Housecall Pro

CASE STUDY

From paper receipts to a $4M+ operation

How All American Plumbing scaled with Housecall Pro

HCP CUSTOMER SINCE	TEAM SIZE	LOCATION
2013	25+	SAN DIEGO COUNTY, CA



01 THE CHALLENGE

Keeping up with the paperwork

When Byron Hoch launched All American Plumbing in San Diego County in 2013, he knew his way around valves, traps, and drains. Managing schedules, tracking receipts, and handling the business side of things was the part nobody trained him for.

In those early days, every job meant a handwritten receipt and a paper invoice filed manually. If a customer called months later about a warranty issue, finding the original job meant digging through filing cabinets and tracking down details. It could eat up a whole day.

Running the business with pen and paper also turned payroll and billing into a chore. Rather than working jobs in the field, Byron regularly found himself scanning and sending receipts and invoices to his remote office manager.

> ***"If I look back at the way I did things before Housecall Pro, it would be impossible to be running my business the way I was doing it before."***
>
> Byron Hoch · Owner, All American Plumbing



02 THE SOLUTION

Making the shift from paper to platform

Byron had the skills, the crew, and the customers. What he didn't have yet was a centralized system built to keep up with the back-office busywork. Then he found Housecall Pro.

After being introduced to the co-founders, Byron became one of the platform's earliest users, and even helped shape features that businesses like his actually needed. Reflecting on the shift to Housecall Pro, he says, "Not having to dig through paper files was amazing right off the get-go."

Key features All American Plumbing relies on:



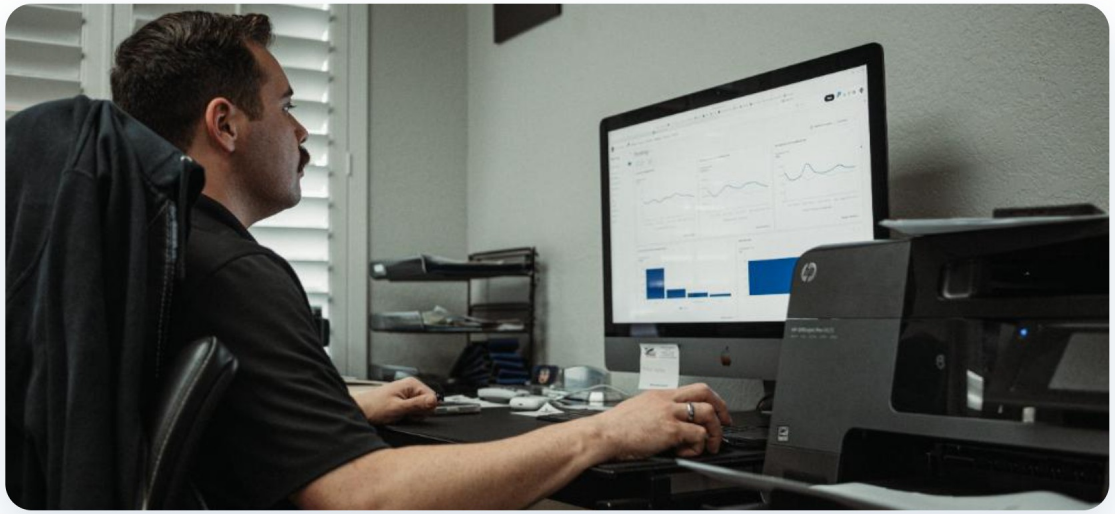
Dispatching

With over a dozen vans operating across San Diego County, streamlined dispatching is essential for All American Plumbing. Through Housecall Pro, the office staff can easily assign jobs, adjust schedules, and alert techs in the field so everyone stays in the loop.

Job history and photo tracking

Every job gets before, during, and after photos, uploaded straight from the field and tied to the customer's record. Jobs from 10 years back are searchable in seconds, no filing cabinets required.





Real-time reporting

Byron uses the advanced reporting features to quickly see what's working and what's not working in the business. He also pulls up invoice logs and technician performance numbers in regular team meetings to show progress and build camaraderie among techs.

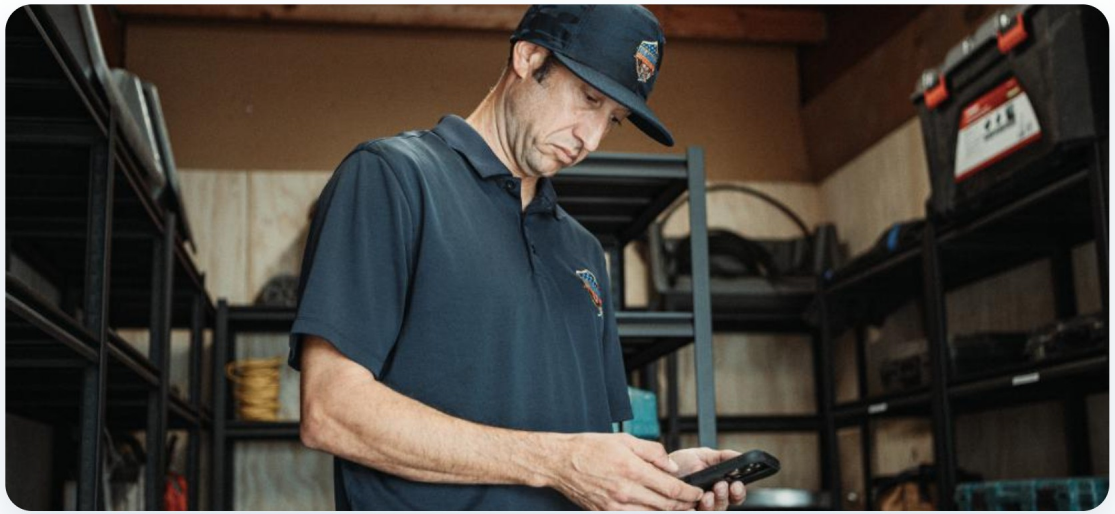
Automated customer notifications

Customers get appointment reminders and a heads-up the moment their tech is on the way, small touches that show up again and again in All American Plumbing's 5-star reviews.

Jennifer Juma on **Google**
☆ ☆ ☆ ☆ ☆ · 2 months ago

We have had two good experiences with All-American plumbing — they initially helped with some leak detection work last year and just were super efficient and knowledgeable, and just generally very nice people.

I found the appointment reminders via text, and notifying who and when the team would be arriving was helpful. Also the followup email with the photos of the work completed was also great!



Mobile app

With the Housecall Pro mobile app, techs can easily document job details, take payments, and stay connected in the field, while Byron can manage and run the business from anywhere.

> ***"One thing I like about Housecall Pro the most now as a boss is that I can access it from anywhere and not have to be on the jobsite… just pull up my phone and I can see everything that's going on."***
>
> Byron Hoch · Owner, All American Plumbing

03 THE RESULTS

A decade of growth, run on one platform

All American Plumbing brought in $500,000 in its first year, with two techs and one office staff member. More than a decade later, annual revenue has grown to over $4 million, the team now includes 25+ people, and Byron still relies on Housecall Pro to keep everything running smoothly. “I’ve been using Housecall Pro since I was out the gate,” he says. “I couldn’t even imagine what the stress level would be without it... what a headache it would be to try to run this business.”

2013

$500K

annual revenue

TEAM OF 4

2 techs, 1 office manager, and Byron



2026

$4M+

annual revenue

TEAM OF 25+

across the field and the office

Ready to scale like All American Plumbing?

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