

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

neighborly



**THE
DIAL GAMES**

Mr.  Electric[®]

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

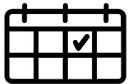
For the latest updates, tips, and progress, bookmark the [The Dial Games Command Center website!](https://www.NeighborlyBrands.com/Call-Blitz/)

<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
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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.





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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:

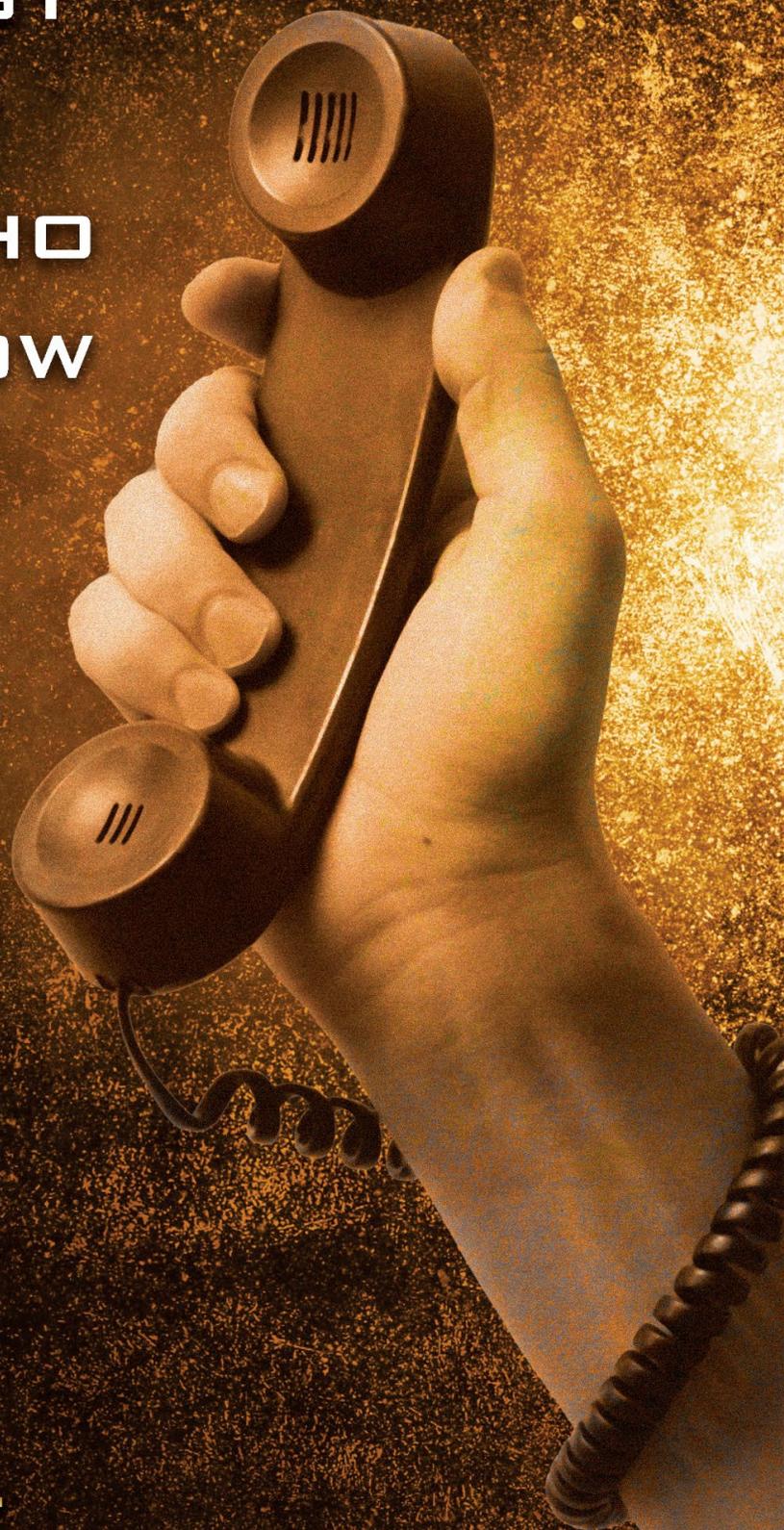
- CHECK all phone numbers against the National Do Not Call Registry (“DNC”) and do not call or text anyone who is on the list unless you have express written consent or an established business relationship.
- CHECK all phone numbers against your internal Do Not Contact list and do not call or text anyone 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:

1. Customers with unsold quote/s
2. Customers with expired or almost expired Advantage Plans
3. Customers who we did work for that do not have Advantage Plans

Prioritization Criteria

Prioritize customers who had a Service Professional provide them a quote, but did not choose to move forward with the work.

