

Waterproofing Emergency Intake Kit

A niche starter kit for waterproofing and foundation teams that need cleaner wet-basement intake, stronger storm-response qualification, and better estimate readiness.

Waterproofing owners, estimators, office teams, and coordinators

GUIDE

A niche starter kit for waterproofing and foundation teams that need cleaner wet-basement intake, stronger storm-response qualification, and better estimate readiness.

WHAT THIS ASSET COVERS

- Wet Basement Intake Checklist for Waterproofing Leads
- Front Door Score Tool for Small Businesses
- Roofing Storm Lead Intake Script
- Booking Readiness Checklist for Small Businesses

SUGGESTED ROLLOUT

1. Capture wet-basement calls with stronger qualification from the first conversation.
2. Use front-door scoring to see where urgent inquiries still leak.
3. Apply storm-intake patterns when weather events spike demand.
4. Tighten readiness so estimates and inspections book with fewer delays.

WORKING ASSET

Includes:

- Wet Basement Intake Checklist
- Front Door Score
- Roofing Storm Lead Intake Script

- Booking Readiness Checklist

USE THIS KIT TO

- qualify wet-basement leads better
- tighten estimate readiness
- handle storm-driven inquiry spikes

DEPLOYMENT NOTES

HOW STRONG TEAMS ACTUALLY USE THIS ASSET

- Assign one accountable owner instead of letting "Waterproofing Emergency Intake Kit" become shared but unmanaged work.
- Use it with waterproofing owners, estimators, office teams, and 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

- Capture wet-basement calls with stronger qualification from the first conversation.
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- Apply storm-intake patterns when weather events spike demand.
- Tighten readiness so estimates and inspections book with fewer delays.

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: Wet Basement Intake Checklist for Waterproofing Leads, Front Door Score Tool for Small Businesses, Roofing Storm Lead Intake Script, and more.
- A built-in review cadence so the document becomes part of operations rather than a one-time download.