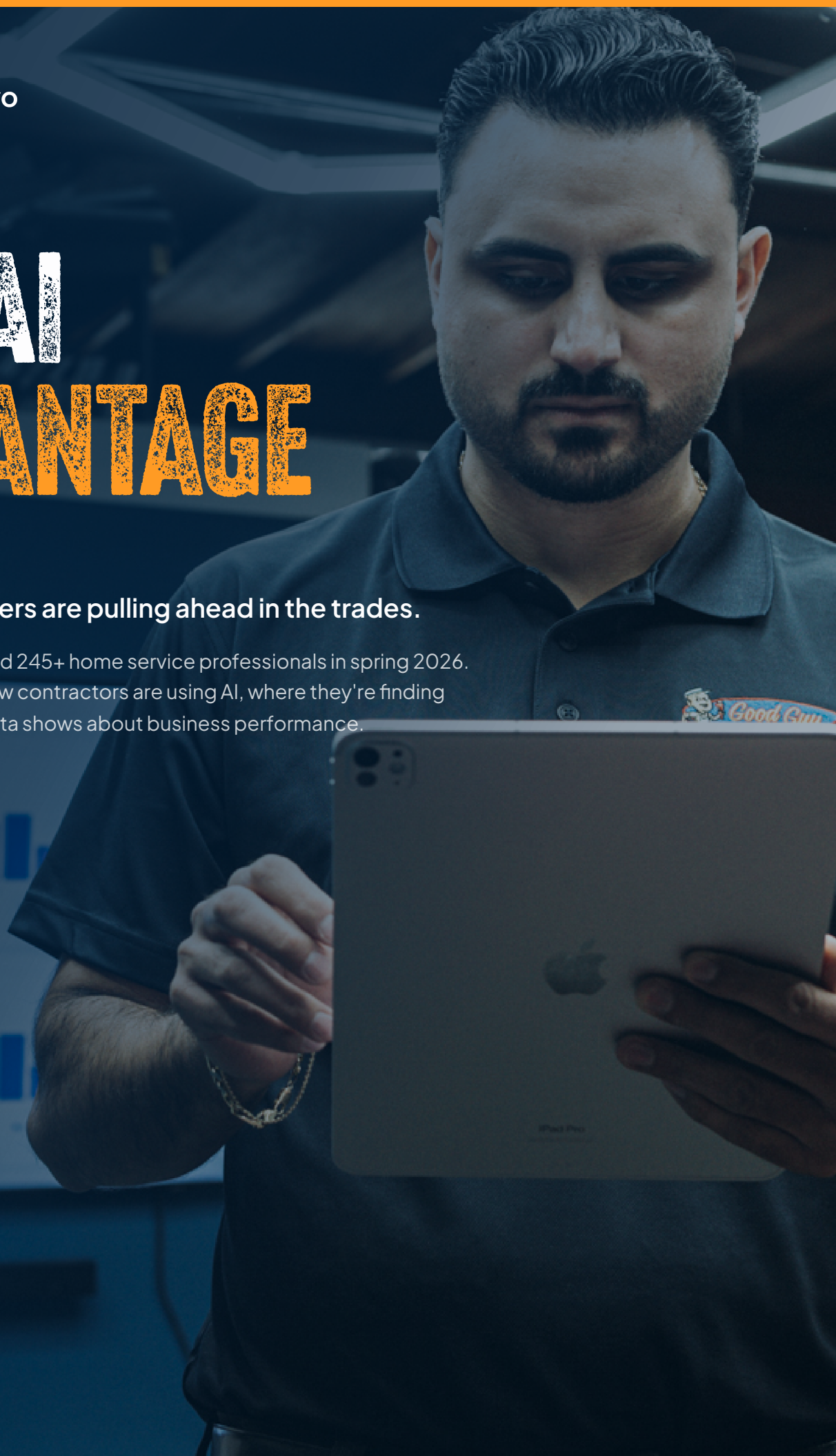


INDUSTRY REPORT

THE AI ADVANTAGE

How early adopters are pulling ahead in the trades.

Housecall Pro surveyed 245+ home service professionals in spring 2026. This report looks at how contractors are using AI, where they're finding value, and what the data shows about business performance.



PROS WITH A HEAD START ARE SEEING PAYOFFS.

Nearly half of the home service pros we surveyed are actively using AI today. Compared to last year, more are putting AI to work in their business. But adoption is only part of the story. What matters is what happens after a pro starts using AI. The data points to a widening gap: users report saving hours, responding faster, and seeing a bigger impact over time. Meanwhile, many non-users say they aren't even familiar with the tools built for the trades.

48% of surveyed home service pros actively use AI.

