

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

**neighborly**



**THE  
DIAL GAMES**

---

**HouseMaster<sup>®</sup>**  
**Home Inspections**

**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

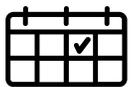
For the latest updates, tips, and progress, bookmark the [The Dial Games Command Center website!](https://www.NeighborlyBrands.com/Call-Blitz/)

<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
------------------------------------	----	-------------------------	----	---------------------------

↳ 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:

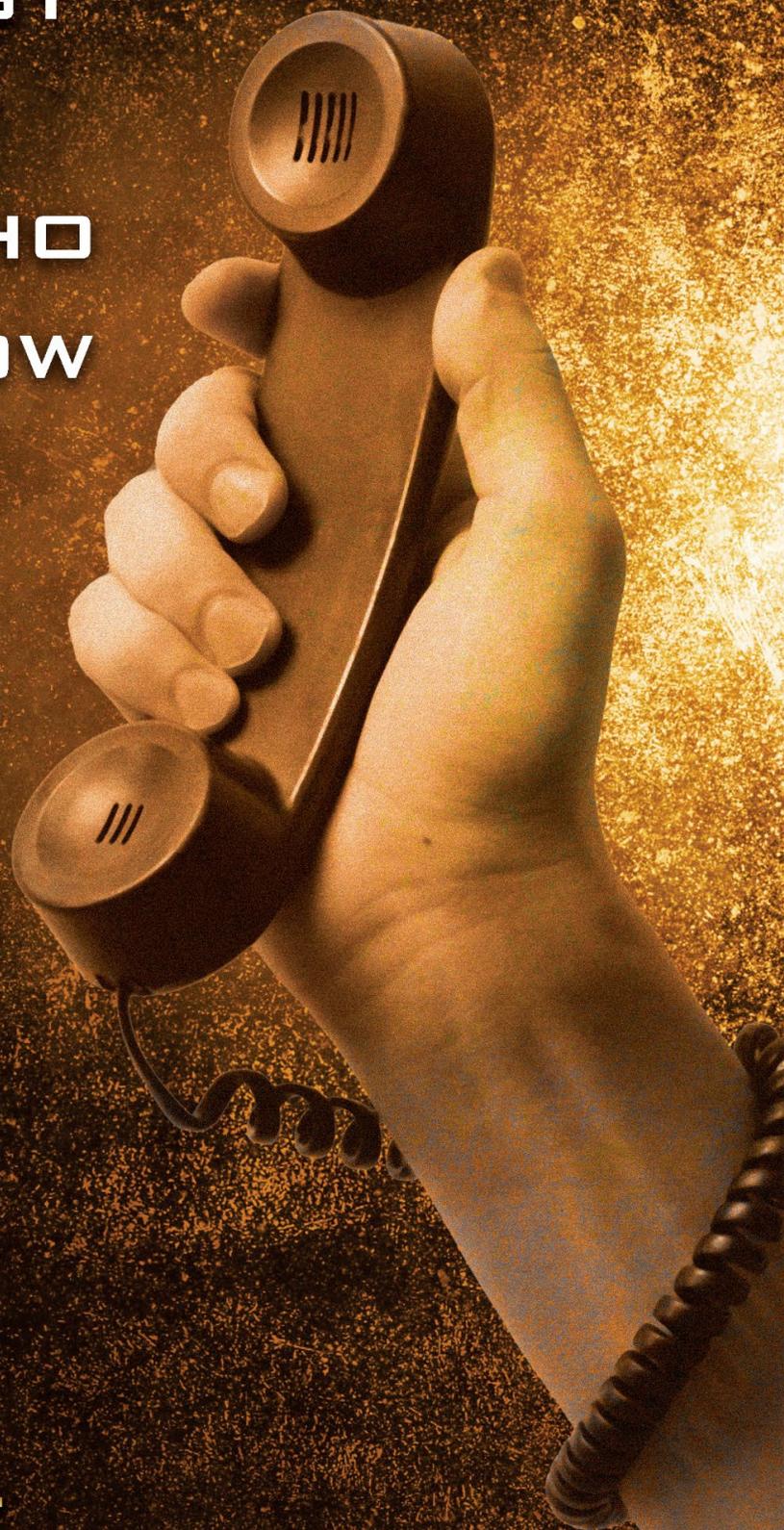
- CHECK all phone numbers against the National Do Not Call Registry (“DNC”) and do not call or text anyone who is on the list unless you have express written consent or an established business relationship.
- CHECK all phone numbers against your internal Do Not Contact list and do not call or text anyone 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 Home Buyer's Real Estate Agents who previously referred HouseMaster and Closing Coordinators who support Real Estate Agent teams during the home buying transaction.*

## Prioritization Criteria

Prioritize customers who are a licensed real estate professional or broker. These professionals account for 85% of HMS revenue.

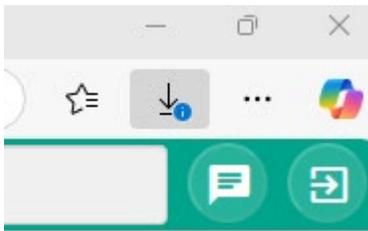
- **New agents:** Sell 0–10 homes per year
- **Good agents:** Sell 10–30 homes per year
- **Top 1% agents:** Sell more than 30 homes per year

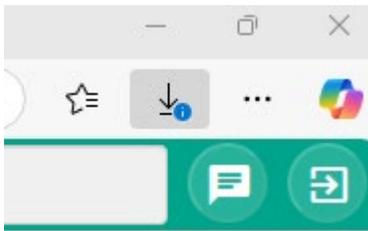
# Gather Your List

## Steps to Pull your Past Customer Contacts

We have provided a detailed, easy step-by-step process for exporting past customer list from ISN. If you have any questions as you follow the next few pages, please direct your inquiries to the ISN help desk at (800) 700-8112.

