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Housecall Pro

2025 AI Industry Report

**The AI-assisted skilled  
trades Pro: How the  
field is leading the  
future of work**

# from Ian Heidt, Housecall Pro Co-Founder & Chief AI Officer



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## Skilled tradespeople do what AI can't.

They crawl under homes. They calm frustrated customers. They earn trust, job by job. This work requires craft, grit, presence, and professionalism. No algorithm can replace the human touch.

But there's another side of the job: quoting, scheduling, follow-ups, and paperwork. That's where AI fits... behind the scenes. It saves time. It cuts clutter. It's a superpower to help Pros focus on what they do best.

At Housecall Pro, we march forward confidently into the future, just as we have done in the past. We are here to serve the needs of Pros. And we are here to help you cut your teeth with AI.

Across every trade and team size, Pros have already begun to use AI to run leaner shops, serve customers faster, and reclaim hours to spend with the people that matter.

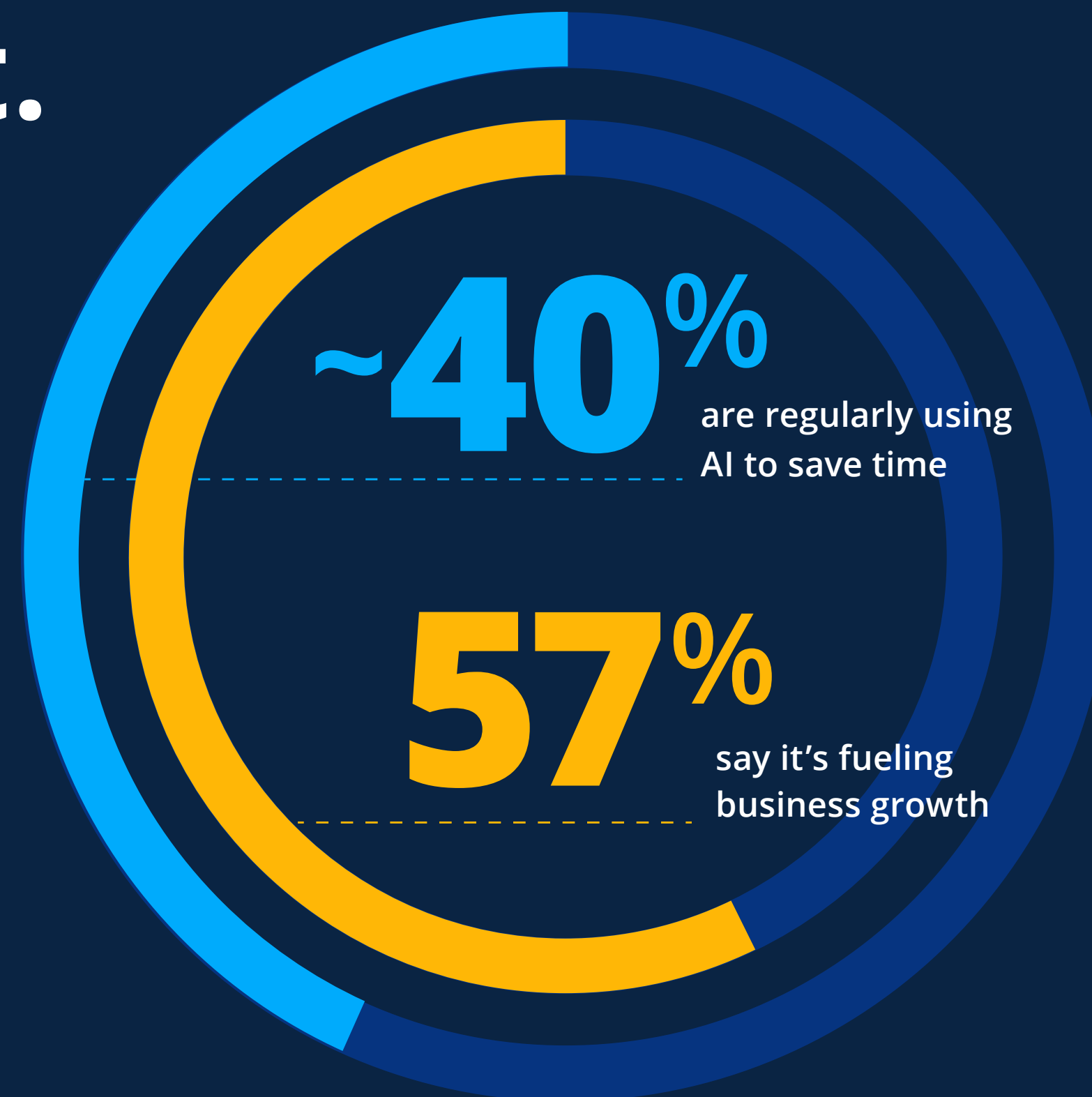
And in this report, we dive into the data to answer a foundational question: what can AI take off our plates?