KEY SURVEY FINDINGS

AI USERS

WHAT THEY REPORT

31%

say they saw a clear return from AI almost immediately

58%

say AI's impact on their work has increased since they first used it

40%

say AI is helping them respond faster and lose fewer leads

28%

report saving 6+ hours of admin work every week

76%

believe AI will give their business a competitive edge

84%

expect to increase their AI use over the next year

NON-USERS

WHERE THEY STAND

52%

aren't familiar with the AI tools built for the trades

32%

are planning to try AI, but just haven't started yet

42%

worry they'll fall behind competitors who use AI

“ Even if it's only a small percentage today, getting in early on AI builds a long-term advantage, especially in local service businesses.

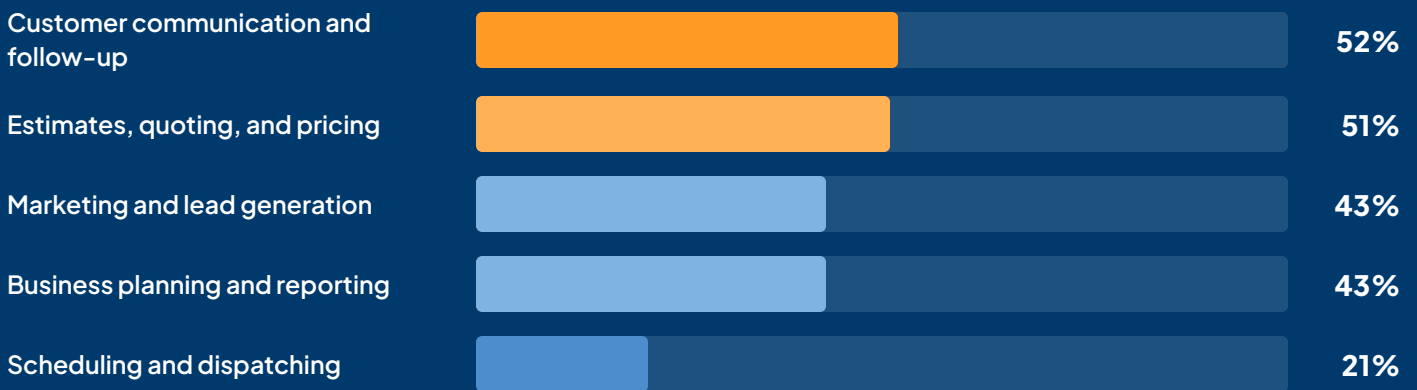


WILLIAM H. · A-1 CLEANING

48% of trade pros surveyed actively use AI in their business.

For many contractors, AI is becoming another way to handle the work around the work: answering questions, finding information faster, communicating with customers, and keeping a closer eye on the business.

TOP USE CASES AMONG AI USERS



Multi-select question; Respondents could choose more than one use case. They reflect only the respondents who use or have tried AI (198 of the 248 surveyed), not all home service professionals.

A GENERATIONAL PICTURE

57% of Gen Z pros are actively using AI—the highest of any generation.

49% of Gen X AI users say it will definitely give their business an edge, compared to just 37% of Gen Z and 43% of Millennials.

WHAT WE SEE ON HOUSECALL PRO

The highest use of AI on the platform is for how-to questions and reporting queries, suggesting Pros are using AI to learn systems faster and stay closer to their numbers.

“ AI is nothing to be afraid of. All the critics came out and said, 'Oh, it's gonna steal everybody's jobs.' Absolutely not. It makes everybody better. It makes them more efficient, faster. Things that used to take us a week to research, we get done in 10 minutes.



CHAD L. · RAPID ROOTER PLUMBING

2 IN 5

users say AI helps them respond to customers faster and lose fewer leads—the most cited change to how their company runs.

The clearest change for AI users is speed. Pros are getting back to customers sooner, and more than half are using AI for customer communication (**52%**) and for building estimates and quotes (**51%**).

A lot of this is about converting the leads already coming in. In today's economy, budget-conscious homeowners are more reactive when spending on their homes. When something breaks, they're calling until someone picks up. With a majority of homeowners (53%) being [comfortable with AI](#) handling the initial inquiry, pros can use it to improve response time and book even more jobs.

IN THE FIELD

Chris O., owner of NW Moss Removal, put CSR AI—Housecall Pro's 24/7 AI customer service rep—on the front line to respond to customers and has seen higher engagement. As he put it, a lot of the callers would "just hang up and call the next person on the list on Google" if they couldn't reach the company. AI changed that.

CALLERS BEFORE AI

15-20%

left a voicemail



CALLERS NOW WITH AI

60-70%

interact and leave their details



The biggest shift with AI has been time. AI handles the repetitive administrative tasks that used to eat up our days, which means we're spending those hours where they actually matter: generating leads and working directly with customers.



EMILY B. · ACADIANA COMFORT SYSTEMS

43%

of AI users say it helps them plan and report on the business.

AI changes what an owner can see. Instead of waiting weeks for the books to close to find out how a month went, pros can quickly see how the business is doing now while there's still time to act. Some take it a step further to increase visibility for their whole team.

