

What Do Homeowners Really Think About Texting Businesses?



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01 INTRODUCTION

What Do Homeowners Really Think About Texting Businesses?

For most home service businesses, direct channels still outperform search engines, paid channels, and lead aggregators as the #1 booking channel. But channel preferences are shifting, and home service businesses are losing customers by relying on just phone calls alone.

A 2025 survey found that 67%¹ of people prefer booking a service by texting a business, as opposed to making a call or simply emailing them. But it's not just about personal preference — SMS has higher usage, open rates, and response rates than phone calls or email combined.

Even as more homeowners lean towards texting, many home service pros remain slow to adopt. They struggle to answer questions like, "Will customers think texting is unprofessional?" "Will this take time out of my day?" or even just "How do I use texting strategically for my business?" This struggle highlights a growing disconnect between how customers want to communicate and how businesses actually operate — and the businesses that don't adapt are already losing customers.

This whitepaper breaks down what exactly homeowners expect from SMS, what the data says about texting, and what making the switch means for your business's bottom line. We'll also share more about how to get started with Signpost's SMS features, designed to help home service businesses respond faster and look more professional.

02 THE COMMUNICATION GAP

The Communication Gap

Five years ago, the preference for texting was already emerging — but it was more of a "nice to have" than a standard expectation for consumers. In 2019, only about 66%² of consumers said they'd switch to a company that offered texting as a communication channel. Contrast that with 2025, where 86%³ of consumers now opt in for business texts, and 52% of consumers are texting businesses often, a 31% increase from 2023.

Why the switch? Convenience and control. Texting lets people engage on their own schedule with no hold times, phone tag, or interruptions at the wrong moment. Nearly 68% of Americans say messaging has replaced at least some of the phone calls they used to make, and more than a third say it's replaced most of them. It's a rebalancing of communication habits, and home service businesses that aren't meeting this expectation are falling behind.

SOURCES

¹ [2021 Business Texting Statistics](#)

² [Consumers Prefer Messaging for Business Communication 2025](#)

³ [2025 Consumer Texting Behavior Report](#)

Texting is the top mobile activity for consumers in 2025.⁴ Texting isn't competing with calling, it's simply where people's attention already lives.

Figure 1 shows some industry norms for texting activity. You'll see that customers prefer texting, but you might find that your own business is still relying on other channels, like phone or email.

Take a few minutes to think about your numbers. If your business falls well short of the industry averages, that's okay — you're in good company. We've found that most home service businesses are still catching up, even as customer preference continues to shift. And that gap between what homeowners want and what most businesses offer? That's the communication gap. For the businesses that close it first, it can represent a real competitive advantage.

The good news is that closing the communication gap is easier than most businesses expect. But first, it helps to understand what homeowners actually want when they reach out to your business.

WHAT CUSTOMERS EXPECT	INDUSTRY BENCHMARK
REACHING CUSTOMERS	
How many texts does the average person send or receive from businesses per day?	5-7 business texts received per day by the average consumer
How quickly do customers expect a response after reaching out?	1 hour 66% of consumers expect a reply within an hour
BOOKING & SCHEDULING	
How do most homeowners prefer to schedule or confirm a service appointment?	67% prefer to organize appointments by text rather than call or email
What share of appointment reminders sent by text are actually opened?	98% of texts are opened, vs. ~20-39% for email
FOLLOW-UP & RETENTION	
How do customers prefer to receive follow-ups after a job — reviews, invoices, check-ins?	45% of texts get a response, vs. 6% for email
Would a customer be able to text your business right now and get a response?	61% of consumers want the ability to two-way text a business

Figure 1.

SOURCES

4 2025 SMS Marketing Statistics

03 THE DATA

The Data: How Homeowners Actually Feel About Texting

Texting isn't just a preference — for American homeowners, it's an expectation. Today, 93%⁵ of homeowners said timely and efficient service is their top marker of quality, and this has less to do with tools and materials and more to do with communications. Did your team show up when you said they would? Did you keep them in the loop during their service? Did you follow-up once the job was done?

After all, today's homeowners aren't just looking for a pro that does good work. They're looking for someone who makes them feel informed and supported, oftentimes before the job even starts.