AI ain't the boss. It's just a new tool in the toolbox. So snap in that extra 18V you got lying around and let's get to work.

# The trades are doing the work AI can't—and using it to do more of what they do best.

In Housecall Pro's Fall 2024 Trends Report, 41% of trades business owners had explored AI. Just six months later, our Spring 2025 follow-up reveals a major shift: over 70% have now tried AI, nearly 40% use it regularly, and 57% say it's helping grow their businesses.

AI is helping skilled trades professionals cut admin, run leaner shops, and refocus on the trust-driven, hands-on work only they can do. And while Gen Z is leading adoption, every generation is now engaged—proving this isn't just a trend. It's a transformation.



## Gen Z leads, but boomers follow

Pros under 35 are twice as likely to use AI actively compared to those 65+, but every age group is engaging—proof that adoption spans generations.

## AI saves time that matters

Active users are gaining back an average of 4.2 hours a week—more than 200 hours a year to refocus on service, growth, and life off the clock.

## Growth, backed by numbers

57% say AI contributes to business growth, with 20% seeing significant impact.

## Compounding impact

Pros using 2–3 tools are 52% more likely to report gains. Additionally, Pros using AI for content or admin tasks are 4X more likely to see business growth.

## The hands-on work stays hands-on

73% say AI hasn't changed hiring. The hands-on work (installs, diagnostics, trust) still needs humans.

## The biggest barrier isn't cost—it's clarity

Only 3% of non-users cite price. Most want better guidance, tools, and training.

# Contents



Introduction	5	Section 1	6	Section 2	9
The trades are leading AI		Who’s using AI across the trades		Where AI is delivering results	
Section 3	11	Section 4	14	Section 5	16
Matching AI to shop size and trade		What AI can’t replace		What’s next for AI in the trades	
Index	17				
Methodology					

# The trades are leading AI

While other sectors debate disruption, skilled tradespeople are delivering real-world AI success—practical, intentional, and deeply human. From quoting and scheduling to following up with leads and confirming jobs, AI is speeding up workflows so Pros can focus on what still demands a human touch: trust, expertise, and service.

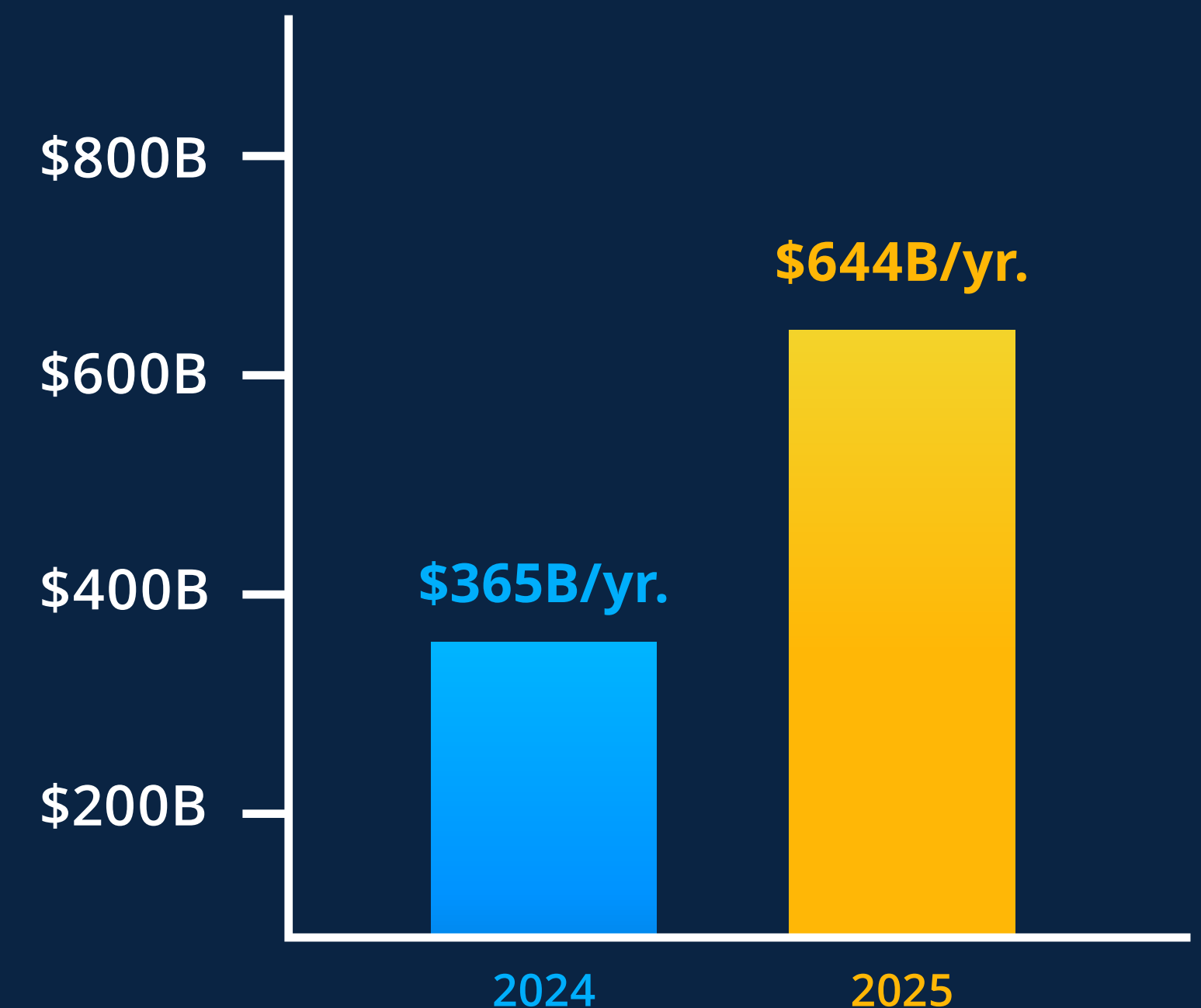
Based on a national survey of 400+ U.S. trades business owners, this report explores how AI is being applied across every trade and team size, what's driving ROI, and where the industry is heading next.