IN THE FIELD

DELONG & SONS HVAC

Amber D. generates a weekly jobs report, asks AI to read the numbers, and gets a full breakdown of each tech's jobs and average ticket in minutes. "I can do a month's worth of KPIs in 20 minutes and show the dashboard to my technicians."

ACADIANA COMFORT SYSTEMS

Emily and Cody B. built a **live scoreboard** from their own job data. Numbers that used to sit buried in a report became something the whole team could see and act on.

“ AI grounds me. It doesn't let me see things only in my eyes. It opens my vision.



ANTHONY S. · DADE SUPER COOL AIR CONDITIONING

AI PAYS OFF, THEN KEEPS PAYING OFF.

31% of AI users say they saw a clear return almost immediately, and another 1 in 5 say the value built up over the first few months.

Experience and length of time using AI matter.

58% of users say AI's impact is bigger now than when they started using it.

However, that number jumps to:

79% among users who've used AI for two or more years.

The compounding benefits show up in revenue.

68% of AI users say it has contributed to their revenue growth.

Among those who reported growth:

1 IN 3 put that contribution at **5% or more.**

Time is another thing that adds up in value. More than 1 in 4 AI users report saving 6+ hours of admin time a week—a larger share than last year. When asked how AI has most changed the way they work, a third of users cited spending time on strategy and growth, and 38% said they're less buried in paperwork. AI frees up time to invest in other areas of the business.

“ Time is the only thing you can't get back. The more flexible time you have, the more you have the choice to do other things that are more important, both in the business and in your personal life.



CHRIS O. · NW MOSS REMOVAL

THE BARRIER IS STARTING, NOT KNOWING.

So why isn't everyone in? Many pros just don't know about the tools available to them—and they need clear examples of how AI can work for and provide value to their business. The good news: this gap is closeable. The interest is already there. Pros just need to start.

AWARENESS

52%

of non-users aren't familiar with AI tools built for the trades.

STAYING COMPETITIVE

42%

worry they'll fall behind competitors who use AI.

INTEREST

32%

are planning to try AI, but just haven't yet.

WHERE TO START

Save the custom automations for later. For many pros, the foundation is usually already in the platform their shop runs on: built-in AI that can answer missed calls, draft content, create estimate options, build marketing campaigns, and develop personalized business strategies.

“

If I can't figure out how to do something on AI, I tell AI I'm having trouble and ask it to explain to me what I'm doing wrong and how I can do it better. And so AI is now teaching me how to use AI.



SCOTT L.
LAKE-SUMTER
DRYER VENT

“

The older generation hasn't seen anything like this before. They've been around for a long time, used to doing things a certain way. But everyone should try AI to a certain extent. Pick some things within your company that you're struggling with.



BEN B.
EPIC EXTERIOR
SERVICES

“

The people and businesses we know, like, and trust aren't going to be replaced by AI. They're going to be replaced by people who embrace it.



MARVIN S.
HCP BUSINESS
COACH

THE WORK IN THE FIELD STILL BELONGS TO THE PRO.

None of this is about AI taking over the trades. What AI changes is everything around it: the calls, the quotes, the follow-up, the numbers. That's where AI users are gaining ground. With 84% of users planning to lean on AI even more in the next year, the head start only grows from here.

When asked how they see AI fitting into the future of their business, the most common answer from users (44%) was as a behind-the-scenes efficiency tool. That's what Housecall Pro is built to be. Because it runs on the data already in your account, the AI can draft an estimate or pull a number without you leaving the platform. Tell it how your shop works, and it works the way you do.

“ The AI tools within Housecall Pro aren't changing what we're doing. It's just making it faster. It's been really, really helpful.



KYLE R. · AHAVAH FIRE AND CHIMNEY

“ Between our three office staff, we free up roughly 10-plus hours every single week, or about 500 hours a year. That is time we now pour into same-day callbacks and marketing instead of other tasks that AI does for us.



ROBERT C. · GOOD GUY PLUMBING

Methodology

This report draws on a Housecall Pro survey of 248 home service pros conducted in May and June 2026, as well as in-depth interviews with trade operators.

Respondents were home service business owners, managers, and field staff across the U.S. The largest cohorts were HVAC (28%), plumbing (14%), electrical (10%), and general contracting (10%). 69% were owners or founders.

As an online sample of active Housecall Pro customers and broader industry contacts, results should be read directionally rather than as a population estimate. Multi-select questions reflect the share of respondents who selected each option and do not sum to 100%.

Some generational and tenure breakdowns rest on small subgroups and should be read as directional. Year-over-year comparisons are also directional—the 2025 sample (n=420) and 2026 sample (n=248) differ in size and composition.

About Housecall Pro

Housecall Pro® is a leading AI field service platform trusted by more than 200,000 home service professionals who have served 1 in 4 American homes. With Housecall Pro, the busywork runs itself—from scheduling and dispatching to payments and customer communication—so Pros can focus on the job and grow their business.

Learn more at housecallpro.com.

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