

DampBusters UK

Tradesperson Lead Conversion Checklist

A field-tested checklist for damp proofing and pest control specialists. Print one per lead.

1. Verify the lead before you call

- Read the full job description and any photos in your dashboard
- Check the property postcode is inside your travel radius
- Confirm the urgency level (ASAP leads should be called within 30 minutes)
- Note any access restrictions (flats, listed buildings, tenanted properties)

2. First-call script (under 5 minutes)

- Introduce yourself and your company by name
- Confirm the homeowner's address and the issue described
- Ask 3 diagnostic questions (when did it start, where, prior treatment)
- Offer two survey slots within the next 5 working days
- Send a confirmation SMS or email immediately after the call

3. On-site survey checklist

- Take moisture meter readings on every affected wall (record values)
- Photograph each defect with a tape measure or coin for scale
- Check external causes: gutters, pointing, ground levels, render
- Inspect roof voids and sub-floor voids where accessible
- Note ventilation: trickle vents, extractor fans, air bricks
- Identify timber decay and probe suspect joists / lintels

4. Quoting & winning the job

- Send a written, itemised quote within 24 hours of the survey
- Reference British Standards (BS 6576 for DPC, BS 8102 for tanking)
- Include your PCA / BPCA / TrustMark numbers
- Offer an insurance-backed guarantee (10-20 yrs damp, 30-90 days pest)
- Follow up by phone 48 hours after sending the quote

5. After the job - protect your reputation

- Photograph completed work and email the homeowner a copy
- Issue the guarantee certificate within 7 days
- Ask for a Google or Trustpilot review with a direct link
- Mark the lead as 'Won' in your DampBusters dashboard for stats