## Why now?

Global spending on generative AI is projected to reach \$644 billion in 2025—up from \$365 billion in 2024. At the same time, more than a third of the fastest-growing U.S. jobs are blue-collar roles, with over 1.7 million positions projected by 2032.



This convergence signals a powerful shift: AI and the skilled trades are rising together.





# Who's using AI across the trades

Once viewed as low-tech, the skilled trades have become a proving ground for the most practical, widespread uses of AI. With AI handling routine admin tasks, Pros of every age and shop size are reclaiming nights, weekends, and time for the work that matters.

Over 70% of Pros have tried AI, and almost 40% use it actively. That includes a surprising number of solo operators and two-person teams adopting at the same pace as shops with 20+ employees, proving you don't need scale or staff to see value.

"We need to learn about the variety of AI options and prepare for the future."

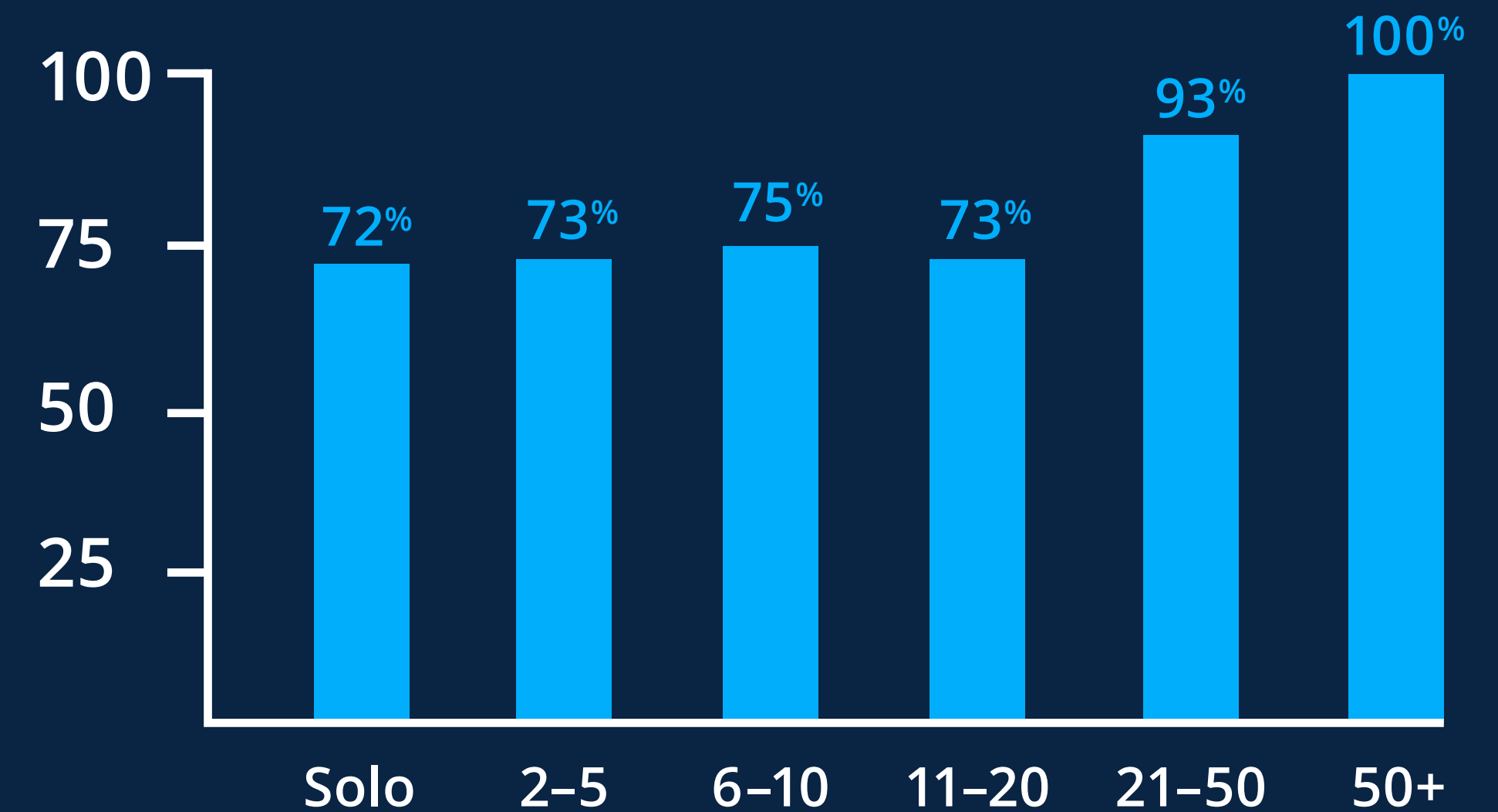
**Ariel P.**

Age 25-34

Windows and screens  
(11-20 employees)

**70%+** of Pros have used AI across all business sizes

Usage by company size



# Who’s using AI across the trades

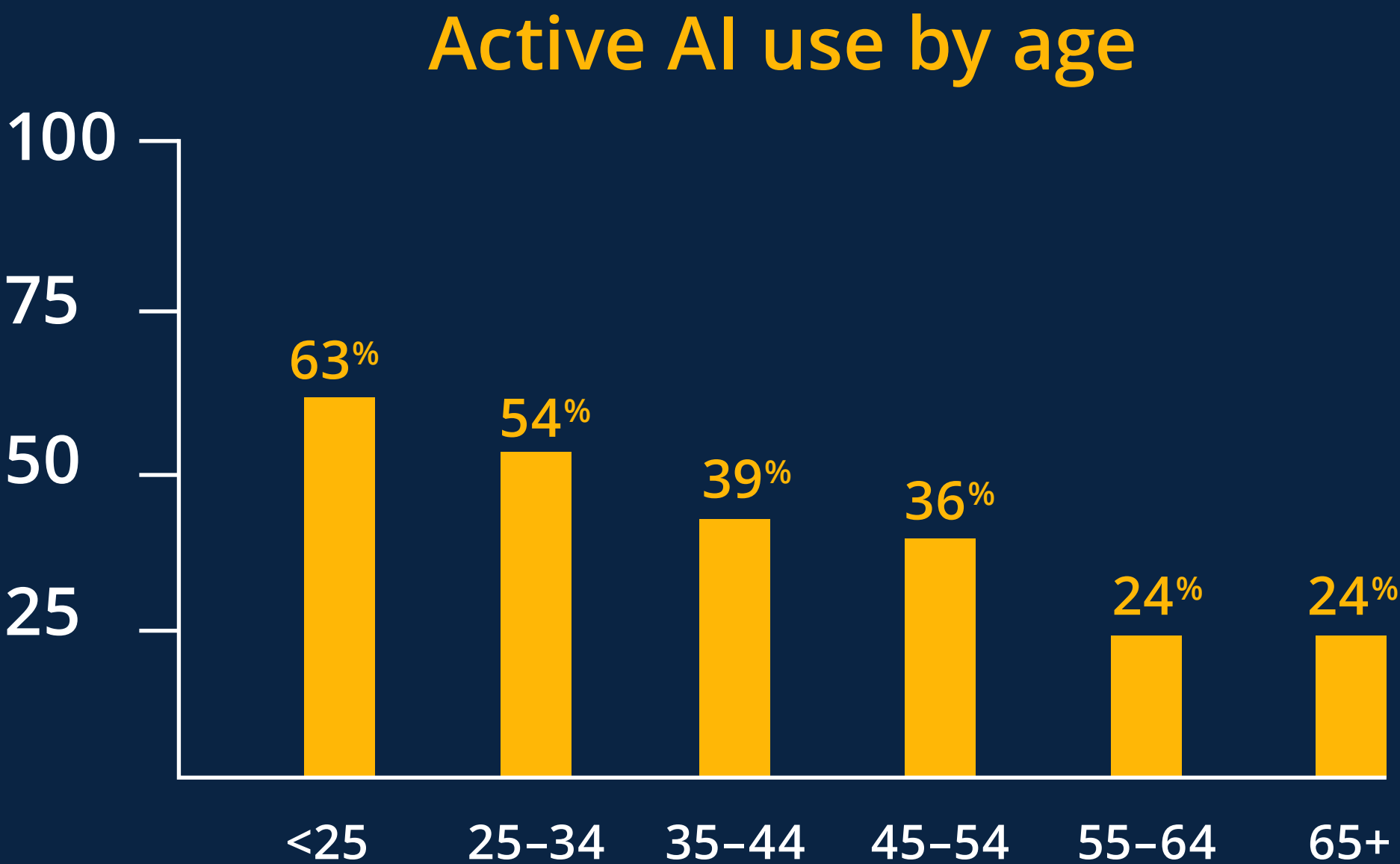
While younger Pros lead adoption, older Pros aren’t far behind. Almost 60% of those age 65+ have tested AI in some form. Curiosity spans generations, and the gap is closing faster than most expect.

