



AI RESTORATION BUSINESS PROFIT PLAYBOOK

A STEP-BY-STEP GUIDE TO IMPLEMENTING AI, AUTOMATING OPERATIONS, AND SCALING YOUR RESTORATION BUSINESS



AUTOMATE



OPTIMIZE



SCALE



PROFIT

4 PROVEN AI PLAYS TO DOMINATE YOUR MARKET

Dear Restoration Business Owner,

Thank you for reading this. You run one of the hardest businesses in home services. And you deal with the worst lead systems. You have slow seasons. Homeowners call five companies at the same time. Networks take too much of your money. Google wastes your ad budget.

There are only three ways to grow your business. Get more clients. Make them worth more. And keep them longer. The plays in this book fix the biggest problems in how you get leads. These problems are costing you money every single day.

Inside this book, you will find 4 chapters. Each chapter shows a simple way to use AI to grow your business. You will not need to spend more money on bad ads. We picked these plays because they solve your biggest problems: answering fast, getting leads, building trust, and getting good reviews.

When you do these right, they make you a lot of money. Enjoy.

TTB Group

HOW EACH CHAPTER IS ORGANIZED

- 1 Description** — What the play is and how it works for your business.
- 2 Why You Should Do This** — The reasons why this play makes you money.
- 3 Here's What You're Going To Do** — Simple steps to set it up.
- 4 What To Expect** — The exact results you will see.
- 5 The Bottom Line** — The main point in one sentence.

READ BEFORE YOU START

Do not try to do all 4 plays at once. Pick the one that fixes your biggest problem right now. If you miss calls at 2 AM, start with Play 1. If people visit your website but do not call, start with Play 2. Do one play, check the results, and then do the next one.

CHAPTER 1:

THE AI VOICE AGENT PLAY

Stop losing water damage and fire jobs to whoever answers first. Deploy an AI secretary that answers every call, qualifies every lead, and books estimates 24 hours a day — even when your crew is knee-deep in a Category 3 water loss.

01

DESCRIPTION

The AI Voice Agent Play uses smart software to answer your phone 24 hours a day. It makes sure no emergency call ever goes to voicemail. When you are busy working on a job, talking to an adjuster, or sleeping, the AI answers the phone. It asks the right questions and books jobs for you. Your phone becomes a machine that makes money, even when you are busy cleaning up a big water leak.

WHY YOU SHOULD DO THIS

Do you know how many calls you get each month? How many are people asking for help? How many are new jobs? How many turn into real work? Most companies do not know. Not knowing costs them a lot of money. In this business, the first company to answer the phone gets the job. If you wait 5 minutes, you will lose 80 percent of those jobs. Only 30 percent of people who leave a voicemail ever call back. Companies that use AI answer 90 percent of their calls. Companies that only use humans miss half of them.

HERE'S WHAT YOU'RE GOING TO DO

STEP 1	Set up your AI phone system using HighLevel's Voice AI. Teach your AI what you do. Tell it about water cleanup, fire damage, mold removal, and storm repair. Tell it where you work and how fast you can get there. The AI must know your business well before it answers the phone.
STEP 2	Tell your AI how to answer the phone. It should say, "Thanks for calling [Company Name], this is [AI Name]. How can I help you today? Do you have a water or fire emergency?" The AI finds out right away if it is an emergency. A flooded basement at 2 AM needs help much faster than a normal question.
STEP 3	Make the AI ask good questions before booking the job. It needs to ask what caused the damage. It asks how bad it is, if they have insurance, and where they live. The AI saves this info in your system. This way, your team knows everything before they call the person back.
STEP 4	Let the AI see your calendar and book jobs. For emergency calls, the AI sends a text message to your worker right away. For normal calls, it puts the job on your calendar and texts the homeowner. A human does not need to do anything.
STEP 5	Look at your call numbers every month. How many calls did you get? How many were emergencies? How many were new jobs? How many turned into real work? Knowing these numbers helps you run a better business. The AI tracks all of this for you.