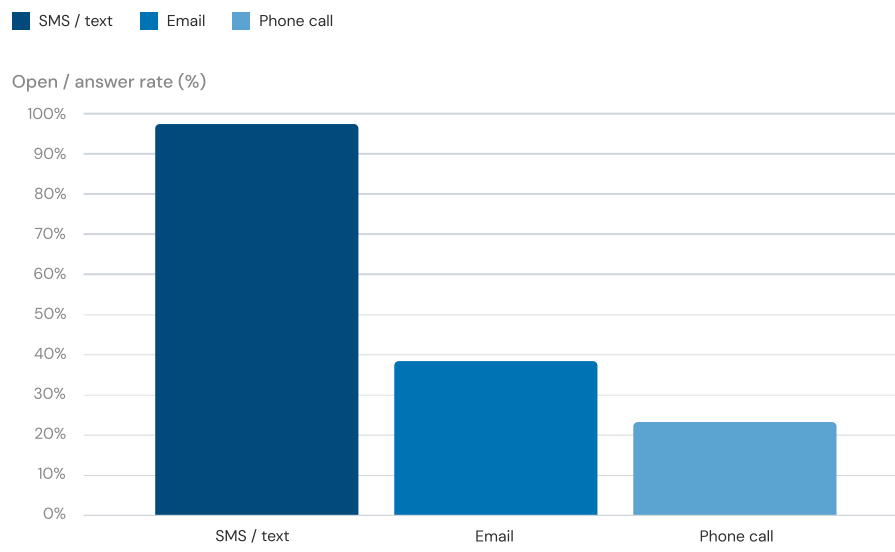
63%⁶ of consumers say that businesses that text them provide a better overall customer experience than those that don't.

For home service pros, a well-timed text doesn't just answer a question. It signals to a homeowner that your business is organized, responsive, and worth trusting with the next job. And when it comes to actually reaching your customer, no channel even comes close to SMS.

SOURCES

⁵ The New Home Service Standard, 2025

⁶ 2025 SMS Marketing Statistics



* Phone call figure reflects the estimated share of outbound calls that reach a live person for known business contacts — adjusted upward from cold call benchmarks. This is directionally comparable but measured differently than SMS and email open rates.

Sources

SMS open rate (98%): Mobile Marketing Association / Business.com, cited across SimpleTexting 2025, Infobip 2025, Notifyre 2025.

Email open rate (39%): Industry average across providers, Textmagic 2025.

Phone call answer rate (~23%): Composite estimate — 87% of Americans don't answer unknown numbers (Zippia / SalesHive 2025); adjusted upward for known-business contacts.

Figure 2. Response rates for home services by channel

That response rate advantage matters at every stage of the customer journey, and data supports that homeowners prefer texting for quick, practical communication scenarios. Consider three moments where using SMS could make a measurable difference for your business:

SOURCES

7 Velocify Lead Response Management Study

8 2025 Consumer Texting Behavior Report

Getting the job.

78%⁷ of customers buy from the first company that responds to their inquiry. A homeowner dealing with an urgent repair isn't waiting by their phone or refreshing their email inbox. A quote sent by text gets seen in minutes, with no phone tag required.

Keeping them informed.

90%⁸ of consumers want real-time updates on their service, and 70% say text is their preferred channel for receiving them. A confirmation, a reminder, and a quick heads-up when the tech is on the way can be the difference between a bumpy job and a smooth one.

Closing the loop.

A follow-up text after the job checks in on the customer and keeps the door open for future work. Customers who receive post-service communication via SMS are 21%¹⁰ more likely to return, and the ones who feel genuinely taken care of are the ones who are most likely to send referrals.

Proactive updates also reduce inbound "is someone still coming?" calls by 45% and increase satisfaction by 31%.⁹

The three scenarios above aren't just nice to haves. They're a bigger piece of how homeowners decide whether to trust a business, return to it, and recommend it to others.

Figure 3 shares more about texting preference across every stage of the homeowner journey.