Older Pros are experimenting, and younger ones are embracing AI from day one. With automation threatening traditional white-collar jobs, many Gen Z workers are turning to the trades. They see fieldwork as irreplaceable, and administrative work as an opportunity for tech to help them move faster.

“I do see great potential in the future for AI. As our company actually grows, I think it will multiply our efficiency greatly.”

**Ross M.**  
Age 25–34  
HVAC (2–5 employees)

Pros under 35 years old are **2X** more likely to be active AI users than Pros 65+



# Who’s using AI across the trades

Trade-specific patterns show where traction is strongest. HVAC (46%) and electrical (43%) lead AI adoption, followed closely by plumbing (39%), cleaning (38%) and contracting (38%), and then by landscaping (33%).

Smaller specialized trades with high adoption include locksmith, RV repair, handyman, and junk removal services. These high-usage trades see the quickest payoffs from scheduling bots, messaging automations, and quoting tools.

Pros are no longer just testing AI. They’re finding smart, repeatable ways to integrate it into their workflows. Amidst increasing demand and a persisting skilled labor shortage, it’s a practical response: fewer admin hands, more jobs to manage, and the same high bar for service.

“I think AI is still very new, but it has great potential to drive down costs and positively impact the customer experience.”

**Andy H.**  
Age 55–64  
HVAC (6–10 employees)

Landscaping	33%
General Contracting	38%
Cleaning	38%
Plumbing	39%
Electrical	43%
HVAC	46%





