

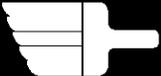
**EVERY DIAL COUNTS.  
ONLY THE BOLD RISE.**

**neighborly**



**THE  
DIAL GAMES**

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**FIVE STAR<sup>®</sup>  
PAINTING** 

**CALL BLITZ PLAYBOOK**

**2026**

# Let the Games begin.

As we head into 2026 with renewed focus and determination, it's time to step up our performance and drive strong customer growth across the brand. Maintaining a healthy customer count and increasing year-over-year results will require every team to bring their best effort.

Call blitzes remain one of the most effective ways to create quick momentum and convert leads into revenue. With a focused burst of outreach, your team can re-engage warm and cold leads, reach out to past customers, and follow up on open estimates that are ready to move forward. Your POS is full of opportunity, waiting for someone bold enough to claim it.

This year, we introduce The Dial Games, where every dial counts and only the bold rise. This challenge is designed to spark healthy competition, inspire action, and build high energy across the System. Beyond generating revenue, these events unite teams, boost morale, and strengthen a shared sense of purpose.

Gather your team. Set your strategy. Step into the arena ready to compete.



## The Dial Games Command Center

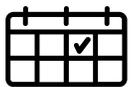
For the latest updates, tips, and progress, bookmark the *The Dial Games Command Center website!*

<https://www.NeighborlyBrands.com/Call-Blitz/>



# Call Blitz Dates

We've designated a total of 6 Call Blitz dates to help you organize, set time aside and focus your efforts for maximum impact, however qualifying entries towards winning a contest prize can occur anytime beginning **March 12 to May 30, 2026**, by 5pm local time. Don't miss your chance to claim victory and check out the prizes at the end of this playbook, **with Neighborly awarding more than \$200,000 in prizes!**



## Mark your Calendar!

- March 12, 2026
- March 26, 2026
- April 9, 2026
- April 23, 2026
- May 7, 2026
- May 21, 2026

Contest ends May 30, 2026, at 5 p.m. local time.

# What is a Qualifying Entry?

Qualifying entries towards winning a contest prize can occur anytime beginning **March 12 to May 30, 2026**, by 5pm local time.

**Our Call Blitz counts a qualifying entry as:**

A past customer who is reactivated	or	An unconverted prospect	or	A past or recent estimate
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↳ who books an appointment or another service as a result of your outreach.

Each individual customer record counts as one entry.

## Submit Your Entries

Simply scan the QR code with your phone or copy and paste the form URL in your browser.

Bookmark the link to make weekly submissions fast and seamless.



<https://neighborly.jotform.com/260474011491854>

**Pro Tip:** Submit your entries weekly instead of waiting until the end. This keeps your tracking accurate, reduces errors, and ensures nothing gets missed.





neighborly

THE

**DIAL  
GAMES**



**EVERY DIAL COUNTS.  
ONLY THE BOLD RISE.**

# Give Kudos!

We hope you will interact with us throughout the *Dial Games*!

Visit and bookmark this online “kudo board” below! It’s a great place to share exciting tips, customer reactions, and celebrations as you and your team grow your customer count!

**Click the link or scan the QR code below to visit our dedicated Dial Games Call Blitz Kudo Board!**



<https://neighborly.kudoboard.com/boards/N81M4Tp4/CallBlitz2026>

# Setting Up Your Call Environment

Stepping into The Dial Games begins with preparation. A strong setup can determine how far you advance in the competition. Follow these best practices to create an environment that keeps you focused, energized, and ready to make every dial count.



## **Choose a Quiet, Distraction-Free Space**

Find a location where you and your team can focus without interruptions. Minimize background noise and distractions to keep conversations professional and engaging.



## **Test Your Phone and Headset**

Ensure your phone or headset is working properly before you start. Clear audio is key to keeping the conversation smooth and professional.



## **Keep Your Script and Offers Handy**

Have your call scripts, voicemail scripts and offers details easily accessible so you can confidently guide the conversation and handle objections.