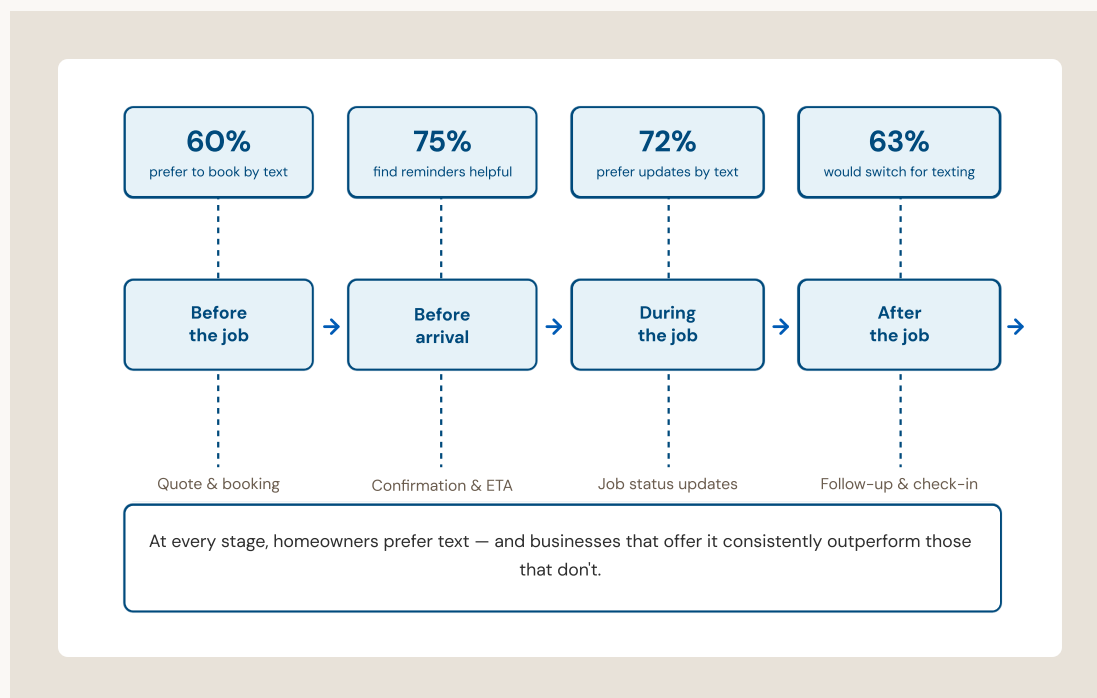


Figure 3.

SOURCES

⁹ What Is ETA/ETD?