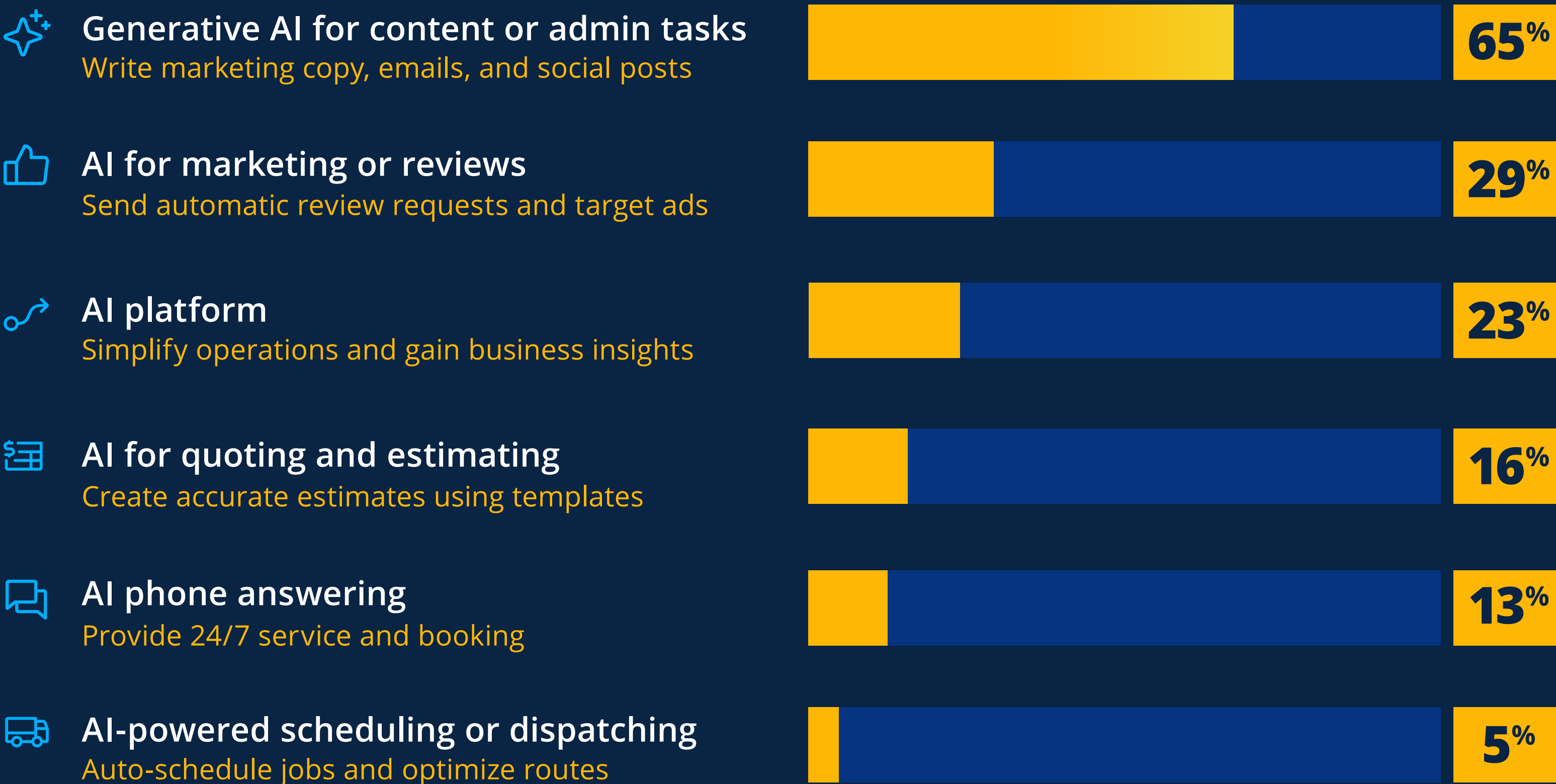
# Where AI is delivering results

AI is taking on the “sitting work” that slows Pros down. They’re using it to create professional estimates in minutes, reply to leads that come in after hours, and auto-confirm appointments.

One sewer and septic services Pro reports saving up to five hours a week on customer communications alone (with the added benefit of looking and sounding more professional). Several companies also reported saving more than 10 hours a week on administrative tasks.

Most Pros see AI as a digital office assistant. The most common applications focus on saving time, improving communication, and reducing manual follow-up.

## AI tools by popularity



## Section 2

### Business impact by the numbers

4.2

avg. hours  
saved per week

57%

said AI helped them grow  
their business, with 20%  
seeing a significant impact

9%

avg. gain for Pros who  
saw revenue growth

52%

more likely to grow  
by using 2-3 AI tools  
instead of one

12%

booked more  
jobs using AI

39%

reported greater  
operational efficiency

83%

said AI met or  
exceeded expectations

4X

more likely to grow  
using generative AI for  
content and admin

# Matching AI to shop size and trade

Pros don't adopt AI for the sake of AI. They choose the tools that fix their biggest bottlenecks. Survey data shows a clear progression by business size, and a distinct "sweet spot" by trade where each specialty leans on the AI features that free up the most time and drive the fastest ROI.

"I embrace all forms of technology and use AI wherever I think it may help."

**Scott L.**

Age 45-54

Cleaning (2-5 employees)



## Solo Pros

**Focus:** Quick, high-impact wins

**Tools:** Generative AI for web copy, social posts, estimate wording, SOP creation; simple automations (review requests, instant replies) that can make a small shop feel twice as responsive.



## Crews of 2-5

**Focus:** Always-on customer coverage

**Tools:** AI receptionists and chat assistants for 24/7 booking; automated review follow-ups to build reputation without extra headcount.



## Crews of 6-10

**Focus:** Coordinated growth

**Tools:** Marketing automation, smart dispatch (route and skill matching), integrated follow-up workflows to keep multiple techs and jobs in sync.



## Crews of 11+

**Focus:** Insight and efficiency at scale

**Tools:** Full-suite AI platforms—CRM recommendations, real-time field-to-office data sync, revenue forecasting, and large-batch customer messaging that retains a personal touch.

Section 3





# AI adoption mirrors each specialty’s highest-volume workflows

Additionally, trade-specific patterns show where AI is making a difference. Administrative efficiency is the universal benefit, with Pros using AI to reduce paperwork, scheduling, and other backend tasks. Business impact varies slightly by trade, suggesting that each trade needs to identify the right tools to address their specific needs and drive the most results.







“Because cleaning is such a customer-first business, we feel we can mostly only utilize AI for back-of-house functions. Any direct customer service is better served with a real person.”