## **Prepare for Common Objections**

Consider potential customer objections and have responses ready to address concerns effectively. Role play objections with your team ahead of time.



## **Have a Positive and Energetic Mindset**

Your tone matters! Smile while you speak—it makes a difference in how you come across over the phone.



## **Celebrate the small wins along the way!**

Visit our *Neighborly Call Blitz* kudo board and give your team shout outs and have your own kudo “whiteboard” in the office to provide encouragement and support!

# Call Blitz Guidelines

In anticipation of the upcoming contest, please familiarize yourself with these guidelines and best practices around calling potential and existing customers. Ultimately, you are responsible for your compliance with all applicable laws during this contest and beyond. You cannot rely on us, a vendor or third party for compliance. If you fail to follow the law, your liability can be significant. Below are some key reminders:

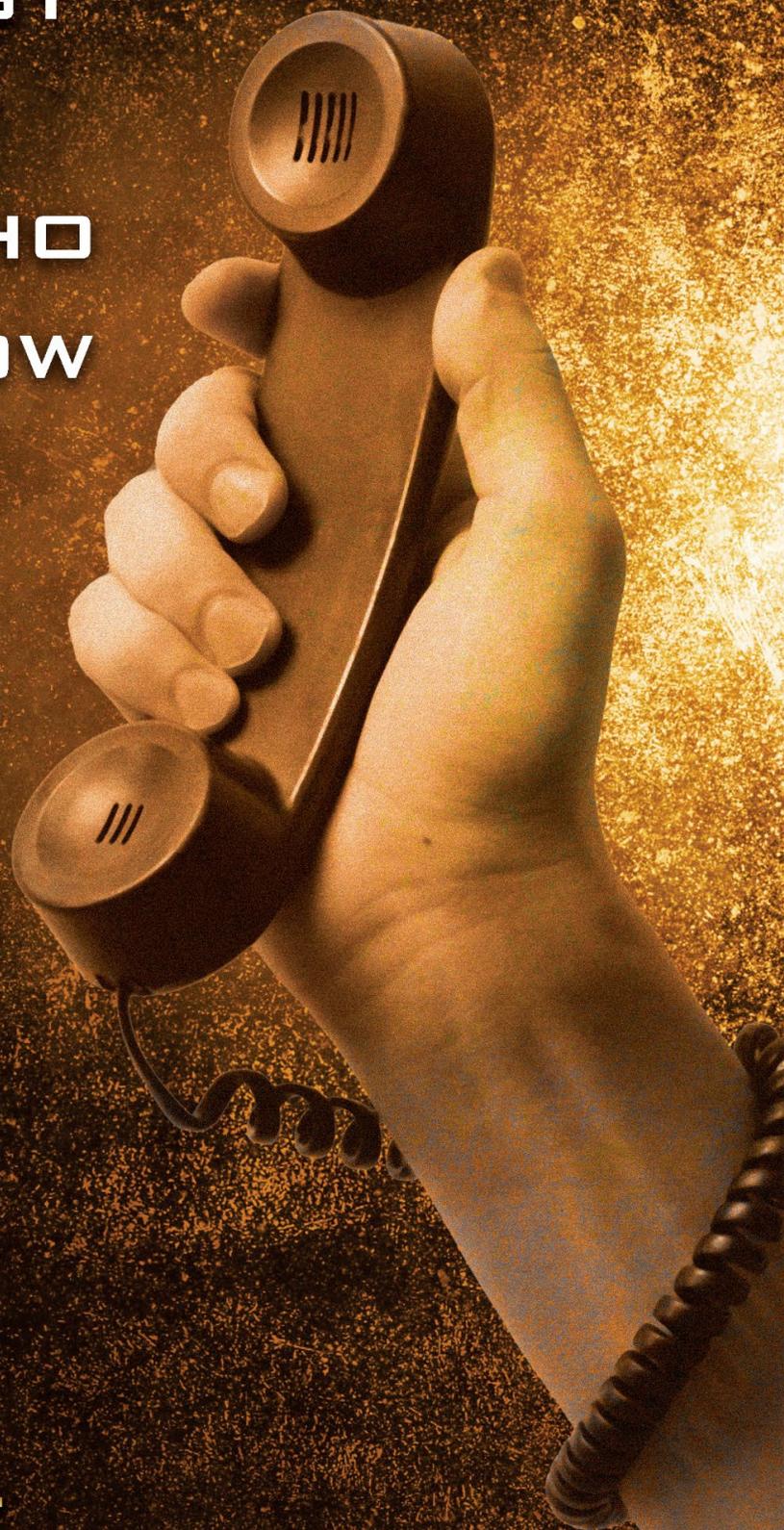
- CHECK all phone numbers against the National Do Not Call Registry (“DNC”) and do not call or text anyone who is on the list unless you have express written consent or an established business relationship.
- CHECK all phone numbers against your internal Do Not Contact list and do not call or text anyone who has previously asked not to be contacted, even if they previously gave consent or had an established business relationship.
- Do NOT call numbers and expect the consumer to tell you they are on the DNC. The call is a violation if that consumer was on the DNC before you called them. Apologizing and ending the call does not avoid liability.
- Do NOT make any calls outside of reasonable business hours. This applies to the time zone of the person you are dialing, so if you are dialing to earlier time zones be aware and be considerate. You must never dial outside of the 8 a.m. to 9 p.m. time frame (in the call recipient's time zone).
- Do NOT use autodialers or robo-dialers to call or text cell phones unless you have express written consent from the recipient.
  - Best to assume all phone numbers are cell phone numbers (or are ported to cell phones).
- Do NOT send automated or pre-recorded messages to any phone number unless you have express written consent from the recipient.
- Do NOT text someone unless you have their express written consent and you must comply with TCPA, including instructions and the ability to opt-out.

