Example Plumbing Co. — Local Market Brief

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Example brief. Example Plumbing Co. is a made-up business: its license dates, services, listings, website and phone number are invented, and competitors are described rather than named. Everything else is real: the competitors' posted offers, market figures, rebates, weather and sources, checked October 7–18, 2026.

At a glance

- **Your liability insurance renews December 1, 2026**, 48 days from now. Your WA plumbing contractor license and $15,000 bond are current.[1]
- **Biggest opportunity:** Clark Public Utilities pays customers **up to $1,500** for a qualifying heat-pump water heater.[2] Two competitors advertise $125 and $200 off water-heater installs;[8] the rebate is worth more than either, so lead with it.
- **Fix this week:** your Google listing still shows Saturday hours your website dropped in the spring. Customers who call on a Saturday get voicemail.[3]
- **Plan for the slow months:** plumbing permits are up 16% for the year, but November and December were the two quietest months last year.[5] The freeze reminder below is how to fill them.

What changed in the last month

- **First frost advisory of the season**, October 12–13.[4]
- **Sewer and water hookup permits up 33%** in September (157 vs. 118, counted separately from plumbing permits), while plumbing permits held level (102 vs. 104): more side-sewer and new-service work.[5]
- **1 local plumbing contractor license lapsed**; no new ones were issued in your ZIP codes.[1]
- **The City of Vancouver is moving its bid board** to a new system; new city bids still appear on the old one. I watch both.[7]

Actions this month

#	Action	Why	Time
1	**Correct your Saturday hours on Google** to match your website. Field-by-field fix: *Hours → Saturday → Closed*.	A listing that disagrees with your site loses calls without you noticing.[3]	5 min
2	**Confirm your insurance renewal with your agent now**, and ask them to file the new certificate with L&I.	If L&I doesn't receive it, your contractor registration can be suspended.[1]	15 min
3	**Add the rebate line below to your water-heater page and every water-heater quote.**	Up to $1,500 back beats the $125–$200 coupons price shoppers see elsewhere.[2] [8]	30 min
4	**Send the pre-freeze text below in early November** to past customers who agreed to texts.	Calls go to whoever is remembered when the first hard freeze hits.[4]	20 min
5	**Decide on a maintenance plan.** A Camas competitor sells one at $149.99 a year with 15% off labor and materials.[8]	Members call you first, and it smooths out the slow winter months.	45 min

Ready to use

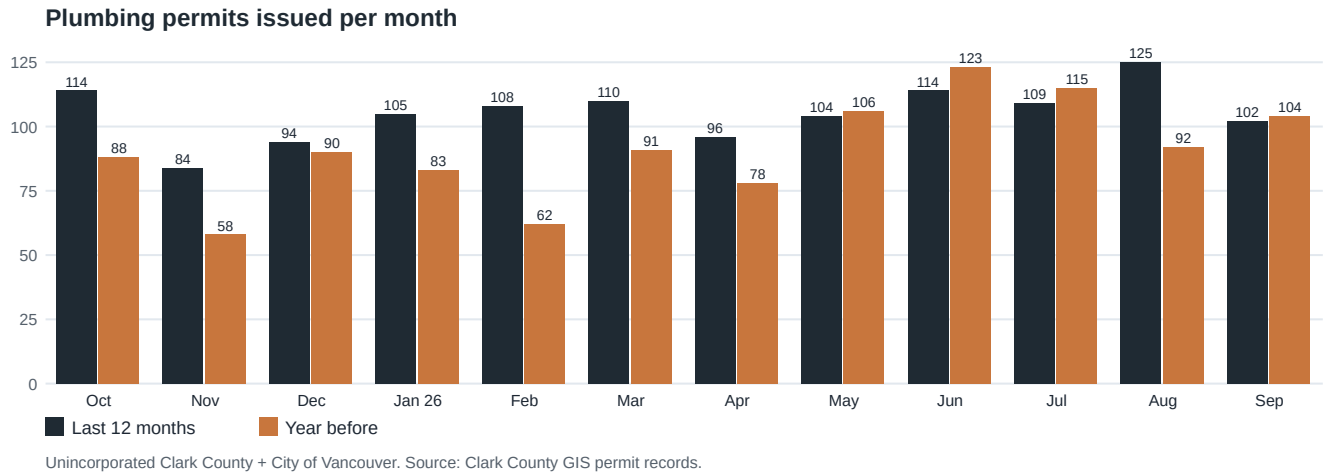
Pre-freeze text (send only to customers who agreed to texts):