**Spencer V.**  
Age 25-34  
Cleaning (21-50 employees)

## The AI tools that fit each trade

 <b>HVAC and electrical</b>	<b>Focus:</b> High-frequency communication and lead conversion  <b>Tools:</b> Scheduling bots and messaging automation
 <b>Plumbing</b>	<b>Focus:</b> Front-end efficiency and customer communication  <b>Tools:</b> CRM-powered dispatch and route-optimization tools top their list
 <b>General contracting</b>	<b>Focus:</b> Quote accuracy and admin automation  <b>Tools:</b> Scope-based estimating engines to streamline complex bids
 <b>Cleaning</b>	<b>Focus:</b> Growth and client engagement  <b>Tools:</b> Automated maintenance reminders and seasonal-promo generators add the most value

AI's real-world impact across the trades

	% of Pros who said AI met or exceeded expectations	Top business impact for AI users
 HVAC	78% <div><div></div></div>	18% of HVAC Pros booked more jobs
 Cleaning	84% <div><div></div></div>	45% of cleaning Pros reduced admin time
 Electrical	90% <div><div></div></div>	15% of electrical Pros improved customer retention
 Plumbing	83% <div><div></div></div>	64% of plumbing Pros saw business growth
 General contracting	71% <div><div></div></div>	19% of general contractors finished jobs faster
 Landscaping	83% <div><div></div></div>	50% of landscaping Pros increased efficiency



# What AI can't replace

AI is proving its value, but it also has its limits. There's no AI yet for crawling under houses, guiding homeowners through repairs, or mentoring an apprentice. Those jobs, say Pros, will stay human for the long haul.

In most shops, that human-first balance is holding steady. 73% say AI hasn't changed hiring, and only 12% have adjusted hiring mostly by skipping unneeded admin hires.



of Pros say AI has not impacted the way they hire employees. Pros agree: The hands-on, trust-first, judgment-heavy parts of the job still need a person behind them.



## Jobs AI can't replace, according to Pros

On-site repairs and diagnostics

In-home sales and trust-building

Team leadership and mentorship

Strategic decision-making

## Section 4

### And for the 29% of Pros who haven't used AI at all? The biggest reason is a lack of clarity.

Many don't understand what AI could do for them (39%) or think their business is too small to benefit (27%). Just 3% cite cost as a barrier to entry.

These Pros say they need to see ROI calculators, case studies, simpler tools, and dedicated training to be more comfortable with integrating AI into their business.

And yet, the feedback from AI users is overwhelmingly positive, with 27% saying AI exceeded their expectations. The most common complaint? Occasionally needing to clean up clunky outputs. Despite the limitations, Pros are finding AI gives them more bandwidth to do the high-touch, human work that really matters.

**39%**

of Pros don't understand what AI can do for them

**27%**

of Pros think their business is too small to benefit

**3%**

of Pros cite cost as a barrier to entry

"I think I need more training and understanding of AI before I roll it out. Any form of communication between AI and the customers at this time is not going to happen for us until I fully understand it better. My customers are all older and want that person-to-person interaction."

**Luke R.**

Age 35-44

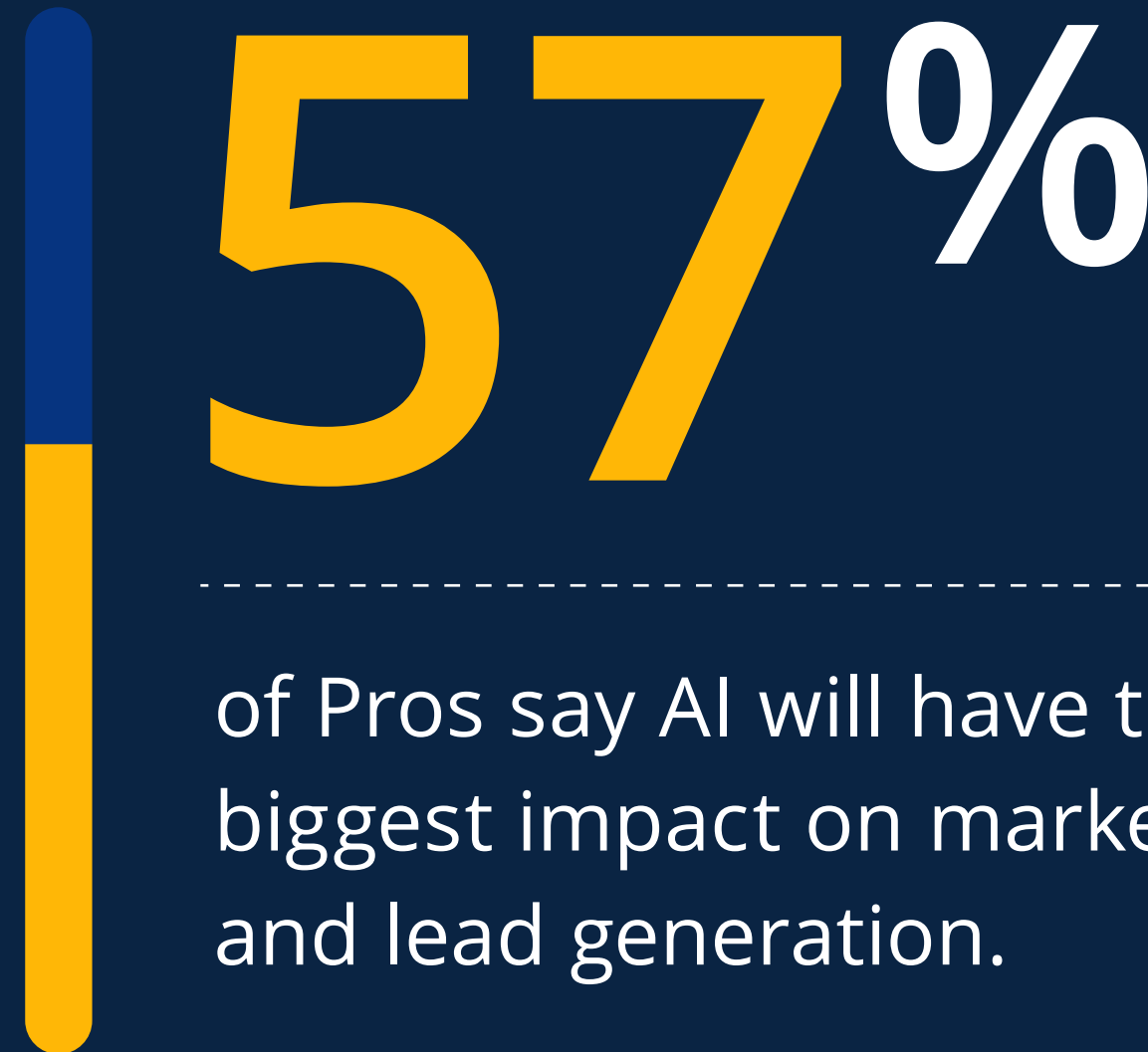
Concrete repair (2-5 employees)