¹⁰ 2025 Consumer Texting Behavior Report

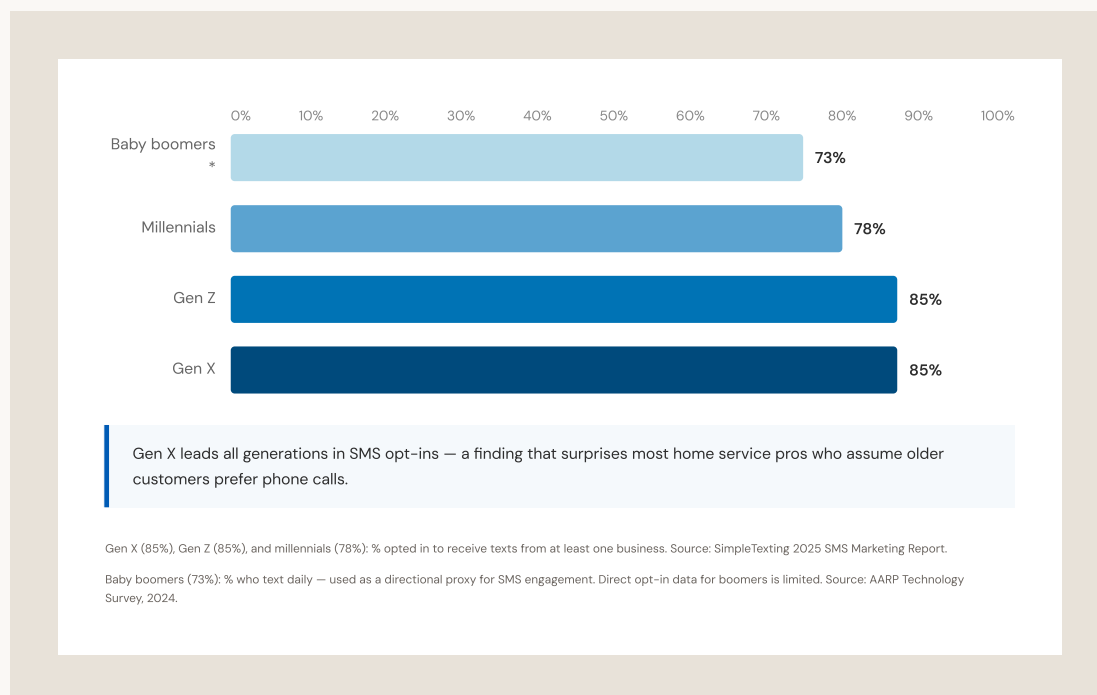


Figure 4.

This preference holds across generations, even the ones you might not expect. Across every age group — Gen Z, millennials, Gen X, and baby boomers — text messaging ranks as the number one most important communication platform on cell phones. Gen X actually leads all generations in SMS opt-ins, with 85%¹¹ currently receiving texts from businesses. This positive sentiment holds for Baby Boomers, too, who spend about 30 minutes a day sending texts. That's more time than they spend making calls, using the internet, or checking their news apps — making the idea that older generations prefer to call increasingly out of date.

77%¹² of consumers say they would have a more positive opinion of a brand that contacts them using text messaging.

Texting doesn't erode trust in your business. And, when relevant and well-timed, sending SMS messages can actually build it. Consider what this might look like from a customer perspective: they reached out, heard back quickly, knew when to expect your crew, and heard from you after the job to make sure everything met their expectations.

Communicating in the way modern customers expect doesn't just make them feel good — it pays off for your business. 72%¹³ of homeowners say they would pay 10% more for a pro with a better customer service reputation, and 73% say they would refer a pro after an excellent service experience. Your work gets you in the door, but your communication keeps you there, and sends the next customer your way.

SOURCES

¹¹ 2025 SMS Marketing Statistics

¹² 2025 SMS Marketing Statistics

¹³ The New Home Service Standard, 2025

What This Means for Home Service Businesses

Something has quietly shifted in how homeowners decide who to hire — and most home service businesses haven't caught up. It's no longer enough to do good work at a fair price. Today's homeowners are evaluating the entire experience. They look at how fast you respond, how clearly you communicate, and how easy you are to work with from the first message to the final follow-up.

In a recent survey, 97%¹⁴ of U.S. homeowners say response time influences who they hire. That's not a preference — that's a standard. 18%¹⁵ of homeowners say they can't remember the last time a service provider actually impressed them. That gap between what homeowners expect and what most businesses deliver isn't just a missed opportunity, but instead a competitive edge for your business.

The first place this gap shows up is in response speed. When a homeowner reaches out about a repair or a quote, they aren't waiting patiently for a callback — they're moving down a list. And a text-based response that can be sent in minutes beats a voicemail they'll wait hours for, every time. 78% of customers buy from the first company that responds. If your business misses that first contact, you're handing a job to a competitor.

