year cover it, or about 1.6 at the C$420 an average simulated shop pays once carrier add-ons and extra minutes are counted. That's arithmetic, and it doesn't show that any shop will get those jobs. Five questions will tell you more than any figure in this paper:

1. **How many job calls do you really miss?** Check your phone's log for two weeks and leave out suppliers and spam.
2. **Do you have room for more work?** A shop that's booked solid at peak gains less from extra calls.
3. **What happens to a missed call today?** If you call every one back within minutes, the AI adds less.
4. **Will your customers talk to an AI?** Try it on a few calls and see how they respond. Long-time customers may react differently from new ones.
5. **Will you use the rest of it?** Much of the full-use gain comes from running quotes, jobs and invoices through the system. Shops that don't will see much less.

This paper is general information about a model. It isn't financial, legal or tax advice.

A All inputs

Values shown are the ones used in the model. Three further inputs belong to a review-request feature that isn't available and aren't used in any result here. The fixed seasonal shapes and monthly capacity limits are judged, and are available on request.

Input	Low	Base	High	Basis	Reason or source
How many calls get missed, and what happens to them today					
Missed-call rate (multiplier on the size table)	×0.65	×1.00	×1.40	sourced	S1 S2 S3 S4. Sources run from about 1 in 3 to 3 in 4 missed; all vendor-linked or small. Size table below averages 33%, close to the best one (66% answered, S3).
Calls that are real job enquiries	45%	55%	65%	judged	No source found. The rest are suppliers, existing-job admin, sales calls.
Calls that are spam (free, never billed)	5%	12%	20%	judged	Spam is free to the shop. The share is a judgement.
Missed callers who leave a voicemail	15%	30%	42%	sourced	S5 (31% in a UK study, 69% hung up), S6 (42% stated in a US survey), S7 (vendors say under 20%).
Voicemails that still reach the customer in time	45%	60%	75%	judged	No source. The owner calls back, but the caller may have hired someone.
No voicemail, but owner calls back or caller retries	10%	22%	35%	judged	No source. Phones log missed calls, so some owners call back. Bounded by S6 (82% say they'd try a competitor).
Existing customers who get through anyway	55%	70%	85%	judged	No source. Existing customers know the shop and call again.
Close rate after a delay, relative to a live answer	×0.70	×0.85	×0.95	judged	Direction from S8 (a fast reply wins); size is a judgement.
What the AI does with a missed call					
Callers who give up during the rings, before the AI answers	3%	8%	15%	judged	Product: the shop's phone rings first, then forwards.
Callers who dislike the AI and hang up	6%	15%	31%	judged	Section 6.3 runs this from 0% to 60%. The high end is S9: 31% stated in a survey paid for by a seller of human answering. No observed rate exists, and S9 compares AI with a person, not with voicemail.
Existing customers who hang up on the AI and don't come back	0%	10%	25%	judged	No source. A long-time customer expecting the owner may take it badly. Costs next year's work, shown beside the year's result.
Hang-ups recovered, relative to today's missed-call path	×0.60	×0.85	×1.00	judged	The owner still gets the alert and can call back, but someone who hung up on an AI is less keen than someone who left a voicemail.
Callers who stay and finish a booking (booked trades)	60%	75%	88%	judged	No field data: NoMissedJobs has no paying customers.
AI call-back tickets that become a live conversation	45%	65%	80%	judged	A ticket has name, number and the problem, so a bit better than a voicemail.
Job rate on an AI booking, relative to a live answer	×0.65	×0.85	×1.00	judged	AI can't sell or negotiate the way an owner can.
AI bookings that clash with something it can't see	1%	4%	10%	judged	Product fact: it does not read other Google Calendar events.