# What's next for AI in the trades

Blue-collar America has already quietly embraced AI. Now, the focus is changing from individual features to integrated processes that don't just free up time, but multiply how much on-site service Pros can deliver.

What's ahead isn't simply more features. It's better systems. Pros are moving toward connected platforms that link quoting, scheduling, marketing, and payments into one seamless workflow. Less manual work. Faster turnaround. Better decisions.

As AI continues to gain traction, it will raise the bar for customers, expand what businesses can do, and attract a younger workforce looking for more hands-on work. Businesses that streamline quoting, scheduling, marketing, and payments into one seamless flow will stand out where it counts. AI is the assistant. The Pro is still the boss. And that's the dynamic building the shop of tomorrow.



After marketing, Pros expect the biggest gains from:

24/7 virtual assistants for customer communication



Instant estimating and quoting



Automated invoicing and payments



Smart pricing recommendations



# Methodology

Survey of 400+ U.S. Housecall Pro customers ·  
April 10-25, 2025 ·  $\pm 4.9$  pp MOE · HVAC 25%,  
Plumbing 22%, Electrical 18%, Cleaning 15%,  
General Contracting 12%, Specialty 8%.

The survey included quantitative and qualitative questions about AI usage, benefits, challenges, and future predictions. Data analysis involved descriptive statistics, cross-tabulations to identify correlations, and the selection of representative quotes. Figures were rounded to the nearest whole number.

## About Housecall Pro

Housecall Pro is trusted by 200K+ home service professionals. Our platform helps Pros save time, sell bigger jobs, and deliver best-in-class service. With scheduling, dispatching, invoicing, AI integration, and more, we empower businesses to focus on what they do best. Learn more at [housecallpro.com](https://housecallpro.com).



Want to talk media or  
partnership opportunities?

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Index

# Housecall Pro: AI tools built for the trades

Housecall Pro supports over 200,000 trades service Pros with tools that simplify operations, strengthen customer relationships, and drive real business growth. From scheduling and dispatching to payments and marketing, we provide everything Pros need to run and grow efficiently.

**Our AI-powered suite**—the AI Team—is built specifically for the realities of field and office life in the trades.

Learn more and book a demo.

[housecallpro.com/ai-team](https://housecallpro.com/ai-team)

The AI Team includes:

## CSR AI

Answers calls, chats with customers, and books jobs



## Marketing AI

Creates content and automates lead gen

## Analyst AI

Turns business data into instant answers

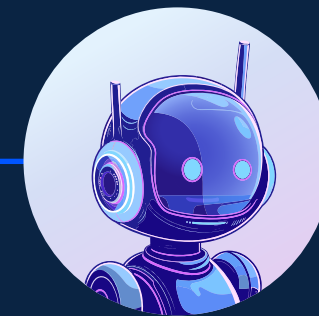


## Coach AI

Offers performance tips and business insights

## Help AI

Delivers just-in-time product guidance



“CSR AI ensures we never miss a call. The best part is that while I’m at home with my family, my calls are getting answered and jobs are getting booked. It’s like having a reliable team member who works around the clock.”

**Ben B.**

Owner

**Prime Electric**