WHAT TO EXPECT

- *You will answer 90 to 95 percent of calls, instead of missing half of them.*
- *You will get leads all day and night, even on weekends and holidays.*
- *You will book 50 to 80 percent more jobs because you always answer the phone.*
- *You will see exactly how many calls you get and how many turn into jobs.*

The Bottom Line: Other companies lose jobs because they let calls go to voicemail. Your AI answers every call, asks the right questions, and books jobs 24 hours a day. In this business, the fastest company wins. Your AI never sleeps.

CHAPTER 2:

THE CHAT WIDGET PLAY

Turn anonymous website traffic into booked appointments. Engage every homeowner the moment they land on your site — before they click back to Google and call your competitor.

02

DESCRIPTION

The Website Chat Widget Play puts a smart chat box on your website. It talks to people as soon as they visit your page. It answers their questions about what you do, how fast you can get there, and how insurance works. Then, it gets their name and phone number and books a job on your calendar. A human does not need to help at all.

WHY YOU SHOULD DO THIS

When a homeowner searches for "water damage near me" late at night, they are scared and need help fast. Some will call you, but many like to chat first. This is very true if they are at work, confused about insurance, or just looking up mold removal. If your website only has a phone number, you will lose these people. Adding an AI chat box gets you more jobs from the people who already visit your site. You do not have to spend more money on ads to get these extra leads.

HERE'S WHAT YOU'RE GOING TO DO

STEP 1	Put the HighLevel AI Chat Widget on your website. Set it to pop up after 5 seconds. Have it ask: "Do you have a water or fire emergency? We can send a team in under 90 minutes." This helps you find out who needs help right away.
STEP 2	Make the chat box ask for contact info first. Get their name and phone number before they start chatting. This way, if they leave the chat, you still have their info. You can call them back later. No one stays a secret.
STEP 3	Teach the AI how to answer normal questions. Tell it how fast you arrive. Tell it how insurance claims work. Explain what your training means and why it is good. Explain what happens during a water or mold cleanup. The AI answers these questions to build trust before you even talk to them.
STEP 4	Tell the AI to ask for the job. It should say, "I can have a team there in 90 minutes. Do you want me to book that now?" The AI must always try to book a job or get them on the phone. It should not just answer questions forever.
STEP 5	Save every chat in your system. Every word they say, their phone number, and the job they booked gets saved. Your team can read the whole chat before they call the person. You never lose info. You never have to ask the same questions again.

WHAT TO EXPECT

- *You will get 10 to 30 percent more jobs from the people already visiting your site.*
- *You will get jobs from people who like to text instead of call.*
- *You will stop people from leaving your site to call another company.*
- *You will have their name and phone number before your team even talks to them.*

The Bottom Line: People are visiting your website right now. Most of them leave without talking to you. The chat box turns your website into a machine that gets leads all day and night. It books jobs before they can call anyone else.

CHAPTER 3:

THE AI RETARGETING PLAY

Build undeniable trust and close larger loss jobs by staying in front of every homeowner who visits your website — on Facebook and Instagram — until they are ready to call.

03

DESCRIPTION

The AI Retargeting Play tracks every person who visits your website. It then shows them your ads on Facebook and Instagram. Even if they do not call you right away, your name follows them online. This builds trust until they are ready to hire you. The AI tracks how many visitors you get each month. It shows you how many of them turn into jobs. It even records videos of people using your site so you can see where they leave.

WHY YOU SHOULD DO THIS

Not every visitor has a midnight flood. Some are looking up mold or smoke damage and taking their time. If they leave your site, they forget your name very fast. But if you show them ads on Facebook and Instagram, they start to trust you. This trust helps you close bigger jobs. You are no longer just a random company. You are the trusted expert they see everywhere. People who see your ads again are much more likely to hire you.

HERE'S WHAT YOU'RE GOING TO DO

STEP 1	Put a tracking code on your website. This code works every time someone visits your site. It saves them into a list for your ads. Now you can track every visitor. You will know how many people came, what pages they looked at, and how long they stayed.
STEP 2	Make special ad lists for people who did not book a job. Make one list for people who looked at water damage. Make another for mold, and another for fire. This lets you show them the right ads. If someone looked at mold, show them an ad about mold, not a random ad.
STEP 3	Make ads that build trust. Show before-and-after photos of bad water and fire damage. Show videos of happy customers. Explain your training and why it helps the homeowner. These ads are not just to sell. They are to prove you are the best.
STEP 4	Check your numbers every month. Look at how many visitors you had. Look at how many called you. Look at how much each job cost to get. Watch the videos of people using your site to see why they leave. Then, fix those pages. This turns guessing into real facts.