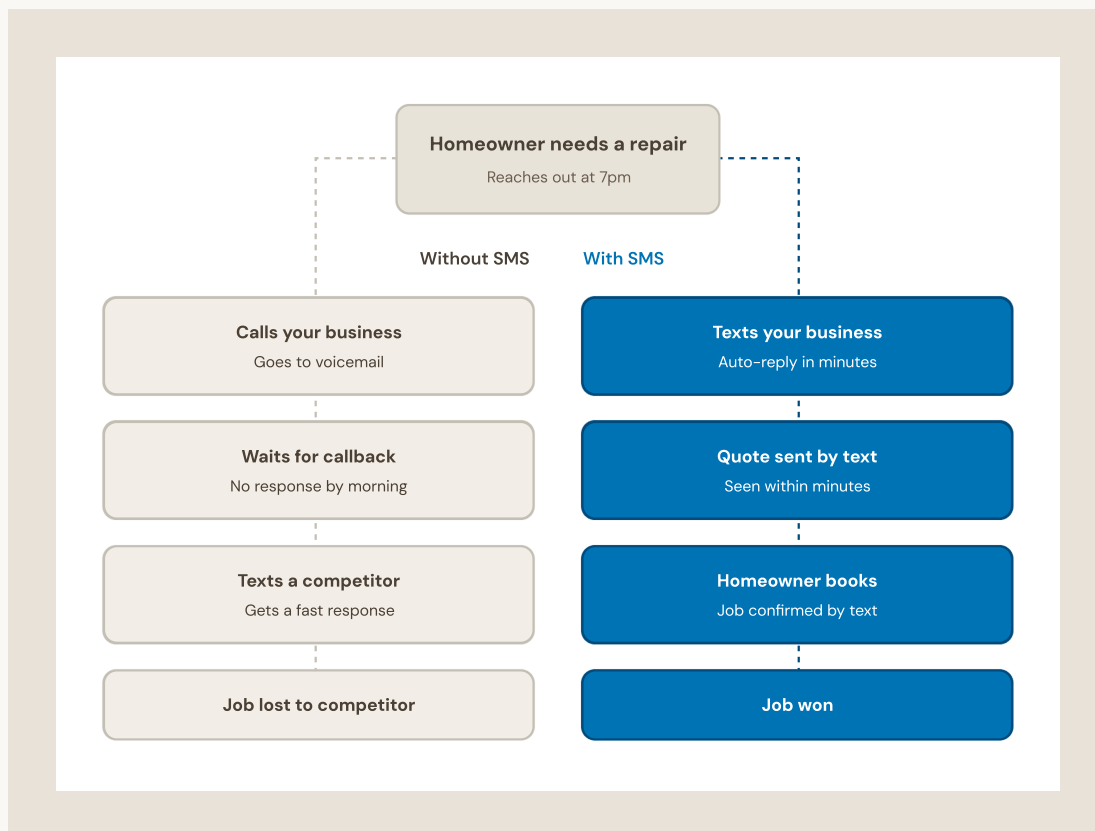


Figure 5. The Missed Opportunity

SOURCES

¹⁴ The New Home Service Standard, 2025

¹⁵ The New Home Service Standard, 2025

What separates the two paths in that diagram isn't skill or price, it's whether you were there when the homeowner needed an answer.

SMS is the most direct way to meet that expectation at every stage of the job. Before the crew arrives, 46%¹⁶ of homeowners say an "on my way" text is one of the most reassuring things a business can send, even over a phone call. During the job, 59%¹⁷ of homeowners now expect real-time text updates. And after it's all done, a brief follow-up text can be the nudge that turns a satisfied customer into a repeat one.

54%¹⁸ of customers say fast responses are a must when choosing a business. 55% say they'll stop doing business with a company if wait times are too long — on any channel.

These aren't extraordinary gestures — they're short, well-timed messages that signal to a homeowner that your home services business is organized, professional, and paying attention. And when customers feel that way, the business case is clear: 72% of homeowners say they'd pay 10% more for a pro with a better customer service reputation, and 73% say they'd refer a pro after an excellent service experience.

Your work gets you in the door. Your communication keeps you there, and sends the next customer your way.

05 THE ROI OF TEXTING

Why Texting Wins: The ROI of Texting

The businesses that use SMS build something more valuable than just a better customer experience — they build a more profitable one. Consider the following scenario: a homeowner has an urgent repair, and calls your company. When an incoming call hits your voicemail, your system automatically sends a text message to the potential customer. Maybe it looks something like this:

EXAMPLE — MISSED CALL AUTO-RESPONSE

Hi! Thanks for calling our company. We're currently on the line with another customer, but we'll get back to you shortly. Can you share more about what you need?

This text does a few different things. First, it acknowledges the caller, which is part of a more personalized customer experience. Second, it opens a two-way text conversation — which works better than any form fill for repairs. Third, it captures the lead in your system, so you can continue to nurture the lead and help it convert.