**Failure to comply with federal and state laws (which can be even more restrictive) governing the various methods used to contact consumers (i.e., calls, e-mails, texts, faxes) can lead to significant monetary penalties.**



**YOUR HOTTEST  
LEADS ARE  
THE ONES WHO  
ALREADY KNOW  
YOU.**

**STOKE THE  
FIRE AND  
BRING THEM  
BACK!**



neighborly  
THE  
**DIAL  
GAMES**

# Gather Your List

As an introduction to the next section, we are overviewing what defines the date and/or criteria for a past customer for our Brand. Also, we know your resources may be limited or your ability to target the entire past customer contact list may not be feasible, therefore we've outlined best practices and tips to ensure you contact the most important past customers in priority order.

## Past Customer Definition

*Past customers are defined as:* Any customer that has a paid status in the POS system.

## Prioritization Criteria

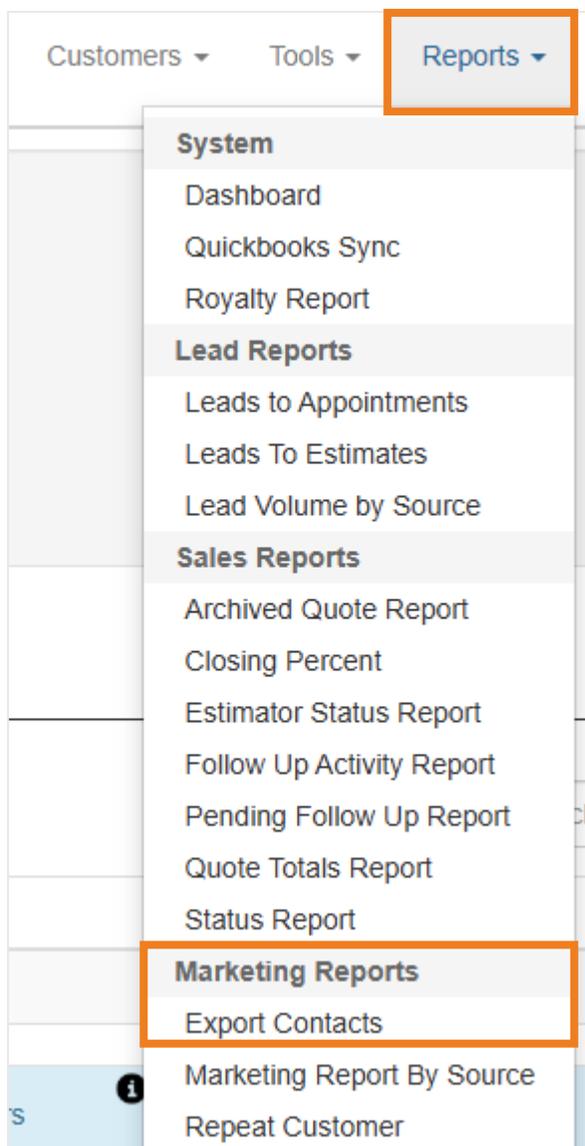
*Prioritize customers who:* Any customer that has paid for a painting service in the last year or longer.

# Gather Your List

## Steps to Pull your Past Customer Contacts

We have provided a detailed, easy step-by-step process for exporting past customer list from our Point-of-Sale (POS) system. If you have any questions as you follow the next few pages, please direct your questions to Dayna Roberts at [dayna.Roberts@nbly.com](mailto:dayna.Roberts@nbly.com) or by phone at 254.715.6357.

**Step 1:** Once you log into CORE go into the **Reports** tab > Marketing reports click on **Export Contacts**.



# Gather Your List

**Step 3:** Click your Franchise territory that is listed if box is not checked.

**+ Franchise**

A US Master » Five Star Painting

A Training Franchise

**Step 4:** Click on all lead sources. Each box will need to be checked.

**+ Lead Sources**

100 List (A US Master)

1800REMODEL.COM (A US Master)

411.ca (A US Master)

Ace Hardware (A US Master)

Amazon (A US Master)

Angi (A US Master)

Angi Ads (A US Master)

**Step 5:** Click on **Paid** status.

Complete

Appointment

In Progress

Schedule

Landed

Pending

Lead

Paid

Inactive/Dead

Archived Only **i**

# Gather Your List

**Step 6:** Choose a Begin Date and End Date. It's recommended to go back one year at a time. Then click **Generate** report.

Leads added to the system between:

