



The 7 PM call you're missing, and the text that turns it into a job

Why most painting estimate requests arrive in the evening, what happens in the two minutes after a missed call, and how a text-back books the walkthrough.

By Austin Gailey · 2 min read

Here is a call log from a real painter's first week on the program, names changed. Seven missed calls between 5:40 and 8:50 PM. Before the text-back, those were seven voicemails, four of them empty. After it, five became booked estimates.

The pattern is the same everywhere. The homeowner gets home, looks at the wall or the peeling trim, and searches. It is dinner time. You are cleaning up or already home with your phone in the truck. They call two or three painters. Whoever replies first gets the walkthrough, and the walkthrough usually gets the job.

What happens in the two minutes after the call

The homeowner does not wait. They hang up on your voicemail and dial the next result. If the next painter answers, or texts back, your lead is gone before you have seen the missed call.

The fix is not to answer the phone at dinner. It is to have something answer for you, fast and specific.

What a good text-back says

Not "thanks for calling, we'll get back to you." That is a voicemail in text form.

Hi, this is Sam at Summit Painting. Sorry we missed you, we're wrapping up a job. Interior or exterior?

The question matters. It starts a conversation the homeowner can answer with one word, and it tells you what kind of estimate to prepare. Their reply triggers the next step:

*Perfect timing, we book spring exteriors now. Grab an estimate slot here:
summit.co/estimate*

A link to a calendar, not "what time works for you." They pick a slot. It lands in your CRM. You get a notification and a reminder the morning of.

What it is not

It is not a chatbot pretending to be you, and it is not an answering service reading a script. It is two or three texts, in your name, that get the homeowner to book before the next painter calls back. You take over the conversation the moment you are free.

Where it fits

This is step one of the painting company marketing order for a reason. It costs nothing in ad spend and it turns the calls you already get into jobs. Everything after it, the site, the Google profile, the ads, sends more calls to a phone that now answers.

Questions about how it works with your existing number? The [FAQ](#) covers it, or [book twenty minutes](#).

NEXT STEP

Want this set up for your company?

Twenty minutes on the phone. We look at your site, your Google profile, and how your calls get answered, and you leave with a plan. Do it yourself or have us do it.

Book a call: marketing4painters.com/book