

FOR LOCAL BUSINESS OWNERS

The lead **leak** checklist

The five places local businesses bleed money — and a **15-minute self-audit** to measure every leak with data you already have.

04

INSIDE THIS CHECKLIST

● THE 5 LEAKS ● THE 15-MINUTE SELF-AUDIT ● YOUR LEAK SCORE ● WHAT FIXING IT IS WORTH

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● You don't have a leads problem

You have a **leaks** problem. Most businesses respond to slow months by buying more leads — pouring them into a bucket full of holes. Find the holes first.

01 Speed to lead

The clock starts the second a lead lands — and the value falls off a cliff in minutes, not days.

- **Measure it: pull your last 20 leads. Timestamp received vs. first human response. That gap is the leak.**

+391%

Conversion lift when a lead is called **within one minute**.

VELOCIFY STUDY • 3.5 MILLION LEADS

23%

Of 2,241 companies audited by Harvard Business Review **never responded to their leads at all**. Only 37% replied within the hour.

HBR, THE SHORT LIFE OF ONLINE SALES LEADS

02 Missed calls

Every missed ring is a customer choosing whoever answers. And homeowners call nights and weekends — exactly when nobody's at your desk. Voicemail is where jobs go to die.

- **Measure it: your phone system's missed-call count, last 30 days. How many got a same-day callback? How many after-hours calls ever got one?**

03 No follow-up cadence

The average rep quits after about **1.3 attempts**. But **93% of leads that convert are reached by the sixth attempt** (Velocify contact strategy). Your “dead” list isn't dead — it's under-called.

- **Measure it: open 10 dead leads in your CRM. Count the logged attempts on each. Under 3? That's money still sitting there.**



THE PATTERN

None of these leaks are about effort. They're about **minutes and memory** — the two things machines are better at than people. Your team should close. The machine should chase.

04 No reviews engine

When you don't ask, only the angry write. Buyers compare star ratings before they ever call — the gap between a 4.2 and a 4.8 decides who gets the click, and the phone call that follows it.

- **Measure it: reviews received in the last 90 days ÷ jobs completed. That ratio is your ask rate. Under 20%? You're invisible on purpose.**

05 Manual busywork

Re-typing the same customer info between your calendar, your invoices, and your CRM is payroll with no output — and every re-type is a chance for an error a customer will notice.

- **Measure it: ask each person, "What do you re-type between two systems every week?" Hours × wage × 52. Say the number out loud.**

• The 15-minute self-audit

Score each line: **0** = no / never · **1** = sometimes · **2** = locked in, every time.

Your leak score		BE HONEST — NOBODY'S WATCHING
1. A new lead gets a response in under 5 minutes — even at 9pm on a Saturday.	_____	/2
2. Someone — or something — answers every call , 24/7, and books the job.	_____	/2
3. Every lead gets 6+ touches (call, text, email) before it's marked dead.	_____	/2
4. Every finished job automatically triggers a review ask .	_____	/2
5. Zero staff hours per week go to copy-paste between systems .	_____	/2
Total	_____	/10

8 – 10 • Tight ship

Your bucket holds water. **Now** it makes sense to buy more leads.

5 – 7 • Funding competitors

You're paying to generate demand that closes elsewhere. Fix the top two leaks first.

0 – 4 • Stop buying leads

Every ad dollar leaks. Patch the bucket before you pour anything else into it.

● What fixing each leak is worth

LEAK	THE FIX	WHAT IT'S WORTH
Speed to lead	Answer in under a minute, 24/7 — automatically	Leads you already paid for, closed instead of lost
Missed calls	Every call answered, booked, and logged	The after-hours jobs your competitor gets today
Follow-up	Automatic 6+ touch cadence — call, text, email	Your “dead list” becomes a pipeline
Reviews	Every happy customer asked, automatically	The 4.8 rating that wins the click
Busywork	Systems that talk to each other	Hours × wage × 52, back in your pocket

Put a dollar on leak #1

NAPKIN MATH · 2 MINUTES

1. Leads per month

2. × the share answered slower than 5 minutes (%)

%

3. × your close rate (%) × your average job value (\$)

\$

= revenue at risk from slow response, every month

\$

THE TRIPLE CROWN GUARANTEE

The Payback Guarantee

Every Triple Crown automation proposal ships **with the payback math it has to beat**. If the numbers don't work for your business, we're the ones who tell you not to buy.

WANT THE AUDIT DONE FOR YOU?

Get your free lead leak audit

Triple Crown builds the machines that patch all five leaks — instant response, 24/7 answering, follow-up cadences, review engines, and systems that talk to each other. **The Payback Guarantee applies to every proposal.**

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SOURCES — Harvard Business Review, “The Short Life of Online Sales Leads” (2,241-company audit) · Velocify Ultimate Contact Strategy (3.5M leads analyzed). This checklist is free — share it with any business owner it helps.