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 elaina.easter@nbly.com or by phone at 469-444-7223.

How to Pull Customers with **Unsold Quotes**

Step 1: Click on **The Follow Up Tab**, then **Unsold Quotes**.

The screenshot shows the ServiceTitan dashboard. The top navigation bar includes: Dashboard, Calls, Schedule, Dispatch, Accounting, Inventory, Follow Up (highlighted with a yellow arrow), Reports, Marketing, and Pricebook. Below the navigation bar, there are two informational messages: "You are seeing sample data in your account. When you're ready to get started, click here to reset your account." and "This is a Sandbox account for testing purposes only and should not be used for go live. If this is a mistake please contact your CSM." Below these messages is a yellow banner with the text "We were unable to process your payment. Please add your payment method before your service is suspended in 0 days." and a button labeled "Add Payment Method".

On the left sidebar, under the "Follow Ups" section, "Unsold Estimates" is highlighted with a yellow arrow. Other items in the sidebar include Sold Estimates, Surveys, Recurring Service Events, Expiring Memberships, and Leads.

The main content area is titled "Unsold Estimates 5". It contains a form with the following fields: Business Unit (Select Business Unit), Job Type (Select Job Type), Technician (Select Technician), Exclude Opportunities with any Sold Estimates (checkbox), Opportunity Status (Not Attempted, Unre...), Created By (Select Employee), Start (2/13/2025), and End (3/13/2025). There are "Refresh Table" and "Export" buttons.

Created On	Next Follo...	Job Compl...	Customer	Location N...	Location Address	Created By	Phone	Technician	Job type
2/13/2025	2/15/2025	2/13/2025	Dolly Parton	Dolly Parton	2700 Dollywood Parks Boulevard Pigeon Forge, TN 37862 USA	elainatech		Elaina Tech	Ceiling Fan - Customer Supplied

Step 2: Choose the date range you'd like to see unsold quotes for. You can also export this report into Excel or a PDF and distribute to your CSRs.

Unsold Estimates 19

Business Unit: Job Type: Technician:

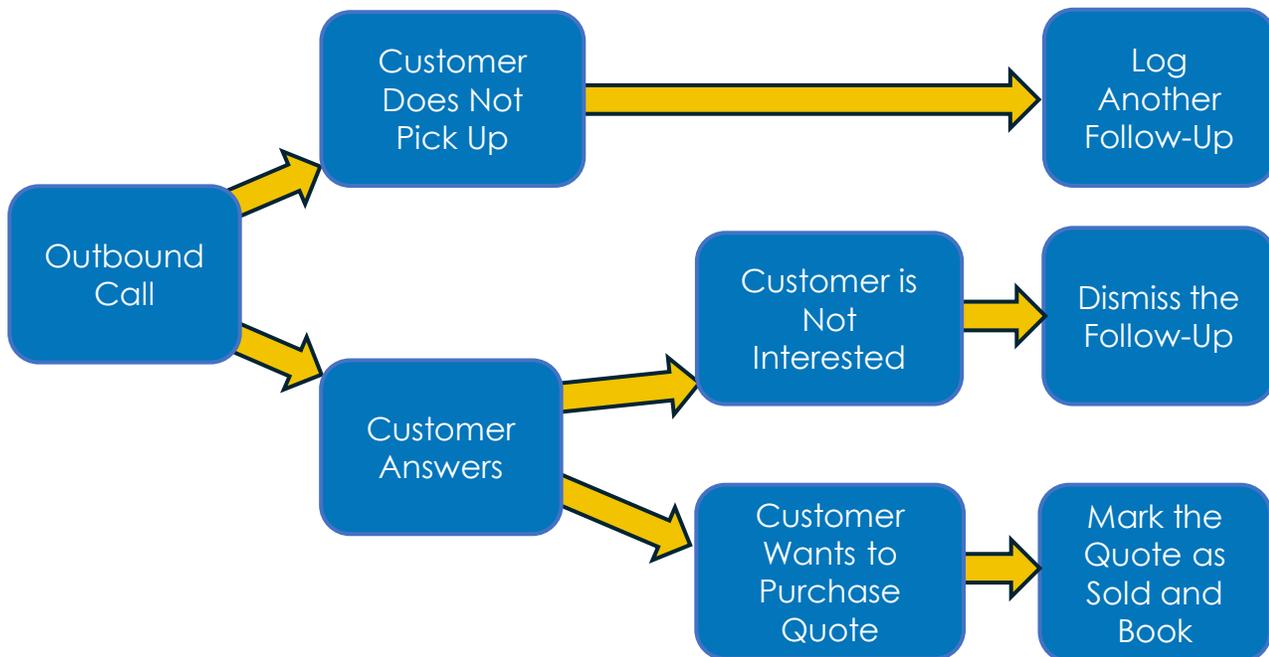
Exclude Opportunities with any Sold Estimates Opportunity Status: Created By:

