



CSLB C-36 991276

Coast View Plumbing and Restoration

1-Tom-Plumber Anaheim

Internal Operations Playbook

Dispatch • Technician • Inspection • Communication Excellence

Inspection Guide Reference:

[1-Tom-Plumber Inspection Guide](#)

Your inspection guide repeatedly reinforces emotional prevention messaging:

- “Small drip. Big regret.”
- “The biggest risk is not checking at all.”
- “The quietest leaks are the most expensive.”
- “Slow today. Stopped tomorrow.”

DOCUMENT 1

TECHNICIAN — RESIDENTIAL

Residential Technician Success Guide

Goal

Protect the home.

Prevent callbacks.

Create trust.

Educate the homeowner.

Avoid surprises.

BEFORE ARRIVAL



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- ✓ Read ALL dispatch notes
 - ✓ Review customer history
 - ✓ Understand main complaint
 - ✓ Check gate/parking/pets notes
 - ✓ Prepare mentally before entering home
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FIRST 60 SECONDS SCRIPT

SAY:

“Hi Mr./Mrs. Smith, I’m Michael with 1-Tom-Plumber. Thank you for having us out today. Before I touch anything, can you show me exactly what’s happening?”

INSPECTION MINDSET

Never act like:

“I’m here only for one clogged sink.”

Instead:

✓ “I’m here to understand WHY this happened and help prevent future problems.”

TOP RESIDENTIAL RISKS TO LOOK FOR

 Toilets rocking

 Angle stop corrosion

 Old water heaters



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 High water pressure

 Slab leak clues

 Sewer gas odors

 Root intrusion

 Slow drains

 Dishwasher backflow

 Hidden wall moisture

Rory Sutherland Principle

People do not buy plumbing.

They buy:

- relief,
 - certainty,
 - sleep,
 - safety,
 - comfort,
 - peace of mind.
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Cialdini Principle

AUTHORITY

Use cameras, thermal imaging, pressure readings, photos.

Visual proof increases trust.



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TOP TECHNICIAN HACKS

✓ Sit or kneel when explaining

Feels less aggressive.

✓ Use flashlight + camera together

Looks professional.

✓ Show homeowners physically

People trust what they SEE.

✓ Use “protect your home”

NOT “upsell.”

AVOID SAYING

- ✗ “Everything’s bad.”
- ✗ “You NEED this.”
- ✗ “That’s not my problem.”
- ✗ “That’s old.”
- ✗ “I don’t know.”

✓ SAY INSTEAD

- ✓ “Here’s what I’m seeing.”
- ✓ “Here’s what I recommend.”
- ✓ “Here’s what may happen if ignored.”
- ✓ “You have options.”



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TOP 10 INSPECTION OBJECTIONS — RESIDENTIAL

1. “I only called for one issue.”

✓ “Absolutely. While we’re here, inspection helps us see if anything related could cause another problem later.”

2. “I don’t want to spend more.”

✓ “That’s exactly why inspections help. Small problems are usually cheaper than emergency repairs.”

3. “The house seems fine.”

✓ “Most expensive plumbing problems stay hidden until damage appears.”

4. “Can’t you just snake it?”

✓ “We can, but inspection helps us understand WHY it clogged.”

5. “Another plumber never inspected.”

✓ “Many homeowners call us after repeat issues because the original cause was never identified.”

6. “I don’t have time.”

✓ “A quick inspection now may save multiple future visits.”

7. “I’ll wait until something breaks.”

✓ “Most plumbing emergencies happen quietly before visible failure.”

8. “I think you’re upselling.”

✓ “You’re always in control. We simply show findings and options.”

9. “The home is newer.”



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✓ “Even newer homes can have pressure issues, installation defects, or hidden leaks.”

10. “Insurance will cover it.”

✓ “Many water losses are partially denied if maintenance issues were ignored.”

DOCUMENT 2

TECHNICIAN — COMMERCIAL

Commercial Technician Success Guide

Goal

Protect the account.

Protect tenant operations.

Avoid downtime.

Communicate clearly.

Document everything.

Commercial Reality

Commercial customers care about:

- speed,
- documentation,
- communication,
- liability,
- approvals,
- disruption,
- and professionalism.



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BEFORE ARRIVAL

- ✓ Verify work order
 - ✓ Verify NTE amount
 - ✓ Verify portal/work authorization
 - ✓ Verify onsite contact
 - ✓ Verify tenant impact
 - ✓ Verify after-hours rules
-

COMMERCIAL ARRIVAL SCRIPT

“Hi, I’m Bryan with 1-Tom-Plumber. I’m here regarding the approved work order. Before we begin, can we review the affected area and operational concerns?”

COMMERCIAL PRIORITIES

-  Restroom downtime
-  Restaurant operations
-  Guest impact
-  Tenant complaints
-  Water shutdown risks
-  Health/sanitation concerns
-  Liability exposure



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DOCUMENT EVERYTHING

Commercial clients LOVE documentation:

- ✓ photos
- ✓ timestamps
- ✓ pressure readings
- ✓ camera footage
- ✓ notes
- ✓ recommendations

AVOID

- ✗ “We’ll figure it out later.”
- ✗ “I don’t know who approves this.”
- ✗ “That’s not our issue.”
- ✗ Poor communication with managers

✓ SAY INSTEAD

- ✓ “Here are our findings.”
- ✓ “Here are operational risks.”
- ✓ “Here are recommended next steps.”
- ✓ “Would you like temporary or long-term solutions?”