> Hi, this is Example Plumbing. Freezing nights are on the way. Three quick steps: disconnect hoses and cover outdoor faucets, close crawlspace vents, and find your main water shut-off. If a pipe freezes or bursts, call us at (360) 555-0100. Reply STOP to opt out.

Rebate line (water-heater page and quotes):

> Clark Public Utilities customers can get up to $1,500 back on a qualifying heat-pump water heater. Ask us which models qualify, and we'll walk you through the rebate.

Local demand



Plumbing permits per month, unincorporated Clark County and Vancouver: last 12 months vs. the year before

- **Plumbing permits (unincorporated Clark County and Vancouver; Camas doesn't publish plumbing permit records):** 1,265 in the 12 months to September, **up 16%** from 1,090 the year before, and level in September (102 vs. 104). Remodel/addition permits are down 17% for the year (355 vs. 428), so repair, replacement and water-heater work is carrying the market.[5]
- **Slow season:** last November and December had 84 and 94 plumbing permits, the lowest of the year.[5]
- **New homes (Census, August 2026):** Camas 18 units (9 a year ago), Washougal 10 (8).[6]
- **Public bids:** no open plumbing bids at the City of Camas, City of Washougal or Port of Camas-Washougal on October 13.[7]

Competitors: what they're advertising

Competitor	Posted offers and pricing[8]
National franchise A (Vancouver)	$200 off water-heater installation, $75 off any plumbing service, diagnostic fee waived for new customers, all through January 31, 2027; no overtime charge
Local company (Vancouver)	$125 off water-heater installation, $150 off a whole-home repipe; free water-heater estimates; financing
Long-established shop (Camas)	$50 off a sewer-scope video inspection, $50 off hydro-jetting; service plan $149.99 a year or $499 lifetime; open Monday–Friday, 8am–5pm
National franchise B (Vancouver)	$55 off any plumbing or drain service; financing; no extra charge for weekend service

- **Licenses:** 17 active plumbing contractor licenses in your area's ZIP codes (98607, 98671, 98683, 98684); none new in the last 35 days, 1 lapsed.[1]

Where you're ahead: same-week scheduling and heat-pump water-heater experience.

Where you're behind: no posted offer or maintenance plan, no published after-hours pricing (a national brand advertises no extra charge for weekend service), and no city-specific pages for Camas or Washougal.

Your watch-list

Item	Status	Renews
WA plumbing contractor license	Active	March 2028
Contractor bond ($15,000)	Active; at L&I's specialty-contractor minimum	Until canceled
Liability insurance	Active	**December 1, 2026**

Sources (accessed October 7–18, 2026)

1. WA Dept. of Labor & Industries contractor, bond and insurance records — data.wa.gov and secure.lni.wa.gov/verify (area license counts October 17, 2026); bond minimums: lni.wa.gov, Register as a contractor, checked October 15, 2026
2. Clark Public Utilities, rebates and incentives — clarkpublicutilities.com
3. Google Business Profile and business website (in a real brief, the client's own)
4. National Weather Service, Portland office, alerts and forecast
5. Clark County GIS building permit records (counts only; unincorporated Clark County and Vancouver) — complete months through September 2026, retrieved October 18, 2026
6. US Census Building Permits Survey, place-level new residential units, August 2026
7. City of Camas Bids & RFPs; City of Washougal bids; Port of Camas-Washougal bids; City of Vancouver procurement page and Bonfire bid board
8. Competitors' own websites (offers, pricing, financing and service-plan pages), October 14, 2026; a real brief names each competitor and links its pages

Prepared by Michael Turner · Lintel Local · AI-assisted research, human-reviewed · Not legal, tax, financial or insurance advice.