



 Housecall Pro

CASE STUDY

Housecall Pro Helps **JaxPowerPro** Grow from One Truck to a Multi-Million-Dollar Electrical Business

The Challenge



When his employer was acquired (and with a newborn on the way), **Matthew Hirthe** decided to build something of his own.

In 2022, he launched **JaxPowerPro**, determined to run an electrical company that valued safety, code compliance, and clear communication above all. That first year, JaxPowerPro brought in **\$700K+** in revenue, followed by **\$1.25M** the next.

Business boomed, but fast growth came with big pressure. Hiring skilled electricians, staying on top of installs and estimates, and competing with big-name firms and bargain shops stretched Matthew to the limit.

With work expanding, his team needed a system that could keep up.



The Solution

To stay organized and scale without extra staff, Matthew turned to **Housecall Pro** to connect every part of his business. He compared several CRMs but found other systems required complex setup or full-time office help. Housecall Pro let him operate directly from the field—and today it remains an essential tool for his company.

Several features have been especially impactful for Matthew and his team:

HCP Assist ensures every customer call is answered, even when the crew is on a job. Every inquiry is captured and logged, eliminating missed opportunities and building JaxPowerPro's reputation for fast, reliable service.

Real-time messaging makes customer communication quick and professional. JaxPowerPro can confirm appointments, send updates, and respond instantly in one place. "Being able to message through the system as a text has been a huge deal," says Matthew.

Pipeline gives Matthew and his team a clear view of everything that's in progress. Each week, the JaxPowerPro crew walks through the dashboard to track estimates, active jobs, and invoices.

GPS tracking boosts transparency for everyone involved. Customers can see when their electrician is on the way, while Matthew can track fleet activity in real time.

The mobile app allows technicians to manage scheduling, job notes, and payments directly from the field, reducing paperwork and keeping jobs moving.

Together, these tools gave JaxPowerPro a complete command center.



The Results

Since 2022, JaxPowerPro has grown from a one-man operation into a thriving business, including **five trucks**, an **office manager**, an **operations manager**, **electricians**, and **two apprentices**. Annual revenue continues to climb, with the company on pace to hit \$2M+ in 2025. They now run residential, commercial, and service divisions, supported by a culture of accountability and pride. Employees show up 15–30 minutes early, reflecting the discipline that has fueled the company's growth.

Even amid pricing pressure from larger competitors and low-cost owner operators, JaxPowerPro continues to win on quality. Housecall Pro helps Matthew uphold that standard by streamlining the day-to-day—freeing him to focus on leadership, training, and strategy without losing the core values that define his business. ■



Housecall Pro is continuing to grow and expand and get more robust as I do so.

Matthew H.

JaxPowerPro
CEO

Ready to scale like JaxPowerPro?
Start your free trial and see how you can do it with Housecall Pro.