Start: 1/1/2024 End: 3/13/2025

[Refresh Table](#) [Export](#)

Created On	Next Follo...	Job Compl...	Customer	Location N...	Location Address	Created By	Phone	Technician	Job type
5/9/2024	5/16/2024	5/15/2024	Dolly Parton	Dolly Parton	2700 Dollywood Parks Boulevard Pigeon Forge, TN 37862 USA	elainatech		Elaina Tech	Electrical Vehicle Charger Installation

Step 3: Click into an entry in the unsold quotes table and get ready to call the customer.



Step 3A: If the customer does not pick up, log another follow-up and choose the follow-up date.

Call the customer **Log a follow-up** Upload attachment Log Templates

Notes

Notes ...

Save Successfully reached the customer Copy to Customer Notes Copy to Location Notes

Change appointment date

M/D/YYYY

Elaina Tech Set the next follow up date for 10/14/2024
Updated on 10/11/2024 2:03 PM

Step 3B: If the customer answers, but they are not interested, dismiss their follow-up entry.

Opportunity Follow-Up

This opportunity was created from the following job:

Job #	14381791	Customer	Dolly Parton
Job Type	Ceiling Fan - Customer Supplied	Location	2700 Dollywood Parks Boulevard Pigeon Forge, TN 37862 USA
Completed On	10/11/2024 2:03 PM	Phone	
Invoice #	14381791	Email	elaina.easter@nbly.com
Total	\$0.00		
Technician(s)	Elaina Tech		

[View Job](#) [View Invoice](#) **Dismiss** ←

Step 3C: If the customer answers and they do want to move forward with a quote, dismiss the quotes they don't want. Then, click **Sold/Convert** on the quote they're purchasing.

Amount \$378.11  edit

Status Open

Sold by

Name Primary To Do List

Summary Unspecified ...

Recommended

 **Sold/Convert** **Dismiss**

Who sold this estimate?

Elaina Tech

Sold/Convert

Amount \$378.11  edit

Status Open

Sold by

Name Primary To Do List - Copy

Summary Unspecified ...

Recommended

Sold/Convert **Dismiss** 

Step 3C ctd: Book the job by selecting the services on the quote, then clicking **Book New Job** to get to the call booking screen. Book as normal.

Estimate: Primary To Do List Calculate Unsell    

● STATUS Sold 🏠 JOB 14381791 💰 INVOICE Pending 📅 FOLLOW UP ON 10/14/2024 📁 OPPORTUNITY 14381793 👤 SOLD BY Elaina Tech

Your Summary Field is Empty
Make sure you have a detailed description of your Estimate.

Estimate Items Select All Deselect All  **Book New Job**

+ Service + Equipment + Material + Add Discount or Fee + Item Group Expand Descriptions

Service 

<input checked="" type="checkbox"/>	Name & Code	Description	Add On	QTY	Unit Price	Total Price	Sold Hours	Estimated La...
<input checked="" type="checkbox"/>	MR ELECTRIC 1 YEAR PLAN MRE221	MR ELECTRIC 1 YEAR PLAN	<input type="checkbox"/>	1.00	\$76.49	\$76.49	0.00	0.00
<input checked="" type="checkbox"/>	MR ELECTRIC HOME SAF... MRE227	HOME SAFETY CHECK - NO CHARGE	<input type="checkbox"/>	1.00	\$0.00	\$0.00	0.00	0.00
<input checked="" type="checkbox"/>	INSTALL CUSTOMER SUP... MRE288	INSTALL CUSTOMER SUPPLIED CEILING FAN	<input type="checkbox"/>	1.00	\$272.00	\$272.00	0.50	0.00
<input checked="" type="checkbox"/>	DISPATCH FEE - WAIVED MRE482	DISPATCH FEE - WAIVED	<input type="checkbox"/>	1.00	\$0.00	\$0.00	0.00	0.00