Input	Low	Base	High	Basis	Reason or source
Snow calls that become a usable request	70%	85%	95%	judged	Product fact: snow is request-only, never slot-booked.
Snow requests the owner gets back to in time	45%	65%	80%	judged	The owner is the bottleneck during a storm.
Landscaping calls that become a usable message	35%	55%	75%	judged	Product fact: no landscaping script yet. In one test call, a spring clean-up wasn't taken as a request.
Calls the owner now lets go to the AI that they used to answer		0%		full use	Full use: the owner answers what they answered before, and the AI takes only the misses. 5% in the partial-use case.
Evenings, late nights and weekends					
Calls on weekday evenings and early mornings	6%	10%	16%	sourced	S29: 6.8-9.3% of residential HVAC calls on ServiceTitan. Those shops have call centres; vendors claim 28-42% off-hours in all.
Calls late at night, 10 pm to 6 am	1%	3%	6%	judged	S29: off-hours calls cluster at 5-9 pm, so late night is small. No figure of its own.
Calls on weekends	3%	8%	14%	sourced	S29: 3-4.9% on ServiceTitan. A small shop with no weekend desk likely sees more.
Evening calls the shop misses today	60%	75%	90%	judged	No source. S1 notes 'no public study' of after-hours missed rates in vendor coverage.
Late-night calls the shop misses today	85%	95%	100%	judged	No source.
Weekend calls the shop misses today	50%	70%	85%	judged	No source.
Late-night calls that can't wait for morning	40%	60%	80%	judged	No figure found (S29 says only that many can't wait). Worth more if someone's on call, nothing if not.
Evening and weekend calls that can't wait	15%	25%	35%	judged	No figure found.
Non-urgent off-hours callers still free next working day, against a workday miss	×1.00	×1.30	×1.60	judged	Nobody else answers at night either, so a next-morning call-back does better than one after a 2 pm miss.
Urgent callers still reachable next morning, against a workday miss	×0.10	×0.30	×0.50	judged	S27: a family called 6-7 HVAC companies until someone could come.
Urgent alerts that reach the on-call person in time	25%	50%	75%	judged	They just missed the ring, so not every text lands. Product: instant text and patch-through.
Job rate on an urgent call that reaches someone, against a normal call	×1.20	×1.40	×1.60	judged	People with no heat book whoever can come.
Value of an urgent after-hours job, against a normal job	×1.15	×1.40	×1.60	sourced	S20: Calgary plumbers C$95-150/h normally, C$150-250/h emergency.
Job rate on non-urgent off-hours calls, against the workday	×0.75	×0.90	×1.00	sourced	S30: ServiceTitan 2022, booking rates fall after 6 pm.
AI dislike on evenings and weekends, against the workday	×0.60	×0.80	×1.00	judged	S30: 52% said after-hours AI gives superior service (CallRail, stated). Size is a judgement.
AI dislike late at night, against the workday	×0.30	×0.50	×0.90	judged	Same source. At 11 pm the alternative is voicemail and nobody expects a person.
Setting it up and staying on					
Shops that never get it working		0%		full use	Full use: this owner gets it working. 20% in the partial-use case.