A recent study found that sending an SMS text to recover leads could achieve a 30% close rate. This might sound high, but you're catching a buyer at their point of highest intent. They need service *right now*, and the

SOURCES

¹⁶ The New Home Service Standard, 2025

¹⁷ The New Home Service Standard, 2025

¹⁸ 2026 Customer Service Statistics

Text message reminders are shown to reduce no-shows by 20–30%.¹⁹

For a business running 10 appointments a day at an average ticket cost of \$250, cutting no-shows by even 20% recovers \$500 a week in revenue. That's before accounting for the hidden cost of missed appointments for your business, which is the time you, or your receptionist, spends chasing down confirmations via phone. One company that switched from voicemail-based confirmations to SMS saw their confirmation rate jump from 25% to 85%, and each team member saved around 30 minutes a day.²⁰

To illustrate this, we've put together a simple ROI example so that you can see how much a home services business could save in time and dollars by implementing an SMS strategy.

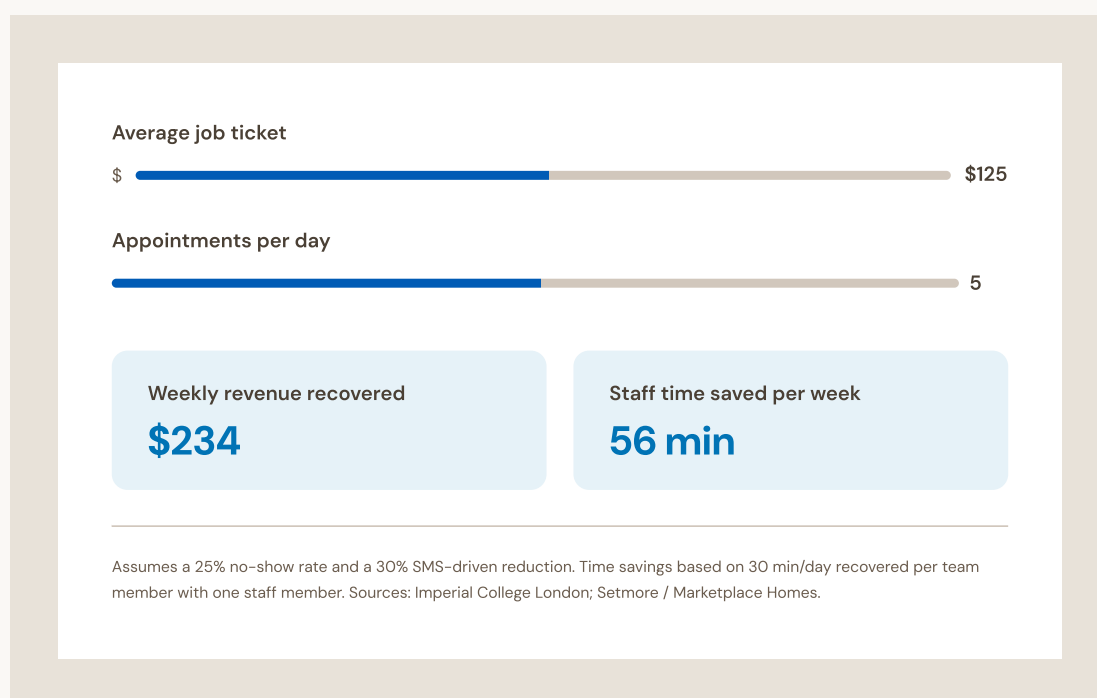


Figure 6.

You'll also see a noticeable lift in ROI after the job, too. 40%²¹ of homeowners say they're likely to leave a review after excellent service. They just need to be asked at the right time — and an automated follow-up text can be that lever. With a 45%²² response rate using text, compared to just 6% for email, an SMS message sent within 24 hours of service completion can help close the loop. More reviews for your business mean more homeowners choose you over your competitor — so the follow-up text you send today is helping fill your pipeline long after you completed the job.

SOURCES

¹⁹ [How Effective Are SMS Reminders at Increasing Clinic Attendance?](#)

²⁰ [Businesses Use SMS Appointment Reminders](#)

²¹ [The New Home Service Standard, 2025](#)

²² [2025 SMS Marketing Statistics](#)

06 HOW TO GET STARTED

How to Get Started with Business Texting

Enabling text messaging for your home service company is the first step towards a more responsive, and more profitable, business. First, you'll want to make sure your business texting number is set-up for texting customers — this usually entails getting a number through a business SMS provider, or text enabling your existing business line. With Signpost, you can set up your business for texting in 48 hours, and our team will take care of A2P registration for you.