**Begin Date** ⓘ 02/01/2025 

**End Date** ⓘ 03/02/2025 

[Generate Report](#)

**Step 7:** Once report is generated, you can export the file into a CSV file.

Archived	Address	City	State	Zip Code	Phone Number	Email	Lead Source	Date Added	Last Quote Date	Quote Count	Count	Total

Search   

CSV  
TXT

# Call Scripts Ideas

We have provided you recommended outbound call script ideas with key messaging to be used during the *Call Blitz*. Your final script should be clear, compelling, and aligned with our brand voice. Consider including urgency, exclusivity, and personalization to offer the best chance of booking a new service or appointment.

## Calling Past Customers Script

*Hi [Customer's Name],*

*I hope you're doing well! This is [Your Name] from Five Star Painting. It was a pleasure working on your painting project, and we're so glad we could help bring your vision to life!*

*Now that we are nearing Spring, we wanted to check back in with you to see if you needed us for any other projects. Did you know that we also offer [propose another service you offer, e.g., cabinet painting, deck painting, etc.], and we'd be happy to come to your home and provide a free estimate for any upcoming projects you may have?*

*We truly value your business and would love to make you a customer for life. Right now, we're offering [mention any promotions or specials], and I thought you might be interested in taking advantage of this offer.*

*[Wait for answer]*

*[End call with sentence below]*

*If there's anything else we can assist you with, please don't hesitate to reach out. Also, if you know anyone who could use our services, we'd be grateful for any referrals!*

# Call Scripts Ideas

## Calling Pending Estimates Script

*Good [morning/afternoon], is this [Client's Name]?*

*Hi, this is [Your Name] from Five Star Painting. How are you today?*

*I'm calling to follow up on the estimate we provided for your painting project at [property address or description of the project]. I wanted to check to see if you had any questions or if you needed any additional information before moving forward.*

### **Pause for Response:**

If they need more information, offer to clarify or explain further.

