

GREAT LOCAL PROS

A small-town directory

A FREE COMPANION FROM YOUR NEIGHBORS AT

How to Find a Local Pro Who Won't Let You Down

The plain-language guide to hiring the right plumber, electrician, dog walker, tutor — and 26 other small-town trades.

29 trades · 25 questions · 20 red flags · 6 parts

First Edition · 2026

WHY WE WROTE THIS

A small book for a real small-town problem.

Hiring a service pro should feel like walking into the hardware store you've been to a hundred times. You ask a question, the person behind the counter knows the answer, you pay, and you leave with what you came for.

Somewhere along the way, hiring a plumber or a roofer or a piano teacher stopped feeling like that. Now there's an app that wants your phone number, a sales rep who calls you eight times that night, a quote that ends with a question mark, and a website with three hundred reviews that all sound like a robot wrote them.

We built Great Local Pros to fix the directory part of that mess: one page for every town, free for the people who live there, fair-priced for the businesses who serve them. But a directory only takes you halfway. Once you find a name, you still have to *choose*. That's what this book is for.

We wrote it in plain words on purpose. There are no fancy industry terms here. If a third-grader can't follow it, we rewrote it. Read it on the porch. Read it when the dishwasher leaks. Keep it in the kitchen drawer next to the takeout menus and the coupon you keep meaning to use.

How to use this book

Skim Part 1 once. Bookmark Part 2 — those are the 25 questions you should ask any pro before you write a check. Find your specific trade in Part 4 and read its page. Put Part 6 ('When it goes wrong') in a drawer, just in case.

— The team at Great Local Pros
Pithe Digital Group LLC, Oregon

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This guide is free

We will never charge for this book. Share it with a neighbor. Print it. Email it. Hand it out at a school carnival. The only thing we ask: if you found a pro through greatlocalpros.com, tell them where you found them — that's how a small directory grows in a small town.

A note on numbers and prices: the dollar figures in this book are typical small-town ranges as of 2026. They will drift with inflation, supply, and the local labor market. Always get three quotes for any job over \$500 and judge fairness against your local middle, not this book's middle.

PART ONE

The 10 Worries

Things real people worry about when picking a service pro — and what to actually do about each one.

WHAT'S IN THIS PART

Worry 1	Will I get scammed?
Worry 2	Will the price keep going up?
Worry 3	What if they take my deposit and disappear?
Worry 4	What if their work is bad?
Worry 5	What if they're not licensed or insured?
Worry 6	Will I get spam-called by 10 other pros?
Worry 7	Are the reviews even real?
Worry 8	What if they don't show up?
Worry 9	What if I don't know what's fair to pay?
Worry 10	What if something breaks after they leave?

WORRY 1 OF 10

Will I get scammed?

Scams happen most when someone shows up at your door, you didn't call them, and they want money fast. Storms and floods are when these folks come out. Real local pros wait for you to call them. They tell you their license number without being asked. They give you a written quote you can take home and read.

→ **Trust the pro who's slower, calmer, and writes things down. Walk away from anyone in a hurry.**

What this book does about it

Part 3 has a one-page red-flag cheat sheet. Read it before the pro shows up.



WORRY 2 OF 10

Will the price keep going up after they start?

Surprise-cost complaints top every consumer-protection list. The fix is one word: **quote**. Not an estimate — a written quote with a fixed price for the work. If the pro needs to add something, they should call you and you should say yes before they do it. Anyone who says 'we'll figure out the price at the end' is not who you want.

→ **Quote vs. estimate matters more than any other word in this book. Always ask for a quote.**

What this book does about it

Part 5 walks through quote vs. estimate. Get it in writing. Every time.

WORRY 3 OF 10

What if they take my deposit and never come back?

Real pros don't ask for big deposits. A 10–30% deposit on big jobs is normal. Anything over 50% before the work starts is a yellow flag. Anyone asking for the full price up front is a red flag. Pay the last 10% only when you are happy with the work — that last bit is your leverage.

→ **Hold back the final 10%. Always. It's the cheapest insurance policy you'll ever buy.**

What this book does about it

Part 5 covers deposit norms by job size — so you know when to push back.

WORRY 4 OF 10

What if their work is bad?

Ask two things before you hire. First, a list of three customers they worked for in the last three months — and actually call them. Second, their license number if their state needs one. Bad work is much harder to do when the pro knows you'll talk to the last three people they worked for.

→ **Calling three references takes 15 minutes. It saves weeks. Do it every time.**

What this book does about it

Part 2, question 4 is the reference-check question. Five minutes; weeks saved.

WORRY 5 OF 10

What if they're not licensed or insured?

Most states have a free website where you can type a contractor's name and see if their license is active. The trade pages in Part 4 of this book point you to the right one. Insurance is just as important — if they get hurt at your house and aren't insured, you could be on the hook. Just ask: 'Can you email me a copy of your insurance?' Real pros say yes.

→ **Two emails, ten minutes. License + insurance. Don't skip either one.**

What this book does about it

Part 4 lists license lookup notes per trade. Bookmark them on your phone.



WORRY 6 OF 10

Will I get spam-called by 10 other pros?