Input	Low	Base	High	Basis	Reason or source
Working shops that forward after-hours calls only		0%		full use	Full use: every missed call forwards. 20% in the partial-use case.
Shops that cancel each month, on average		0%		full use	Full use: this owner stays all year. 3.5% in the partial-use case (S10).
Room for work					
Room for work: capacity over the busiest month's demand	×1.03	×1.13	×1.25	sourced	Set so about half of shops run out of room in at least one month: S11 (52% of construction firms turned down work, 2022).
Overflow jobs that wait for next month	15%	35%	55%	judged	No source. Non-urgent work can wait; a no-heat call can't.
Money					
Revenue that starts with a phone call (multiplier on trade table)	×0.75	×1.00	×1.15	judged	No source. Trade table below is a judgement; contract work never rings the phone.
Profit kept on an extra job (shift on trade table)	−11 pts	−3 pts	+3 pts	sourced	S12: cost of sales 40-58% of revenue, by trade. Base takes 3 points off for fuel and card fees (judged).
Billed minutes per AI job call	2.2 min	3 min	4.5 min	sourced	Our planning figure is 3 minutes a call. No shop data yet.
Quotes, jobs and invoices					
Shops that use text quotes		100%		full use	Full use. 30% in the partial-use case.
Share of quotes that go through it		100%		full use	Full use. 50% in the partial-use case.
Extra quotes won from the one follow-up text	0%	5%	15%	judged	S13 vendors claim 20-35%, from multi-touch sequences. Cut hard: one text, and many owners already follow up.
Shops that run their other jobs through it (texts, photos)		100%		full use	Full use. 35% in the partial-use case.
Share of jobs that go through it		100%		full use	Full use. 70% in the partial-use case.
Booked visits where nobody's home or it's cancelled late	4%	7%	12%	judged	Vendors say 15-20% with no source; no trades study found.
Cut in no-shows from reminder texts	15%	25%	35%	sourced	S14: 25% fewer no-shows across 16 studies. Health care, not trades.
Shops that send invoices through it		100%		full use	Full use. 45% in the partial-use case.
Share of invoices that go through it		100%		full use	Full use. 70% in the partial-use case.
Cut in days to pay on invoices sent this way	5%	18%	30%	sourced	S15: vendor figures of 15% and up. Treated as a ceiling: reminders are 3 days before, due date, 7 days after.
Days to pay, home customers	10 days	14 days	22 days	judged	Many pay on the day; S15 gives 28.8 days across all small business.
Days to pay, commercial and builders	40 days	52 days	70 days	sourced	S16: 41 days average DSO in Canada to about 71 in construction (2012-2016 data).
Getting paid and Job Proof					
Billed work that's never collected	0.5%	1.5%	3%	sourced	S31: 1.5% to 6% of B2B invoices in Canada, all industries. Set low because many home customers pay on the day.
Of that, saved by texted invoices and reminders	0%	10%	25%	judged	No source.
Of that, saved by photos and the job record in a dispute	0%	10%	25%	judged	No source: searches found nothing on job photos and disputes.

Input	Low	Base	High	Basis	Reason or source
Work done that never gets billed	0.5%	2%	5%	judged	S33: vendors claim 5-20%, with no named data. Cut hard.
Of that, caught by a job-to-invoice flow	0%	15%	30%	judged	No source.
Jobs needing a free return visit	3%	5%	10%	sourced	S32: 4-6% in an ACHR News poll, 8-12% from a vendor.
Of those, avoided because photos settle the question	0%	5%	15%	judged	No source. Most return visits are real faults that photos can't prevent.
Minutes a tech spends on photos per job	1 min	1.5 min	3 min	judged	Job Proof costs time. Counted against hours saved.
Ratings, satisfaction and discovery					
Happier customers from confirmations, on-my-way texts, photos	0 pts	1.5 pts	3 pts	judged	No source for trades.
Less happy customers among AI-handled jobs, at 15% dislike	1 pts	3 pts	6 pts	judged	S9 direction; size is a judgement. Scales with the share who dislike the AI.
Jobs that produce a Google review on their own	1%	2%	4%	judged	No trades source found.
Shops running Google Local Services Ads	5%	12%	25%	judged	No Prairie source found.
Extra LSA leads from answering, for those shops	0%	5%	10%	judged	S17: Google says missed calls can hurt responsiveness. Size is a judgement.
Word-of-mouth referrals one new customer brings in a year	0.05	0.15	0.3	judged	S25: word of mouth is 71% of business volume, so a served customer is a discovery channel. The rate is a judgement that fits that figure.
New enquiries gained or lost per star	3%	7%	9%	sourced	S19: 5-9% revenue per star. Restaurants on Yelp in Washington State, not trades. Works both ways: AI dislike can lower it.
New enquiries gained per 10 extra reviews	0%	0.5%	1.5%	judged	No causal source found.
Owner hours					
Minutes per callback, with phone tag	4 min	6 min	10 min	judged	No source found.
Minutes saved per invoice	3 min	6 min	10 min	judged	No source found.
Minutes the owner spends per AI call, reading it	0.5 min	1 min	2 min	judged	No source found.