If they're ready to proceed: *Great! I can assist you in scheduling the work at a time that's convenient for you.*

### **If They Haven't Made a Decision Yet:**

*I understand that making a decision takes time. Is there anything holding you back from proceeding with the estimate we provided? Perhaps you have some additional questions, or would you like to review the details again?*

# Call Scripts Ideas

We have provided you recommended outbound call script ideas with key messaging to be used during the *Call Blitz*. Your final script should be clear, compelling, and aligned with our brand voice. Consider including urgency, exclusivity, and personalization to offer the best chance of booking a new service or appointment.

## Calling unconverted leads Script

*Hi [Customer's Name], this is [Your Name] from Five Star Painting. I hope you're doing well! I just wanted to check in and see if you are ready to start your painting project.*

*We're currently offering some special promotions for customers, and I'd love to discuss those with you if you're interested. Did you know that we also offer [propose another service you offer, e.g., cabinet painting, deck painting, etc.], and we'd be happy to come to your home and provide a free estimate.*

### Pause for Response:

If they need more information, offer to clarify or explain special offers available.

If they're ready to proceed: *Great! I can assist you in scheduling your free estimate at a time that's convenient for you.*

### If They Haven't Made a Decision Yet:

*I understand that making a decision takes time. Please feel free to give me a call back at [Your Phone Number] or shoot me an email at [Your Email]. I look forward to hearing from you.*



# Voicemail Script Ideas

We have provided recommended voicemail script that can be used during the *Call Blitz*. Your final script should be clear, compelling, and aligned with our brand voice. Including urgency, exclusivity, and personalization will ultimately increase response rates.

## Past Customers Voicemail Script 1

Hi [Customer's Name],

*This is [Name] from [DBA]. It was a pleasure working on your painting project, and we're so glad we could help bring your vision to life!*

*Now that we are nearing Spring, we wanted to check back in with you to see if you needed us for any other projects. We truly value your business and would love to make you a customer for life. Right now, we're offering [mention any promotions or specials], and I thought you might be interested in taking advantage of this offer.*

*Feel free to give me a call back at [Phone Number] or shoot me an email at [Email]. I look forward to hearing from you.*

*Thanks again for choosing [DBA] and have a wonderful day!*

## Past Customers Voicemail Script 2

*Hi [Customer's Name], this is [Name] from [DBA]. I hope you're doing well! I just wanted to check in and see if you need any future painting services, please don't hesitate to reach out.*

*We're currently offering some special promotions for repeat customers, and I'd love to discuss those with you. Feel free to give me a call back at [Phone Number] or shoot me an email at [Email]. I look forward to hearing from you.*

*Thanks again for choosing [DBA] and have a wonderful day!*



# VoiceMail Script Ideas

## For Pending Estimates VoiceMail Script

*Hi, this is [Your Name] from [DBA]. I hope you're doing well. I'm calling to follow up on the painting estimate I provided for you. I wanted to check in and see if you had any questions or needed any additional information before moving forward. Please feel free to give me a call back at [Your Phone Number], or you can email me at [Your Email Address]. I look forward to hearing from you and hope we can get started soon. Thanks again, and have a great day!*

## For Unconverted Leads VoiceMail Script

*Hi [Customer's Name], this is [Your Name] from [DBA]. I hope you're doing well! I just wanted to check in and see if you are ready to start your painting project.*

*We're currently offering some special promotions for customers, and I'd love to discuss those with you if you're interested. Feel free to give me a call back at [Your Phone Number] or shoot me an email at [Your Email]. I look forward to hearing from you.*

*Thanks again for calling [DBA] and have a wonderful day!*

# Local Offer Ideas

We highly recommend you have local offers to entice past customers to book another service or project! Keep in mind when winning back a past customer, you don't have the cost of acquiring them, therefore based on the type of project or service, an offer may just put more appointments on the board!

