

The Booking-Rate Check

Measure the share of your leads that became booked jobs without the lead-age trap, walk an intake checklist, then try a target in the calculator.

The Revvy team · October 8, 2026

In ten minutes: One measured booking rate, a marked-up intake checklist, and a scenario in the calculator.

Your booking rate is the share of your leads that became booked jobs. It is easy to get wrong in both directions. Count last week's leads and it reads too low; count only the work that booked and it reads 100%.

This worksheet measures yours from one export, with the same rules Revvy's engine uses: the 14-day lead-age floor and the 20-lead minimum. Then it walks you through where leads go missing at intake, and sends you to the calculator to try a target.

What you get

- Your booking rate, over the leads old enough to count, with the sum shown beside it.
- Your leads a month, as an average, ready to type into the calculator.
- An intake checklist, marked yes, no or unknown, to hand to whoever answers your phone.
- A scenario in the Opportunity Score calculator, run on your own numbers.

There is no sign-up and nothing to install. The worksheet does its sums in your browser, and nothing you type is saved or sent.

The lead-age trap

A lead that came in two days ago may not have been called back yet. Count it as never booked and a busy last week reads as a booking problem.

So leave out every lead newer than 14 days, booked and unbooked alike. Leaving out only the unbooked ones would push the rate up instead. Fourteen days is Revvy's default. Every default on this page (14 days, the 75% target and the 90% completion rate) is Revvy's judgement, not an industry figure, and you can change any of them.

The export can trap you too. A file of booked work alone shows a 100% booking rate and tells you nothing, so you need every enquiry, booked or not.

Step 1: pull 90 days of leads

Export every lead from the last 90 days, whatever its source, including the ones that never booked. Your field-service software's lead or booking report is the place to start. If leads live in a call log or a spreadsheet, use that.

Each lead needs the date it came in and whether it booked: a booked status or a booked date. A source on each lead is worth having as well. It does not change the rate, but it lets you work out the rate for each source later.

If your system keeps only the work that booked, you cannot measure a rate today. Mark "Leads that do not book stay in your records" No on the checklist in Step 3, start a lead log now (date, source, booked yes or no), and come back when 20 logged leads are at least 14 days old.

If you run several locations, do each one on its own. A combined rate can hide a location that books far fewer of its leads than the others.

Step 2: count the leads old enough to count

Count the leads created between the first day of your 90 days and the cut-off 14 days before the export, both days included. Enter the date of your export below and the worksheet gives you both dates. That is 76 days of leads.

Then count how many of those leads became booked jobs, and enter both numbers.

Measure your booking rate

Your numbers

Count from your own leads export: every enquiry, booked or not.

Nothing you type here is saved or sent. It clears when you reload the page.

Date of your export

Leads created in that range

Count the leads created from (your export date minus 89 days) _____ to (your export date minus 14 days): _____

Booked and unbooked alike. A file of booked work alone would show 100%.

Of those, leads that became booked jobs

Your booking rate

Booking rate

Leads a month

Booking rate = booked leads ÷ leads counted

Leads a month = leads counted ÷ 76 days × 30

An average, with no seasonal adjustment.

How to read the result:

- Under 20 leads there is no rate. Revvy needs at least 20 leads old enough to count before it states one.
- Leads a month is an average over the 76 days, with no seasonal adjustment.
- The rate is measured from your records. Nothing here compares it with an industry figure, because Revvy holds none.

Step 3: walk the intake checklist

Answer each intake question yes, no or unknown. A rate tells you how many leads booked, not why the others did not, and these questions follow a lead from the phone ringing to a job on the schedule.

Intake checklist

In business hours, a named person answers the phone, and someone covers when they cannot.

Think of the times they are on another call, out on a job or at lunch.

☐ Yes ☐ No ☐ Unknown

Missed calls and voicemails get called back, and one person owns that list.

How soon, and how would anyone know a call was missed?

☐ Yes ☐ No ☐ Unknown

After-hours calls reach a person, an answering service, or a voicemail someone clears first thing.

☐ Yes ☐ No ☐ Unknown

Every lead is recorded with its source and a booked status or booked date.