● TOTAL SOLD HOURS 0.50 TOTAL PRICE \$348.49



How to Pull Customers with Expired or Almost Expired Advantage Plans

Step 1: Click on The Follow Up Tab, then **Expiring Memberships:**

The screenshot shows the ServiceTitan interface. The top navigation bar includes Dashboard, Calls, Schedule, Dispatch, Accounting, Inventory, Follow Up, Marketing, and Pricebook. The 'Follow Up' tab is selected. Below the navigation bar, there are several informational messages. The main content area is titled 'Expiring Memberships' with a count of 35. It features a search filter section with fields for Business Unit, Membership, Start, End, Opportunity Status, and Membership Tags. Below the filters are 'Select All' and 'Clear Selection' buttons. The main table has columns for Customer, Business Unit, Membership, Start, Expiration, Tags, Opportunity Status, Last Follow Up Date, Membership, and Estimate. Two entries are visible: Elaina Easter and James Bond, both with 1 Year Advantage Plans expiring in 2024.

Expiring Memberships							Renewal Opportunities			
Customer	Business Unit	Membership	Start	Expiration	Tags	Opportunity Status	Last Follow Up Da...	Membership	Estimate	
<input type="checkbox"/>	Elaina Easter	Mr. Electric	1 Year Advantage Plan	1/27/2023	1/26/2024	Advantage Plan 1 yr	Not Attempted		MR ELECTRIC 1 YEAR RENEWAL	
<input type="checkbox"/>	James Bond	Mr. Electric	1 Year Advantage Plan	2/8/2023	2/7/2024	Advantage Plan 1 yr	Not Attempted		MR ELECTRIC 1 YEAR RENEWAL	

Step 2: Choose the date range you'd like to search expiring memberships for. This list will already be in order from oldest to newest expiry date. You can also export this list. Click on an entry and get ready to call the customer.

This close-up screenshot focuses on the date range filter in the 'Expiring Memberships' section. A yellow arrow points to the 'Start' and 'End' date pickers, which are currently set to 1/1/2024 and 3/13/2025 respectively. The table below shows the same two entries as the previous screenshot.

Expiring Memberships							Renewal Opportunities			
Customer	Business Unit	Membership	Start	Expiration	Tags	Opportunity Status	Last Follow Up Date	Membership	Estimate	
<input type="checkbox"/>	Elaina Easter	Mr. Electric	1 Year Advantage Plan	1/27/2023	1/26/2024	Advantage Plan 1 yr	Not Attempted		MR ELECTRIC 1 YEAR RENEWAL	
<input type="checkbox"/>	James Bond	Mr. Electric	1 Year Advantage Plan	2/8/2023	2/7/2024	Advantage Plan 1 yr	Not Attempted		MR ELECTRIC 1 YEAR RENEWAL	



Step 3A: If you call the customer and they don't answer, or they do answer and are not interested, log a follow up and write the relevant call notes.

The screenshot shows a customer profile for '1 Year Advantage Plan'. The customer is Elaina Easter, with a status of 'Expired'. The plan duration is '12 months - Upfront', starting on 1/27/2023 and ending on 1/26/2024. The next billing date is also 1/26/2024. The business unit is 'Mr. Electric'. The phone number is (666) 666-6666. The follow-up status is 'Not Attempted' with 0 follow-ups. The preferred payment method is 'Default (Not specified)'. There are two buttons: 'Call the customer' and 'Log a follow-up', with a yellow arrow pointing to the latter. Below these buttons is a 'Notes' section with a text input field and a 'Save' button. There are also checkboxes for 'Successfully reached the customer' and 'Copy to Customer Notes'. A 'Membership Savings' section is visible at the bottom. On the right side, there is a 'View Audit Trail' button and a 'Log Templates' dropdown menu.

Step 3B: If you call the customer and they are interested in renewing, click **Renew Membership** to generate an invoice for the Advantage Plan.

This screenshot is identical to the one above, but with a yellow arrow pointing to the 'Renew Membership' button in the top right corner.

