

Make the Wait Great

Building & Construction On-Hold Message Ideas

Ready to get started? Use these ideas to answer common questions, showcase your capabilities, help callers prepare for a project, and keep customers informed while they wait. We provide professional scriptwriting services, or you can enter your scripts into our AI Studio for instant messages and prompts.

PROJECTS & SERVICES

- ☐ Custom home building and remodeling
- ☐ Commercial construction and tenant improvements
- ☐ Concrete, foundations and site work
- ☐ Roofing, siding, windows and exterior services
- ☐ Fire, water and storm restoration
- ☐ Specialty services and project capabilities

PLANNING & ESTIMATES

- ☐ What callers should have ready for an estimate
- ☐ How to schedule a site visit or consultation
- ☐ Service areas and project minimums
- ☐ Permit, planning and design process basics
- ☐ Typical project phases and communication
- ☐ Financing or payment options when available

MATERIALS & DELIVERY

- ☐ Product lines and materials available
- ☐ Showroom, sales counter and pickup hours
- ☐ Delivery areas and scheduling information
- ☐ Pickup procedures and contractor services
- ☐ Seasonal product availability
- ☐ How to check inventory or place an order

COMPANY NEWS & SEASONAL UPDATES

- ☐ Holiday hours and weather-related closings
- ☐ Storm-season or emergency restoration services
- ☐ Current projects and recently completed work
- ☐ Safety practices, certifications and training
- ☐ Hiring, subcontractor or vendor opportunities
- ☐ Website galleries and social media updates

Script Tips

One topic per message. Write individual messages of 50 words or fewer.

Keep it relevant. Focus on information your callers need or want to hear.

Give callers a next step. Include a clear call to action in your messages.

Plan for updates. Decide when to change messages so content stays fresh.