B Trade and size inputs

Table B1. Trade inputs before province and size adjustments

	Average job	Job value spread (CV)	Live job rate	Repeat share of jobs	Revenue from calls	Profit kept on extra job	Quoted revenue	Household revenue	AI outcome
Plumbing	C$650	1.6	50%	55%	70%	44.5%	25%	80%	Booked
HVAC	C$900	2.0	50%	60%	70%	44.5%	45%	75%	Booked
Electrical	C$700	1.8	45%	40%	50%	45.0%	45%	55%	Booked

	Average job	Job value spread (CV)	Live job rate	Repeat share of jobs	Revenue from calls	Profit kept on extra job	Quoted revenue	Household revenue	AI outcome
Roofing	C$5,500	1.4	30%	15%	50%	42.0%	85%	70%	Booked
Landscaping & snow	C$650	2.0	40%	65%	45%	55.0%	35%	60%	Message

Job values blend S20 to S24. Live job rate starts from S1. Repeat share starts from S25. Margin comes from S12 before the 3-point cut in Appendix A. The rest are judgement. Roofing is treated as booked; see Section 8.

Table B2. Size inputs

People	Revenue per worker	Missed-call rate	Chance someone is on call	Google reviews at start
Solo	C$210,000	42%	50%	12
2 to 4	C$175,000	32%	60%	35
5 to 9	C$180,000	22%	80%	80
10 to 15	C$200,000	14%	90%	140

All judged. The missed-call rates average about 33% across the shop mix, close to S3. Shops over 15 people are left out. Business counts by size come from S26 and S34; listings with no employees count at 60% because many are side work or inactive.

C Results by trade and size

Full use, all shops, 500,000 pairs. Under partial use every one of these figures would be far lower.

Trade and size	Median gain	10th to 90th percentile	Missed job calls a year	Extra jobs kept	Shops ahead
Plumbing, Solo	C$10,800	C$4,100 to C$24,500	267	26.2	100.0%
Plumbing, 2-4	C$18,400	C$7,100 to C$44,000	472	48.1	100.0%
Plumbing, 5-9	C$30,300	C$13,900 to C$66,800	609	67.6	100.0%
Plumbing, 10-15	C$42,600	C$22,200 to C$86,600	589	70.8	100.0%
HVAC, Solo	C$11,100	C$4,100 to C$26,400	191	18.3	100.0%
HVAC, 2-4	C$19,700	C$7,700 to C$46,900	338	33.5	100.0%
HVAC, 5-9	C$33,900	C$15,800 to C$72,400	442	48.0	100.0%
HVAC, 10-15	C$49,300	C$25,900 to C$98,700	439	50.6	100.0%
Electrical, Solo	C$7,700	C$2,800 to C$18,500	193	16.8	100.0%
Electrical, 2-4	C$14,200	C$5,400 to C$33,900	339	31.2	100.0%
Electrical, 5-9	C$25,400	C$11,700 to C$54,600	437	43.1	100.0%
Electrical, 10-15	C$39,400	C$20,400 to C$76,700	435	44.5	100.0%
Roofing, Solo	C$9,300	C$3,500 to C$25,700	49	3.0	100.0%
Roofing, 2-4	C$18,700	C$7,200 to C$45,600	83	5.6	100.0%

Trade and size	Median gain	10th to 90th percentile	Missed job calls a year	Extra jobs kept	Shops ahead
Roofing, 5-9	C$35,300	C$16,700 to C$75,100	111	7.8	100.0%
Roofing, 10-15	C$56,200	C$30,300 to C$104,600	106	7.8	100.0%
Landscaping & snow, Solo	C$2,800	C$1,400 to C$7,000	147	2.2	99.6%
Landscaping & snow, 2-4	C$6,400	C$3,000 to C$13,500	260	3.8	99.9%
Landscaping & snow, 5-9	C$13,900	C$7,500 to C$25,400	348	4.9	100.0%
Landscaping & snow, 10-15	C$25,000	C$14,500 to C$42,900	349	5.0	100.0%

D Changes to the model

Inputs were fixed before the first run on October 30, 2026. Every later change is listed here, including those made after we had seen results, because changes made that way can flatter a product. "Company decision" means we chose to change what the model measures. The result figures in the third column are for the mix of shops, unless stated.

