



 Housecall Pro

CASE STUDY

Housecall Pro Helps **R&J Brothers Electric** Scale with Confidence



For Rey Guedes, founder of [R&J Brothers Electric](#) in New Milford, New Jersey, the journey to building a thriving electrical contracting business was anything but easy. Rey began his electrical career in high school, working as a vocational tech in a non-union environment before eventually joining the electrical union. When the recession hit in 2009 and union jobs became scarce, Rey found himself on unemployment, taking freelance and side jobs wherever he could find them.

Those side jobs planted the seed for what would become R&J Brothers Electric. Rey became eligible for licensure and secured a demanding overnight electrical job with NJ Transit. For years, he worked nights, literally keeping the trains running while growing his own business during the day. R&J Brothers Electric was officially launched in 2013, operating with one truck and one employee.

The grind was relentless. Over time, the exhaustion made it clear: If Rey was going to succeed as a business owner, he needed to go all in.

Rey did exactly that. In 2021, he decided to leave NJ Transit and focus entirely on R&J Brothers. That same year, the business grew to two trucks. In 2022, it expanded to three trucks, and by 2023, it was operating with four.

When Rey left NJ Transit, he grew the business from roughly \$500,000 in revenue to \$750,000. He's continued building from there through consistent growth and reinvestment.

Today, R&J Brothers Electric brings in over \$1.2 million annually and has a goal of reaching \$1.5 million this year. Rey credits Housecall Pro as a major catalyst behind that growth.

Professional features, scalable results

Rey discovered Housecall Pro through electrician groups on Facebook and was immediately drawn to its features. He's been a fan ever since. "I'm an avid user," he says. "I'm always recommending it."

Housecall Pro helps R&J Brothers Electric operate at an elevated level. Rey consistently receives positive customer feedback about how polished and professional his quotes and invoices look. Features like Pipeline give him full visibility into jobs from estimate to completion, while HCP Cam allows technicians to include photos and videos directly in estimates and invoices. This has been a game-changer for a company that offers free estimates—any technician can confidently complete a job, even if they didn't perform the original walkthrough.

HCP Assist ensures no calls or opportunities are missed after hours, while automated "On my way" texts, complete with technician photos, build trust before a tech even arrives. Automated review requests have also significantly increased customer feedback and online ratings, helping the business boost its online profile.

Beyond the software, Rey values the Housecall Pro community and coaching services. Through Business Coaching, he's gained practical strategies to navigate seasonal slowdowns, especially the challenging first quarter. "Q1 is always tough," Rey says, "but it's gotten better thanks to the coaching."

Ultimately, Rey's belief in the platform runs deep. "I believe in Housecall Pro," he says. "I invest in them, and they invest in me."



Ready to scale like R&J Brothers Electric?
Start your free trial and see how you can do it with Housecall Pro.