WHAT TO EXPECT

- *You will close more big jobs because people already trust you.*
- *You will spend less money on ads because showing ads to past visitors is cheaper.*
- *You will see exactly how many people visit your site and what they do.*
- *You will get leads from people who already think you are the best.*

The Bottom Line: When someone leaves your website without calling, they are not gone forever. Retargeting follows them on Facebook and Instagram to build trust. The company they see everywhere is the one they call first.

CHAPTER 4:

THE AUTOMATED REVIEW REQUEST PLAY

Dominate local search and build a 5-star reputation on autopilot — without your technicians ever having to ask for a review again.

04

DESCRIPTION

The Automated Review Request Play uses AI to ask for and reply to reviews as soon as a job is done. It turns happy customers into a tool that pushes you to the top of Google Maps. Your team does not have to do any extra work to make this happen.

WHY YOU SHOULD DO THIS

In this business, trust is everything. When someone has two feet of water in their house, they look for a company with great reviews. Google puts companies with the most good reviews at the top of the search list. A company with 200 reviews will always beat one with 20. But your workers are busy fixing houses. They do not have time to ask for reviews. Using AI to do this gets you good reviews when the customer is most happy — right after the job is done. Your crew does not have to do a thing.

HERE'S WHAT YOU'RE GOING TO DO

STEP 1	<p>Set up a rule in your system that starts when a job is done.</p> <p>When your worker marks a job as "Complete," the AI takes over right away. No one has to click a button. The system does it the second the job is finished.</p>
STEP 2	<p>Send a text and email asking for a review within 30 minutes.</p> <p>Say: "Hey [Name], it's [Your Name] from [Company]. We are glad we could fix your home. Would you mind taking 30 seconds to review us? It helps us a lot." Include a link straight to your Google page. Keep it friendly and short.</p>
STEP 3	<p>Turn on the AI to reply to every new review.</p> <p>The AI writes a nice reply to every 5-star review. If someone leaves a bad review, it warns you so you can fix it. Replying to reviews tells Google you are active, which helps you rank higher.</p>
STEP 4	<p>Use the AI to reply to your old reviews.</p> <p>If you have old reviews with no reply, the AI will answer them slowly. It does a few each day so it looks like a human is doing it. This shows Google that your business cares about its customers.</p>

WHAT TO EXPECT

- *You will get more 5-star Google reviews without your team doing extra work.*
- *You will rank higher on Google when people search for "water damage near me."*
- *More people will hire you because they see how much others trust you.*
- *Every new review makes it harder for other companies to beat you.*

The Bottom Line: Your best ad is a happy homeowner who just watched you fix their flooded basement. Asking for a review right away turns their happiness into Google rankings and new leads. It builds a name that sells your company before you even pick up the phone.

YOU NOW HAVE THE PLAYBOOK.

Most companies will read this, nod their heads, and go back to the old way of doing things. They will just hope they can answer the phone fast enough. That is actually good news for you.

Because the people who actually do this — even just one play at a time — are the ones who win. They get the big jobs while everyone else wonders where the work went. They answer every call. They have 300 five-star reviews. People see them everywhere online. That is not luck. That is a smart system.

You do not need to do all four plays at once. Pick the one that fixes your biggest problem right now. Do it until it works. Then add the next one.

START WITH THE PLAY THAT FIXES YOUR BIGGEST PROBLEM RIGHT NOW

Missing late-night emergency calls? Start with the AI Voice Agent Play.

People visit your website but do not call? Start with the Chat Widget Play.

Losing big jobs to companies you do not know? Start with the AI Retargeting Play.

Other companies have more Google reviews than you? Start with the Automated Review Request Play.

This book was made for companies that want to grow and stop using bad lead systems. You have the plays. Now go run them.

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AI Lead Generation for Restoration Businesses