Change	When	Why, and the result before it	Effect on platform's result
Room for work moved from 0.98 / 1.08 / 1.22 to 1.03 / 1.13 / 1.25	Before seeing platform results	Corrected to the construction figure (52%), not an all-business one (28%)	Raises
Capacity works on each month's demand, not its invoices	Before seeing platform results	One big invoice was counted as a full crew	Raises
An AI message can't do worse than a voicemail	After first results	Logic error	Raises
Text quotes cover half of a user's quotes in the partial-use case	After first results	Quotes looked too large	Lowers
The two runs of each pair use separate random streams	After first results	Keeps the no-platform run identical across scenarios	None
First AI code review: urgent calls with nobody on call fall back to today's path; cancel rate corrected; no-show savings and hours saved narrowed; work waiting at year end counts as lost	After results	Before: mean C$4,883, median C$1,295, 62% ahead	Mostly lowers
Second AI code review: room for work judged on the average job; unreturned AI messages no longer count as a real answer; the 3-point margin cut became a declared input	After results	Before: mean C$4,804, median C$1,268, 62% ahead	Mixed
Headline case changed from a mix of shops to one owner at full use. Hang-ups now cost something	Company decision, after results	Before: mean C$5,145, median C$1,394, 63% ahead with 1 shop in 5 never set up. The old case survives as partial use	**Raises the headline a lot**
Calls split into workday, evening, late night and weekend	Company decision, after results	Replaced a single after-hours share	Mixed
Word of mouth, rating and review count added to the gain	Company decision, after results	Adds about C$300 a shop on average	Raises a little
Invoicing and Job Proof now carry their own value and time cost	Company decision, after results	Before, they counted for little	Raises
Urgent alerts reach the on-call person half the time	After results	Every alert was assumed to land. Before: three-person plumbing C$27,800	Lowers
Priced on the C$8.99 plan, with the free month in place of the refund	Company decision, after results	The plan on sale changed. Before: three-person plumbing C$22,700, mean C$17,042	Raises a little
Third AI code review: urgent job rate applies whoever reaches the caller; Local Services credit follows calls answered; turned-away customers don't refer or review	After results	Before: three-person plumbing C$23,000	Lowers

E Sources

S-numbers match the model's input file, so some aren't cited in the text. We checked the sources behind the main results directly. "Via" and "secondary" mean the figure reached us through another page and we didn't read the original. Listing a source doesn't mean we endorse it or its products.

S1 Invoca Call Conversion Industry Benchmarks Report 2025, via Supply House Times: home services conversion rate 46%; 61% of callers reach a person across the industries studied; over 60 million calls. supplyht.com

S2 411 Locals 2016: 62% of calls unanswered (only 85 businesses, old). 411locals.us

S3 Service Direct report via MightyCall: local home-service firms estimated 97% answered, actual 66%. Method not described. mightycall.com

S4 NextPhone (seller of AI receptionists): 74.1% unanswered. Sample not described on the page. getnextphone.com

S5 Moneypenny UK Small Business Call Report 2016: 69% hung up on voicemail. moneypenny.com

S6 CallRail 2025 survey of 1,000 US consumers, via Carly: 42% say they leave a voicemail, 82% say they'd try a competitor. Secondary source; stated, not observed. usecarly.com

S7 Signpost: under 20% leave a voicemail. Marketing blog, no named source. signpost.com

S8 Oldroyd, McElheran, Elkington, The Short Life of Online Sales Leads, HBR 2011. scholarsarchive.byu.edu

S9 AnswerConnect/OnePoll survey of 6,000 adults in the US, UK and Canada: 31% say they'd hang up on AI. AnswerConnect sells human answering. answerconnect.com