1. Within your ISN account, go to **Reports > Agent Report**. Do not go to *My Reports*.
2. Click on **Download Lists** tab and select **Download to Excel/CSV** under *A complete list of inactive agents with agencies. Includes the Inspection Count*.
3. On the upper righthand side of your computer screen, click on the arrow with the blue dot. Select **Open**. This opens a .csv file.



4.  to your OneDrive with a .xls extension to override
5. Select agents to contact after reviewing the number of inspections they referred.

# 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.

## Call Script 1: Acknowledge Past Referrals And Ask For More

*Hello, this is xxxx, owner of HouseMaster serving xxxx. I am calling to say thank you for your referral at 123 Main St. Did you have any questions about the inspection report?*

*We take customer feedback quite seriously, is there anything we could have done to make things easier for you?*

*We look forward to assisting with your next transaction. Do you have a need for a home inspection we can book today?*

# Call Scripts Ideas

## Call Script 2: Low Volume Real Estate Agent – Familiar With HMS

*Hello, (Owner name) here, calling from HouseMaster home inspections. I am calling today to remind you of our services and to request that you consider HouseMaster for your next home inspection.*

*Is there any reason why you would not consider us for your home inspection? If answer is yes, ask for more detail and ask for appointment for face to face meeting to discuss.*

*Is there something we can assist you with right away such as a (list services here, mold, sewer scope, water test, radon, etc.)?*

### **If answer is no:**

*Would you find it acceptable for me to contact you from time to time to discuss your home inspection needs?*

*Thank you for your time today, I look forward to speaking with you soon.*

# Call Scripts Ideas

## Call Script 3: Finish Booking Your Home Inspection

*Hello, this is xxx from HouseMaster home inspections serving xxxx. I am calling to assist you with the home inspection booking you started on our website on (MM/DD/YY).*

*May I answer any questions for you about HouseMaster or our process?*

*[Confirm the info you have so far.]*

*We are available as soon as tomorrow afternoon. Would you like to book the inspection for 1:00PM? We also have Friday at 9:00 available. Which date do you prefer?*

## Call Script 4: Add Ancillary Service(s) To Your Home Inspection

*Hello, this is xxx from HouseMaster home inspections serving xxxx. I am calling to confirm your HI for (MM/DD) and to suggest a (ancillary service here). We have found a high incidence of (radon) in the area and for your safety and the safety of your loved one, we recommend radon. IF I add the test to your home inspection now, the additional fee is only \$\$\$\$. I recommend you take care of this during the home inspection. Would you like to book it.?*

*Due to the wet winter we've had, we also recommend a simple test for mold using swab samples. The results are sent to you within 48 hours of testing and the fee is only \$\$ if conducted during the home inspection. Would you like me to add that to your inspection?*

# 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.

## Voicemail Script 1: Thank You For Your Referrals

*Hello, this is xxxx, owner of HouseMaster serving xxxx. I am calling to say thank you for your referral at 123 Main St.*

*We take customer feedback quite seriously, is there anything we could have done to make things easier for you?*

*Thank you again, we look forward to assisting with your next transaction.*

## Voicemail Script 2: Are You Familiar With Housemaster?

*Hello, this is (name here), owner/operator of your local HouseMaster franchise. Are you familiar with HouseMaster? Since 1979, we have provided an educational approach to home inspections and offer post inspection services to your home buyers at no extra charge. Some of these services include a cloud portal for your customers, utility concierge, and a buyer's benefit plan.*

*Please call me back at (xxx)xxx-xxxx to discuss how HouseMaster can make your life easier.*

# 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:** For today only, I am offering you a \$25 coupon to use on your next home inspection.
  - *Disclaimer: Inspection must be booked by (date here). One time use only for a full home inspections over \$500. Ancillary services excluded.*
- **Offer 2:** Free Radon Test
  - *Disclaimer: Must be part of a full home inspection and completed at time of inspection. Inspection must be booked by (date here). One time use only for a full home inspections over \$500. .*
- **Offer 3:** Free re-inspection (up to \$50)
  - *Disclaimer: Free re-inspection of single element that was previously repaired. Time of re-inspection to be scheduled at HouseMaster owner's convenience.*
- **Offer 4:** Gift card \$25 - To current homeowners: Do you have a friend that needs a home inspection?
  - *Disclaimer: Gift card provided after inspection report is paid for and uploaded to the HMS Cloud.*

# 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!

## HouseMaster Contest Prizes:

- **What will I be competing for?**
  - 1st place prize: \$200 Amazon gift card
  - 2nd place prize: \$100 Amazon gift card
  - 3rd place prize: \$50 Amazon gift card
- **How will winners be determined?** Highest number of inspections booked as a result of the call blitz. Inspections must be booked in ISN and use the honor system to report accurately.
- **What is the eligible timeframe:** March 12 – May 31, 2026
- **How will winners be announced?** Company President communication.

# 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!**

# 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!**