After your business line has texting enabled, you can begin to text your customers. While one-off conversations have their place, many home service businesses see success with the common strategies we've mentioned earlier in this document.

The first of those moments is after hours. As a business owner, you've probably faced the reality that your work isn't over when it hits 5 p.m. Homeowners are the same way — and oftentimes, a leaking toilet or broken AC system doesn't wait for traditional business hours. Because homeowners often go with the first company that responds, SMS can be especially effective for leads that come in when you aren't working. Consider sending the following messages in this situation:

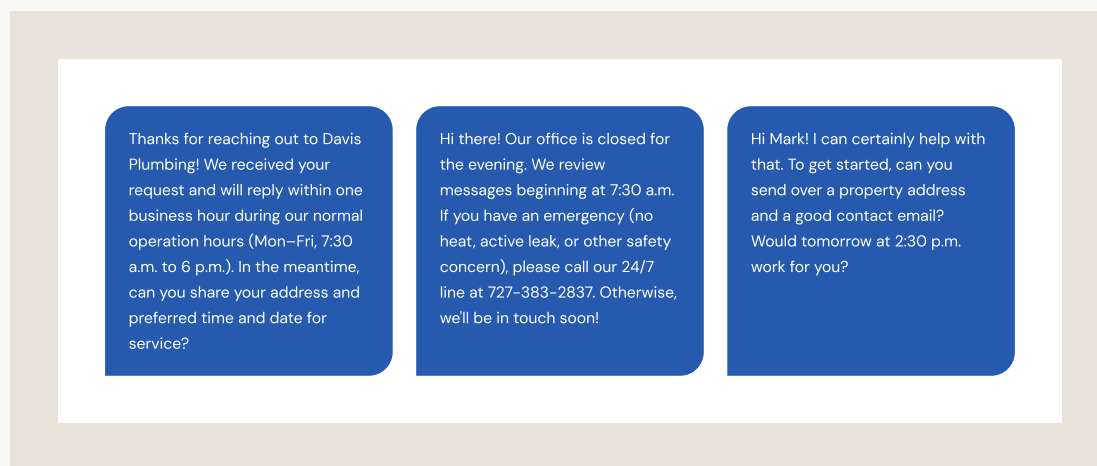


Figure 7.

You might notice something different about message three — instead of telling a customer they'll get back to them during the next business day, message three schedules the customer on the spot — even after hours. Signpost's AI SMS technology is designed to send clear, helpful texts that reflect your business and its goals, even after hours.

From there, SMS keeps working for you throughout the rest of the job. Booking confirmations and reminders are one of the simplest ways to reduce no-shows and help your business appear more professional before your crew even arrives. Consider a short text that shares the date and time of their appointment, and send another text 24 hours before their service. You might add that the homeowner can message you with questions, or ask them to reply "yes" or "no" to confirm their service.

SOURCES

23 The New Home Service Standard, 2025

The final moment, and the one most businesses miss, is follow-up. 68%²⁴ of homeowners want to see photos, videos, or checklists showing completed work — and a text message is a great way to show your business's workmanship and your commitment to a satisfied customer. Consider documenting after every job and sending it to the customer once you're finished. The visuals do double duty: they show the homeowner what was done and why it matters, and they give your business a proof of quality that can be used in review requests, follow-ups, and future marketing.

Here's some best practices when it comes to texting homeowners.

