

NETWEBMEDIA AI SERIES · 14 INDUSTRIES

AI and Home Services

Plumbers, HVAC, electricians, roofers, landscapers and remodelers: never miss a call, quote faster and turn one job into the next.

PLUMBING

HVAC

ELECTRICAL

ROOFING

LANDSCAPING

REMODELING

First edition · September 2026

Book 14 of 14 · netwebmedia.com

About this series

Fourteen books, one question: what does AI actually change for a business like yours? Each book is written for one industry — its customers, its tools, its rules — so you can act on it this month, not someday. Buy one, or get all fourteen in the bundle.

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| 2. AI and Healthcare & Wellness | 9. AI and Events & Weddings |
| 3. AI and Hospitality & Tourism | 10. AI and Wine & Agriculture |
| 4. AI and Restaurants & Cafés | 11. AI and Beauty & Wellness |
| 5. AI and Local Services | 12. AI and Small Business |
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Every statistic in this book carries a numbered reference to a named, dated source in the Sources section. Benchmarks are medians or averages from other businesses as published by those sources — not predictions of your results.

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Start here

This book is for the people who actually run home-service businesses: the plumber with two vans and a phone that rings at 11 pm, the HVAC company with eight techs and one dispatcher, the electrician who does her own quoting at the kitchen table, the roofer whose year is decided by storm season, the landscaping crew with forty maintenance accounts, the remodeler juggling three jobs and a subcontractor who does not answer texts. If you fix, install, build or maintain things in other people's homes and you want to know what AI changes for a business your size, this is written for you.

It is not a book about the future of AI. It is a book about the next thirty days. Every chapter ends in something you can do this week, and every number in it comes from a named, dated source you can check in the Sources section.

Here is what you get. Chapter 1 shows where your peers already are, with the 2026 surveys from ServiceTitan, Jobber, Housecall Pro and Scorpion. Chapter 2 explains, in plain English, the five jobs AI does in a trades business and the jobs it cannot do. Chapter 3 is about your customers: how homeowners now ask ChatGPT and Google's AI answers for a contractor before they call one. Chapter 4 ranks the ten use cases that pay back fastest, starting with the one that answers the phone while you are under a sink. Chapter 5 gives you a tool stack with real September 2026 prices, in three budgets. Chapter 6 covers the rules: TCPA, the FTC's review rule, Colorado's AI law and Chile's Ley 21.719. Chapter 7 is the 30-day plan. Chapter 8 is for readers in Chile and the rest of Latin America.

You can read it front to back in about forty minutes. If you are short on time, read Chapter 4 and Chapter 7 and come back for the rest.

Home services and AI in 2026 — four numbers to know

25%

of residential contractors currently use AI, though 73% think early adopters gain an edge

41%

of jobs booked online arrive after business hours

22%

of homeowners already use ChatGPT-type tools to find a contractor

87%

of homeowners will not hire a company rated under 4 stars

Sources: ServiceTitan, 2026 (vendor survey); Housecall Pro, 2026 (vendor data); Scorpion, 2026 (vendor survey)

The pattern those four numbers describe is the whole story of this book. Three contractors in four believe AI gives an edge; one in four uses it. Four online bookings in ten arrive when nobody is at the desk. One homeowner in five already asks a chatbot who to call, and almost nine in ten will not call anyone rated under four stars. The business that answers first, at any hour, with a rating above four, gets the job, and answering first is the thing AI does best.

1. Why AI matters for home services now

A repair market that is slowing, not shrinking

The US market is big and flat. Homeowner spending on improvements and repairs ran at \$521 billion annualised in the first quarter of 2026, and Harvard's Joint Center for Housing Studies projects \$518 billion by the end of 2026 and \$523 billion by early 2027.¹ Growth is slowing from 2.1% in mid-2026 to about 0.5% a year by early 2027, below inflation.² In a market that is not growing, the extra job comes from a competitor, and it goes to whoever answers.

Demand is repair-led, not renovation-led. 79% of homeowners expect to repair or replace at least one home system in 2026: plumbing (28%), appliances (25%), exterior (23%), HVAC (20%), electrical (18%) and roofing (14%).³ 69% live in homes over 20 years old, 72% plan to stay put, and 77% are delaying or trimming projects because of cost.³ Translation: fewer big remodels, more emergency calls, more customers who get three quotes.