How to Pull Previous Customers Who Don't Have Advantage Plans:

Step 1: Click on the magnifying glass on your toolbar to open the search function.



Step 2: Select **Customer** from the drop-down. Then select **Inactive** under **Member Status**.

A search filter panel titled 'Search'. At the top, there is a dropdown menu with 'Customer' selected, a green search button with a magnifying glass, and an orange 'x' button. Below this is a 'Filters' section. It contains three filter groups: 'Name' with a text input field; 'Customer Type' with a dropdown menu; and 'Customer Status' with two radio buttons, 'Active' (checked) and 'Inactive'. Below these is a 'Member Status' section with a dropdown menu showing 'Inactive' selected. An orange arrow points to the 'Inactive' dropdown.

Step 3: Click the green magnifying glass to search, then click the drop-down to export the search into Excel or PDF. Distribute this report to agents for manual calls to customers.

Search

Customer

Filters

Name

Customer Type

Customer Status
 Active

Name	Phone
Benji Gomez	(361) 354-1579
Dawn Dove	
James ruiz	
Paul Minard	(919) 451-9254
Roberto Watson	(315) 252-5369

Export to Excel (*.xlsx)
Export to CSV (*.csv)

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.

Customers With Unsold Quotes Script

MRE: "Hi [Customer's Name], this is [Your Name] calling from Mr. Electric of [DBA]. I'm calling because [Service Professional] recently provided you with a quote for [specific service] that was not completed. Do you have a moment?"

Response 1:

Customer: "No."

MRE: "When would be a good time?"

Response 2:

Customer: "Yes."

MRE: "Great! Do you have any questions about the quote?"

Listen carefully to any questions are concerns.

Customer: "No."

MRE: Great! I have two slots open this week, [give times], would one of these work for you?

Customer: "Yes."

Schedule the job.



Handling Objections

1. “It’s too expensive.”

- “I understand that price is important. Can you clarify, are you comparing with another quote or do you just feel that the price is too high?”
- Offer financing options, discuss Done Right Promise, offer social proof – NPS, high Google ratings – “While I understand your concern, our customers consistently give us strong reviews for our commitment to the overall service experience and our expert electricians. Is it important to you to get the job done right and be assured that if it isn’t done right, we will make it right?”

2. “We are thinking about it.”

- “I understand. Is there anything specific that’s keeping you from moving forward?”
- Address concerns.

3. “We are getting other quotes.”

- “I understand. Remember that we [discuss warranty and value]. Also, we do have an opening on [opening] and will be able to complete the work on that call.”

If the answer is still “no” ask: “Okay. *Is it alright if I check back in a week?*”

Customer: “Yes.”

MRE: “*Thank you for considering Mr. Electric, [Customer's Name]. I look forward to speaking with you next week.*”

Customer: “No.”

MRE: “*Feel free to give us a call if you have any questions or change your mind. Have a great day!*”



Customers With Unsold Quotes Scripts

Option 1

"Hi [Customer's Name], this is [Your Name] calling from Mr. Electric of [DBA]. I'm seeing in our records that [Service Professional] provided you with an quote for [specific service]. I wanted to follow up and see if you had any questions or needed more information about the quote we sent over."

Option 2

"Hi [Customer's Name], this is [Your Name] from Mr. Electric of [DBA]. I'm calling because we recently sent over an quote for [specific service], and I wanted to follow up to see if you're ready to move forward or if you have any questions before we get started."

Customer Doesn't Book

"Thank you for considering Mr. Electric of [DBA], [Customer's Name]. Feel free to give us a call if you have any questions or change your mind. Have a great day!"

Customers with Expired/Expiring Memberships Scripts

Option 1

"Hi [Customer's Name], this is [Your Name] from Mr. Electric of [DBA]. I'm reaching out because I noticed that your membership with us expired on [DATE] OR is expiring on [DATE], and I wanted to check in with you to see if you'd like to renew."

Option 2

"Hi [Customer's Name], this is [Your Name] from Mr. Electric of [DBA]. I'm reaching out because I noticed that your membership with us has either expired or will be expiring soon. I wanted to check in with you to see if you'd like to renew and continue enjoying the benefits of being a member, like 15% off all services and priority scheduling for your convenience."

Customer Chooses Not to Renew

"I completely understand, [Customer's Name]. Thank you for taking the time to consider renewing your membership. If you change your mind or have any questions down the road, we're always here to help. Feel free to give us a call anytime, and we'd be happy to assist you in the future."