S10 SMB software churn benchmarks: 3-5% a month. userjot.com

S11 CFIB 2023 via Daily Commercial News: 52% of construction businesses turned down sales or contracts over labour shortages; all small business about 28% in Manitoba, 27% in Alberta. canada.constructconnect.com

S12 ISED Canadian Industry Statistics 2024, small business financials (NAICS 23822, 23821, 23816, 56173). ised-isde.canada.ca

S13 Estimate follow-up claims citing Jobber and ServiceTitan via US Tech Automations. Vendor blog; originals not found. ustechautomations.com

S14 Robotham et al., BMJ Open 2016 meta-analysis: 25% fewer no-shows (15% vs 21%), pooled from 16 studies. Health care. pmc.ncbi.nlm.nih.gov

S15 Xero: 28.8-day average wait, automated reminders recommended. Vendor data, no controlled study. xero.com

S16 Canadian construction collection period about 71 days (2012), Senate speech on Bill S-224; 41-day DSO, PYMNTS. sencanada.ca

S17 Google Local Services Ads help: responsiveness affects ranking, missed calls may hurt it. support.google.com

S18 Askalidis, Kim, Malthouse: emailed buyers rate up to 0.5 stars higher than self-motivated reviewers (online retail). arxiv.org

S19 Luca, Reviews, Reputation and Revenue: 5-9% revenue per Yelp star (restaurants, Seattle reviews and Washington State revenue data). library.hbs.edu

S20 Public price guides for Calgary and Edmonton, checked September 2026: Calgary plumber costs; Calgary furnace repair costs; Edmonton water heater costs; Edmonton furnace replacement costs; Calgary electrician and plumber costs; Calgary hail roof damage.

S21 Housecall Pro Trades Pulse, March 2026: HVAC repair revenue per job US$1,205. housecallpro.com

S22 Service Roundtable ranges via Ainora: HVAC US$450-950, plumbing US$350-750, electrical US$300-650 per call. Secondary. ainora.lt

S23 HomeStars Calgary: lawn care job about $284; yard cleanup up to $320. homestars.com

S24 PropertyWerks Winnipeg: residential snow $170-300+ a month. Single vendor. propertywerks.ca

S25 ServiceTitan Residential Service Contractor Market Report, via WebTonic: repeat customers 58% of work and 39% of revenue, referrals 71% of volume. Secondary. webtonic.io

S26 ISED Canadian Industry Statistics, 2025 establishments (NAICS 2382 and 5617, Canada and provinces). ised-isde.canada.ca

S27 CBC, January 2024 cold snap: a Lethbridge family called 6-7 HVAC companies. cbc.ca

S28 CFIB 2023: average Canadian small business owner works 54 hours a week. cfib-fcei.ca

S29 ServiceTitan State of the Trades 2026 via FieldCamp: 9.8-14.1% of residential HVAC calls off-hours, 6.8-9.3% weekday evenings and early mornings, 3-4.9% weekends; clustered at 5-9 pm. ServiceTitan customers only. fieldcamp.ai

S30 Same page: CallRail 2025 survey, 52% say after-hours AI assistants give superior service, 50% would book with AI; ServiceTitan 2022, booking rates fall after 6 pm. Stated, and secondary. fieldcamp.ai

S31 Atradius payment practices barometers, Canada: write-offs 5-6% of B2B invoices (2022, 2024), 1.5% in a 2017 survey across the Americas. All industries, B2B only. group.atradius.com

S32 ACHR News reader poll: most HVAC callback rates 4-6%; PipelineOn says 8-12%. Neither is a controlled study. achrnews.com

S33 Field service software vendors on unbilled work: up to 5% (PTC and ServiceMax, via FieldProMax), 10-20% elsewhere. No named data. fieldpromax.com

S34 Statistics Canada, Canadian Business Counts, December 2025 release, tables 33-10-1095-01 and 33-10-1096-01: Alberta plumbing and heating, electrical and roofing locations.

Model version 86072e1. Python and NumPy. The model code isn't published; ask us at hello@nomissedjobs.ca if you'd like to review it.