COMMERCIAL INSPECTION BENEFITS

- ✓ Prevent tenant complaints
- ✓ Reduce downtime



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- ✓ Reduce water damage claims
 - ✓ Reduce emergency calls
 - ✓ Protect NOI
 - ✓ Improve budgeting
 - ✓ Extend plumbing lifespan
 - ✓ Reduce after-hours emergencies
 - ✓ Improve safety
 - ✓ Improve vendor trust
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DOCUMENT 3

DISPATCHER — RESIDENTIAL

Residential Dispatcher Success Guide

Goal

Prepare the homeowner BEFORE the truck arrives.

Most Callback Problems Begin Here

Usually caused by:

- wrong expectations,
- poor notes,
- unclear pricing,



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- or incomplete communication.

✓ TOP 10 DISPATCHER SCRIPTS

1. CONFIRMATION SCRIPT

“Before we dispatch, let me confirm a few important details.”

2. EXPECTATION SCRIPT

“Our technician will inspect the issue first before recommending repairs.”

3. PEACE-OF-MIND SCRIPT

“The goal is not only fixing today’s issue, but helping prevent future plumbing problems.”

4. AUTHORITY SCRIPT

“Our technicians use cameras, pressure testing, and inspection tools to properly diagnose issues.”

5. REPEAT VISIT SCRIPT

“Sometimes one visible symptom is connected to other hidden plumbing issues.”

6. NO SURPRISE SCRIPT

“No work begins without your approval.”

7. ARRIVAL SCRIPT

“The technician will contact you when en route.”

8. INSPECTION SCRIPT

“A quick inspection today can help avoid expensive surprises later.”

9. TRUST SCRIPT



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“We want your first visit to solve as much as possible.”

10. GRATITUDE SCRIPT

“We appreciate the opportunity to help protect your home.”

TOP 10 DISPATCH FEE OBJECTIONS

1. “Why is there a dispatch fee?”

✓ “The fee covers professional travel, diagnostic time, and inspection expertise.”

2. “Other plumbers are free.”

✓ “Many free estimates become surprise pricing later. We focus on accurate diagnosis.”

3. “Can’t you quote over the phone?”

✓ “Most plumbing problems require onsite inspection to diagnose properly.”

4. “I only need something small.”

✓ “Many major plumbing failures begin as small issues.”

5. “I don’t want pressure.”

✓ “You’ll receive options before any work begins.”

6. “I’m shopping around.”

✓ “Absolutely. We simply want to give you professional answers and peace of mind.”

7. “Can you waive it?”

✓ “The fee helps cover the technician’s time, travel, and inspection expertise.”



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8. “I just need a quick look.”

✓ “Even quick plumbing evaluations require professional inspection.”

9. “I don’t know if I’ll do repairs.”

✓ “That’s okay. The inspection helps you understand the condition first.”

10. “That seems expensive.”

✓ “Most emergency plumbing damage costs far more than preventive inspection.”

DOCUMENT 4

DISPATCHER — COMMERCIAL

Commercial Dispatcher Success Guide

Goal

Avoid wasted trips.

Protect technician time.

Protect the client relationship.

✓ BEFORE DISPATCHING

Verify:

✓ Work order

✓ Billing contact

✓ Authorization



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- ✓ Portal requirements
- ✓ NTE amount
- ✓ Property access
- ✓ Tenant impact
- ✓ Parking/loading
- ✓ Emergency status
- ✓ After-hours approval

COMMERCIAL DISPATCH SCRIPT

“Before dispatching our technician, let’s confirm authorization, onsite contact information, and any building access requirements.”

COMMERCIAL CLIENTS VALUE

- responsiveness,
- professionalism,
- documentation,
- communication,
- and low disruption.

AVOID

- ✗ Dispatching without approval
- ✗ Missing work orders
- ✗ Missing gate/parking instructions
- ✗ Sending wrong technician skillset
- ✗ Failing to update ETA



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✓ SAY INSTEAD

- ✓ “We’ll document everything carefully.”
 - ✓ “We’ll communicate operational impacts.”
 - ✓ “We’ll help minimize downtime.”
 - ✓ “We’ll provide findings and recommendations.”
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TOP COMMERCIAL DISPATCH HACKS

✓ Use property manager names often

Builds rapport.

✓ Repeat building concerns back

Shows listening.

✓ Ask operational questions

“Any tenant-sensitive areas?”

✓ Clarify emergency severity

Flood vs inconvenience.

✓ Confirm portal/workflow

Avoid billing delays.

1-TOM-PLUMBER GOLD STANDARD

BEFORE THE TRUCK MOVES



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- ✓ Correct address
- ✓ Correct contact
- ✓ Correct authorization
- ✓ Correct expectations
- ✓ Correct technician
- ✓ Correct notes
- ✓ Correct scope

BEFORE THE TECH LEAVES

- ✓ Issue explained
- ✓ Findings documented
- ✓ Photos uploaded
- ✓ Payment/authorization complete
- ✓ Recommendations documented
- ✓ Customer understands next steps

FINAL INTERNAL CULTURE MESSAGE

Dispatchers create confidence.

Technicians create trust.

Inspection creates clarity.

Documentation prevents confusion.

Communication prevents chaos.