Previous Customers without Memberships Scripts

"Hi [Customer's Name], this is [Your Name] calling from Mr. Electric of [DBA]. I hope you're doing well! I'm reaching out because we recently completed [specific service] at your home, and I just wanted to check in to make sure everything is working great, and you're satisfied with the work."

Wait for response.

"Also, I wanted to let you know about our Advantage Plan. It gives you 15% off all future services and priority scheduling, so if you ever need help in the future, you can get to the front of the line, especially during busy times."

Customer Chooses Not to Become a Member

"I completely understand, [Customer's Name]. Thank you for taking the time to let us know how we did and your consideration on the membership. If you change your mind or have any questions down the road, we're always here to help. Feel free to give us a call anytime, and we'd be happy to assist you in the future."

Voicemail Script Ideas

We have provided recommended voicemail scripts 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.

Customers With Unsold Quotes Voicemail Script

"Hi [Customer's Name], this is [Your Name] from Mr. Electric of [DBA]. I hope you're doing well. I'm reaching out because we recently provided you with a quote for [specific service], and I just wanted to follow up to see if you had any questions or needed further information. If you're ready to move forward, I'd be happy to get a Service Professional scheduled to come out. Feel free to give us a call back at [Phone Number]. I look forward to hearing from you, and thank you for considering Mr. Electric of [DBA]. Have a great day!"

Customers With Expired/Expiring Memberships Voicemail Script

"Hi [Customer's Name], this is [Your Name] from Mr. Electric of [DBA]. I'm calling because I noticed that your membership with us has expired **OR** is about to expire soon, and I wanted to reach out to see if you'd be interested in renewing. As a member, you continue to enjoy great benefits like 15% off all services and priority scheduling, which can help you get the service you need faster, especially during busy times.

If you're ready to renew or if you have any questions, feel free to give me a call back at [Phone Number], and I'd be happy to help. I look forward to hearing from you soon. Have a great day!"



Customers With Unsold Quotes Voicemail Script

"Hi [Customer's Name], this is [Your Name] from Mr. Electric of [DBA]. I'm calling to follow up on the recent work we did for you. I hope everything is working well and you're satisfied with the service!

I also wanted to let you know about our Advantage Plan, which many of our customers find really beneficial after their service. It gives you 15% off all future services and priority scheduling, so you can get help faster whenever you need it.

If you'd like more information or are interested in signing up, feel free to give me a call back at [Phone Number]. I'd be happy to help! Thanks again for choosing [Company Name], and I look forward to hearing from you soon. Have a great 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.

Customers With Unsold Quotes Offer

Offer 1: 10% off Any Service

Not valid with any other offer. All services are performed by independently owned and operated franchises. Terms and Limits Apply. No cash value. Valid only at participating locations. Offer must be presented at time of order. Services may vary by location. Other restrictions may apply

Offer 2: \$50 off Any Service

Not valid with any other offer. All services are performed by independently owned and operated franchises. Terms and Limits Apply. No cash value. Valid only at participating locations. Offer must be presented at time of order. Services may vary by location. Other restrictions may apply

Customers With Expired/Expiring Memberships & Previous Customers Without Memberships:

Offer 1: 15% off All Services

Not valid with any other offer. All services are performed by independently owned and operated franchises. Terms and Limits Apply. No cash value. Valid only at participating locations. Offer must be presented at time of order. Services may vary by location. Other restrictions may apply

Offer 2: Free Annual Generator Maintenance

This membership benefit is only valid for existing active members of the "Mr. Electric Advantage Plan" membership, no coupon required. All services are performed by independently owned and operated franchises. Terms and Limits Apply. No cash value. Valid only at participating locations. Offer must be presented at time of order. Services may vary by location. Other restrictions may apply.



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 Mr. Electric Contest Prizes:

- **What will I be competing for?**
 - 1st place - \$1,000*
 - 2nd place - \$500*
 - 3rd place - \$250*
 - *To be used toward a marketing tactic with an approved marketing vendor (e.g., prospecting emails, PPC, LSA, or other eligible digital programs), not redeemable for cash or past invoices.
- **How will winners be determined?** Tracking of sold estimates within ServiceTitan by the Director of Systems.
- **What is the eligible timeframe:** March 12 to May 30, 2026
- **How will winners be announced?** Brand 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!