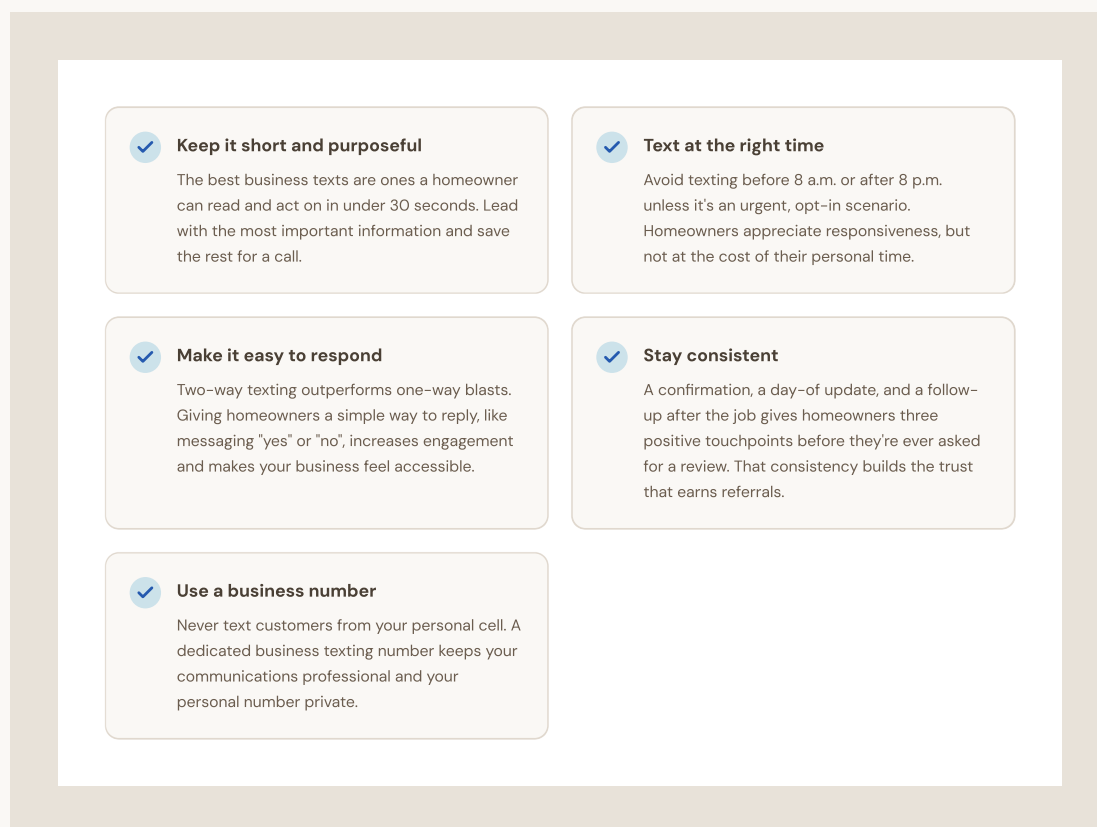


Figure 8.

A NOTE ON SMS OPT-IN

With SMS, compliance matters. Only use replies with contacts who've given consent, either by texting your business first, filling out a form with "opt-in" language, or explicitly agreeing to receive text messages from your business. If you're working with an automated campaign software, always include a simple opt-out line like "Reply STOP to unsubscribe".

SOURCES

²⁴ 2025 SMS Marketing Statistics

²⁵ The New Home Service Standard, 2025

07 KEY TAKEAWAYS

Key Takeaways

The answer to the question this whitepaper set out to answer is simpler than most home service businesses expect: homeowners don't just tolerate texting from businesses, they prefer it. Across every generation, at every stage of the job, and for every type of communication from booking confirmations to follow-ups, SMS is the channel homeowners are most likely to engage with, respond to, and appreciate.

The hesitation most businesses feel about texting, that it might come across as unprofessional, intrusive, or impersonal, isn't reflected in how homeowners actually feel. 77%²⁶ say they'd have a more positive opinion of a business that texts them. The communication gap isn't a technology problem. It's a perception problem, and the data is clear on which side of it the homeowner is standing on.

Closing the communication gap doesn't require a major operational overhaul, and it doesn't take up much time from your existing day, either. All it requires is showing up in the right channel, at the right moment, and with the right message, all through SMS.

Signpost is built to help home service businesses do exactly that. Our AI SMS responds to every inbound text within seconds — qualifying leads, answering questions, and collecting the information your team needs to follow up — so you're never out of the conversation, even when you're off the clock.

SOURCES

²⁶ 2025 SMS Marketing Statistics



See how Signpost helps home service businesses never miss a lead again.

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