☐ Yes ☐ No ☐ Unknown

Leads that do not book stay in your records, with the date they came in.

☐ Yes ☐ No ☐ Unknown

If you run Local Services Ads: you know how many calls you missed during business hours.

Google's own words on missed calls are just below.

☐ Yes ☐ No ☐ Unknown

If you run Local Services Ads

Two sentences from Google's Local Services help pages, read on October 8, 2026. On how the ads are ranked:

Your responsiveness to customer inquiries and requests: Missed calls may negatively affect your responsiveness.

Google, Local Services Help, About ad rankings ^[1]

And in Google's list of the ways a valid lead, which you are charged for, can come about:

You missed a phone call during your business hours and the customer stays on the line for more than 20 seconds.

Google, Local Services Help, How leads work ^[2]

Read together, they say two things. Missed calls may count against your responsiveness.^[1] And a call you miss during business hours can still count as a valid lead when the caller stays on the line for more than 20 seconds.^[2]

Help pages like these can change, so open them from the Sources list below and check before you act on them.

More on this: [Missed calls on Local Services Ads: what Google says \(https://revvyrocket.com/blog/missed-calls-local-services-ads/\)](https://revvyrocket.com/blog/missed-calls-local-services-ads/).

How to read your answers

Unknown is an answer. It means your records cannot say, and that is a finding about the records, not a zero. If nobody can say how many calls were missed last month, the first fix is to start counting them.

No item here carries a dollar value. Revvy measures calls from a calls export, as answered live, missed or sent to voicemail, but it does not put a price on missed calls.

Print this page and hand the checklist to whoever answers your phone. Ask them to mark it, then compare notes.

Step 4: try a target in the calculator

Open the Opportunity Score calculator and type in your leads a month and your booking rate from Step 2. Then choose a target rate, a completion rate and your average completed job value.

The calculator prices one lever, the booking rate, and says what it assumes: that your team can do the added work, that revenue is not profit, and that no other lever is added. It is a scenario, not your Revvy Opportunity Score.

The completion rate is the share of booked jobs that complete and get invoiced.

For a target, Revvy's engine uses 75% by default: a rate it judges a business with a staffed phone and a written booking path can reach. Try your own targets too.

CALCULATOR

Opportunity Score →

Work out what a better booking rate could be worth, one lever at a time.

In the demo

Demo

Contoso Plumbing & Drain

Contoso Plumbing & Drain is one of Revvy's demo businesses. Leads that never became booked jobs are the largest line in Contoso's total: \$164K–\$246K a year, after the total has allowed for wins that act on the same jobs and for the open slots on the schedule.

Revy also shows the check's own range, before that allowance.

Under two thirds of Contoso's calls are answered live.

Open Contoso's dashboard in the demo (https://app.revyrocket.com/business/biz_contoso).

What the full analysis adds

- It does not add overlapping wins together. Booking more leads, closing more quotes and raising the average ticket act on the same jobs, so of booking and close rate one counts in full and the other at a share, 40% by default, a judgement you can change, and the average-ticket what-if stays beside the total.
- It checks the added jobs against the schedule capacity a business has recorded, and scales a figure down when the crews could not run the work.
- It gives each figure a confidence and a low, mid-point and high, with the working behind it.
- Its Breakdowns screen counts calls answered live, missed and sent to voicemail, beside an answer-rate target marked as an assumption.

More on the method: [Measure your booking rate without the 14-day trap](https://revvyrocket.com/blog/measure-your-booking-rate/) (<https://revvyrocket.com/blog/measure-your-booking-rate/>).

Sources

1. **Google, Local Services Help.** About ad rankings <https://support.google.com/localservices/answer/7527305?hl=en>. No date shown on the page; read October 8, 2026.
Platform documentation that may change while Local Services Ads move into Google Ads.

2. **Google, Local Services Help.** How leads work <https://support.google.com/localservices/answer/7195435?hl=en>.

No date shown on the page; read October 8, 2026.

Platform documentation that may change while Local Services Ads move into Google Ads. The second sentence is listed on the page as a scenario that generates a valid lead; lead credits and exceptions are described on the same page.