Consider making a more competitive offer than you would for new customers, as a first service after win back strategy.

**Offer 1\*:** \$250 off projects \$2500 or more

**Offer 2\*:** \$500 off projects \$3000 or more

**Offer 3\*:** 10% off (up to \$500)

**Offer 4\*:** Free Color Consultation

**Offer 5\*:** Free Paint Upgrade

*\*Disclaimer:* Limited-time offer. No Cash Value. Coupon Expires X/X/XXXX. Coupon must be presented at the time of estimate. Not valid with any other offer. Valid only at participating locations. Locally owned and independently operated franchise companies. Other restrictions may apply per Franchising LLC d/b/a Neighborly. For redemption address and other terms visit: <http://www.neighborly.com/terms-of-use>.



# Local Incentive Ideas

Boost the stakes with local office prizes! A touch of friendly competition is a powerful way to keep your team engaged, motivated, and sharply focused on **growing overall customers**.

## Prize Ideas for the Bold

- ★ **Cash Bonus** – A little extra \$ never hurt anyone!
- ★ **Extra PTO** – Let the winner take time off.
- ★ **Gift Cards** – Coffee, lunch, or a gas card.
- ★ **Team Lunch** – Celebrate with a meal!
- ★ **Trophy or Championship Belt** – Give the winner bragging rights with a fun, rotating prize.
- ★ **Company Swag** – Branded gear, tumblers, or even a comfy hoodie.
- ★ **Mystery Grab Bag** – Fill a bag with surprise goodies and let the winner choose blindly!

The stakes are high and the competition is intense—get your team ready to step up, compete boldly, **and win back those customers!**

# Brand Sponsored Prizes

To drive engagement and maximize participation, we are offering additional incentives, sponsored by your Brand Ops and Marketing team, for franchise owners who take part and achieve great success in the *Call Blitz*. We hope these additional incentives gain adoption and execution!

## Your Five Star Painting Contest Prizes:

- **What will I be competing for?** \$100, \$150, and \$250 gift card.
- **How will winners be determined?** Most appointments set from this initiative.
- **What is the eligible timeframe:** March 13 - May 30, 2025
- **How will winners be announced?** Town Hall/All Owner Meeting

# Neighborly Prizes

Neighborly is excited to host our second *Call Blitz* campaign across 18 North American Brands! To support your efforts, and encourage a competitive spirit, we are pleased to offer numerous prizes across various revenue tiers to recognize and reward great effort! **Over \$200,000\* in total prizes!**



## First Place Prize

Local Marketing Investment to execute on local tactics in your market!



## Second Place Prize

Ground Game materials to execute on local canvassing or other local community efforts in your market!



## Third Place Prize

Customer appreciation gifts you can give to your most valued customers to earn more raving fans!

Revenue Tier	First Place	Second Place	Third Place
\$0 to \$500K	\$5,000	\$5,000	\$500
\$500K to \$1.5M	\$10,000	\$6,000	\$600
\$1.5M to \$3M	\$15,000	\$7,000	\$700
\$3M to \$6M	\$20,000	\$8,000	\$800
\$6M to \$10M	\$25,000	\$9,000	\$900
\$10M to \$25M	\$30,000	\$10,000	\$1,000
\$25M +	\$35,000	\$11,000	\$1,100

\*If a winner is in Canada, prizes will be awarded in Canadian dollars, calculated based on the equivalent exchange rate in effect on the date of issuance.



**If you need assistance at any point during the Call Blitz, please reach out to your Franchise Business Coach or your Local Performance Marketing Coach.**

**We're here to ensure your success!**