RunStack

RUNSTACK · LEAK REPORT

Sample Plumbing Co. — Demo

Asheville, NC · Plumbing · prepared July 8, 2026

7 LEAKS FOUND

5 high · 1 medium · 1 modeled estimate

Modeled missed-call exposure (an order-of-magnitude industry-benchmark estimate, not a measurement of this business): **roughly $80K–$310K/yr** — see the full dossier for the method, the vendor sources, and why it's ranked last, not first.

Sample report — example business. Every real Leak Report is built from live public data.

Top 3 Needle-Movers

Ranked by what we could directly verify — the modeled missed-call estimate is real but unmeasured, so it isn't in this top 3.

1 **Your Google ads never showed up for the searches your customers use**

Google Ads Presence **HIGH**

Evidence-based (not monetized)

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2 **Blue Ridge Rooter Co. is running Facebook ads in your market — you have none**

Facebook & Instagram Ads **HIGH**

Evidence-based (not monetized)

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3 **AI assistants don't mention you when people ask for an emergency plumber**

AI Search Visibility **HIGH**

Evidence-based (not monetized)

Start Here — Free

You can do these yourself, today, whether or not you ever hire us.

> Route after-hours calls to a single cell phone instead of voicemail for one week and count how many come in — that number alone often justifies the fix.

> Apply for Local Services Ads (LSA) — it's free to apply, and the 'Google Guaranteed' badge is one of the highest-intent placements in home services.

> Claim (or tidy) your Facebook business page and post one real job photo this week — free, and it's the prerequisite for the retargeting ads competitors are already running.

Twenty minutes. We open your account and show you the leaks.

Keep this report either way — the screenshots, the timestamps, the model. If you want help closing these gaps, let's talk.

BOOK THE 20-MIN AUDIT