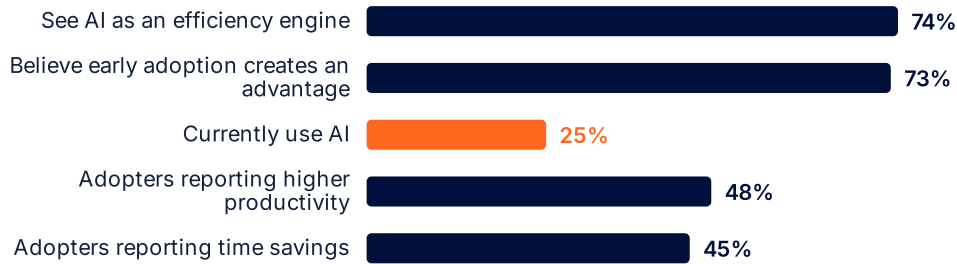
Operators are busy but small. In Jobber's survey of 1,050 owners, 72% are consistently booked with limited availability, 8% are at capacity and turning work away, and only 3% struggle to fill the schedule; 65% raised prices in the past year and referrals are the number one lead source for 59%.⁴ Jobber's platform data for the first quarter of 2026 shows new work up 8% year on year in contracting (revenue up 10%) and digital payments above 51% of transactions.⁵

Key number: 41% of jobs booked online through Housecall Pro arrive after business hours, with meaningful volume between 1 a.m. and 4 a.m.⁶ and 56% of homeowners want 24/7 scheduling or after-hours communication.⁷ Every after-hours call that goes to voicemail is a job that goes to the next name on the list.

Where your peers are

ServiceTitan's 2026 survey of 1,000 residential contractors is the clearest picture of the gap. 74% see AI as an "efficiency engine" and 73% believe early adoption creates a competitive advantage, but only 25% currently use it.⁸ Among early adopters, 48% report higher productivity and 45% time savings; 60% of all respondents name labor and overhead as their biggest risks, and just over half respond to new leads within the first hour.⁸

Residential contractors and AI: belief runs far ahead of use (2026)



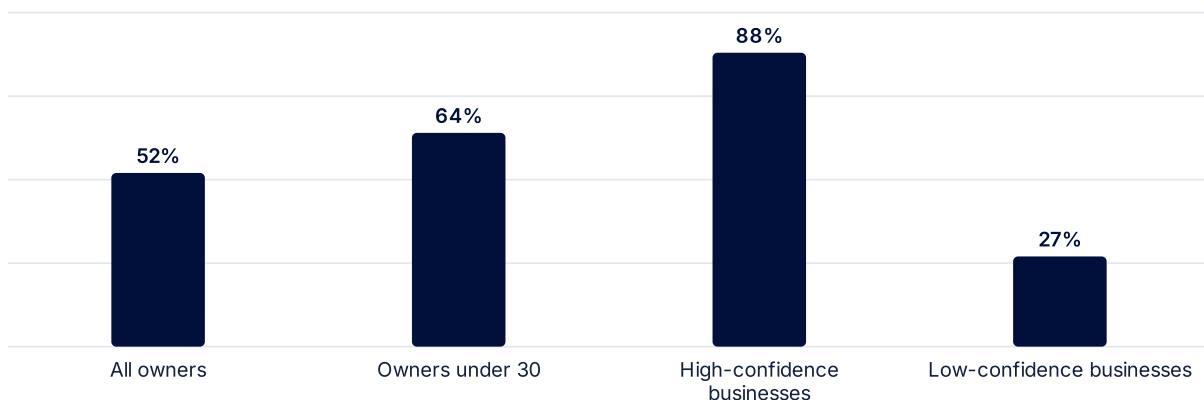
Source: ServiceTitan, 2026 Residential State of the Trades, 2026 (vendor survey)

Jobber's numbers look higher, and the difference is instructive. 52% of home-service owners in its survey use AI in daily operations, 27% plan to within a year, and 64% of owners under 30 already do; the top uses are quoting (54%), invoicing (52%) and business writing (51%).⁴ "Use AI" means one thing to an owner who once pasted a quote into ChatGPT and another to an owner whose phone is answered by software. Both surveys agree on the part that matters: most of the use is writing, very little is answering.

Adopters versus everyone else

The clearest split in Jobber's data is confidence. 88% of businesses that describe themselves as highly confident about the year ahead use AI, against 27% of low-confidence businesses.⁴ That does not prove AI causes the confidence, but it tells you where the growing companies are sitting.

Who uses AI in daily operations (home-service owners, 2026)



Source: Jobber, 2026 Home Service Trends Report, 2026 (vendor survey)

Housecall Pro's mid-2026 survey of 248 US pros measured what adopters actually got. 68% say AI contributed to revenue growth (one in three say 5% or more), 40% say it helps them respond faster and lose fewer leads, more than one in four save six or more hours of admin a week, and 31% saw a return "almost immediately."⁹ The effect compounds: 58% of users say AI has a bigger impact now than when they started, rising to 79% among those using it for two years or more.⁹ On the other side, 52% of non-users say they are simply not familiar with AI tools for the trades.⁹

Commercial contractors show how fast the gap can close: 38% reported measurable business impact from AI in 2026, up from 17% in 2025, led by cost estimation (24%) and bid management (22%).¹⁰ Across all US small businesses, 77% now use AI regularly and 43% credit it with revenue gains.¹¹

The five pains AI is aimed at

Scorpion's 2026 survey of 944 operators reads like a table of contents for this book: 80% are unsure how to appear in AI-driven search results, 66% name after-hours customer service as their top challenge, 67% struggle to collect reviews consistently, 67% cannot tie marketing spend to revenue, and 78% juggle two or more marketing vendors.⁷ Those five problems are, in order, Chapters 3, 4, 4 again, 7 and 5.