

# Junk & Moving Response Kit

A starter kit for junk-removal and moving operators who need better estimate recovery, clearer move-day updates, and stronger booking confidence around high-volume local jobs.

Junk-removal owners, moving-company operators, dispatch teams, and office coordinators

## GUIDE

A starter kit for junk-removal and moving operators who need better estimate recovery, clearer move-day updates, and stronger booking confidence around high-volume local jobs.

## WHAT THIS ASSET COVERS

- Junk Removal Photo Estimate Recovery Pack
- Moving-Day ETA & Status Pack
- Junk & Moving Route Confirmation Playbook
- Estimate Follow-Up Cadence Playbook
- Front Door Score Tool for Small Businesses

## SUGGESTED ROLLOUT

1. Recover more warm estimate leads before they disappear after a pricing exchange.
2. Install move-day ETA messaging so live jobs create less noise for the office.
3. Use a clean follow-up rhythm instead of relying on memory after a quote is sent.
4. Keep the front door measurable so response quality improves as volume grows.

## WORKING ASSET

## INCLUDED ASSETS

- Junk Removal Photo Estimate Recovery Pack
- Moving-Day ETA & Status Pack

- Estimate Follow-Up Cadence Playbook
- Front Door Score

## PRIMARY USE CASE

Use this kit when the business is generating local demand but losing too much momentum between estimate, schedule, and live-job communication.

## DEPLOYMENT SEQUENCE

1. tighten estimate recovery
2. standardize move-day status updates
3. install consistent follow-up cadence
4. review the front-door score weekly

## OPERATING METRICS

- estimate-to-book rate
- ETA update coverage
- inbound reassurance calls
- review requests sent after completed jobs

## DEPLOYMENT NOTES

### HOW STRONG TEAMS ACTUALLY USE THIS ASSET

- Assign one accountable owner instead of letting "Junk & Moving Response Kit" become shared but unmanaged work.
- Use it with junk-removal owners, moving-company operators, dispatch teams, and office coordinators in a weekly rhythm so the asset drives decisions rather than sitting in a folder.
- Decide in advance what counts as green, watch, and red performance so the team knows when to escalate.
- Capture learnings directly in the document every week so the asset becomes smarter over time instead of resetting to zero.

### 30-DAY ROLLOUT SEQUENCE

- Recover more warm estimate leads before they disappear after a pricing exchange.
- Install move-day ETA messaging so live jobs create less noise for the office.
- Use a clean follow-up rhythm instead of relying on memory after a quote is sent.

- Keep the front door measurable so response quality improves as volume grows.

## WHAT SEPARATES A SERIOUS VERSION FROM A BASIC TEMPLATE

- Clear ownership for every step, not generic advice without accountability.
- Targets, thresholds, or decision rules that tell the team what good looks like.
- Specific working components: Junk Removal Photo Estimate Recovery Pack, Moving-Day ETA & Status Pack, Junk & Moving Route Confirmation Playbook, and more.
- A built-in review cadence so the document becomes part of operations rather than a one-time download.