Not if you use a directory like ours. Some big websites sell your phone number to a dozen contractors who all call you the same evening. You came here to find one pro, not 15 strangers. Look for a service that lets you call the pro directly, with no sign-up form between you and them.

→ **If a directory asks for your phone before showing you a pro, that's not a directory — that's a lead seller.**

What this book does about it

This directory exists because the lead-spam model is broken. Use direct phone.

WORRY 7 OF 10

Are the reviews even real?

The Federal Trade Commission made fake reviews illegal in 2024 (rule 16 CFR Part 465). They're still everywhere. Trust reviews that mention specific things — a name, a date, a part of the job. Be careful of reviews that all sound the same or all came in the same week.

→ **A real review names a real thing. Fake reviews sound like marketing copy.**

What this book does about it

Look for reviews on Google, BBB, and the pro's own website. Real reviews name things.

WORRY 8 OF 10

What if they don't show up?

No-shows are the second-most-common complaint in every trade. The cure: get a confirmed time, get their cell number, and the night before, send one short text — 'Still good for 9am tomorrow?' If they don't answer by morning, you know.

→ **One text the night before catches 95% of no-shows. Real pros reply within an hour.**

What this book does about it

Part 2, question 11 covers confirming the start time. One short text.

WORRY 9 OF 10

What if I don't know what's fair to pay?

Get three quotes for any job over \$500. Three. Not two. Three. The middle one is usually close to fair. If one is half of the other two, that's the scary one — not the cheap deal you hoped for. Cheap quotes usually mean either they missed something, cut corners, or plan to pile on extras later.

→ **Three quotes is the magic number. Two leaves you guessing. Three tells the truth.**

What this book does about it

Always three quotes for jobs over \$500. Middle is fair. Lowest is scary.

WORRY 10 OF 10

What if something breaks after they leave?

Ask before they start: 'How long is your warranty?' Most good pros warranty their labor for at least a year. Many states require it by law. Get the warranty in writing on the receipt or the quote. If something breaks later, you have a piece of paper that says they have to come back.

→ **A one-year labor warranty is the floor, not a favor. If they balk, walk.**

What this book does about it

Part 2, question 8 is the warranty question. Many states require it by law.

PART TWO

The Master List

25 questions to ask any pro before you write a check. Print this and bring it on the call.

WHAT'S IN THIS PART

Q 1–5	License, insurance, experience, references, quotes
Q 6–10	Who shows up, protection, warranty, change orders, payment
Q 11–15	Start date, after-hours, permits, exact-job history, written terms
Q 16–20	Cleanup, service-call fees, quote validity, subs, reviews
Q 21–25	After-job calls, Google listing, jobs they won't take, busy season, missed days

THE 25 QUESTIONS

The master list.

These work for every trade. Plumbers, painters, piano teachers — doesn't matter. Some won't apply (a piano teacher doesn't pull permits), but most do. The point is to *ask*. Pros who answer easily are the ones you want. Pros who get squirrely tell you a lot.

1. Are you licensed in this state? What's your number?

If their trade needs a license (plumbers, electricians, HVAC, roofers usually do), they should know the number off the top of their head.

2. Are you insured? Can you email me a copy?

General liability and workers' comp. If they say yes, ask for the certificate. If they say 'later,' ask them to do it on their phone right then.

3. How long have you been doing this work?

Two or more years in the same trade is the bar. Less than that is fine for small jobs, maybe not for a big one.

4. Can I have the names and phone numbers of the last three customers?

Then call them. Ask: did they show up on time? Was the final price the same as the quote? Would you hire again?

5. Do you give written quotes or just estimates?

Quote = fixed price for a defined scope. Estimate = a guess. You want a quote. For bigger jobs you want a contract.

6. Will you be doing the work yourself, or sending a crew?

So there are no surprises on day one. Subs are fine — you should just know.

7. How will you protect floors, walls, yard, or pets?

A simple question that tells you a lot. Pros who care answer this fast: drop cloths, shoe covers, plywood ramps.

8. What's your warranty?

Labor and parts. Get it in writing. One year of labor warranty is typical and reasonable.

9. How do you handle changes if you find something unexpected?

The answer should be 'I call you first.' Not 'I do it and add it to the bill.'

10. How do you want to be paid?

Check, credit card, online — anything traceable. Cash-only is a yellow flag. Crypto/gift cards/wire are red flags.

11. When can you start, and when will you be done?

Two specific dates, not a range like 'whenever.' Pros plan their week.

12. If something goes wrong, what's your phone number after hours?

Real pros give you a number. They want you to call them, not a review site, if anything goes sideways.

13. Do you pull permits when permits are needed?

If a job needs a permit and they say 'we don't bother' — walk away. Unpermitted work hurts your home's resale value.

14. Have you done this exact kind of job before?

A good roofer might be a so-so deck builder. Match the trade to the job.

15. Will you put the start date, end date, and price in writing first?

If they say no, politely end the call. This question alone filters out half the bad actors.

16. Who handles trash and old materials when you're done?

Almost always the pro. But you want to hear them say it before they leave a pile in your yard.

17. Do you charge a fee just to come out and look?

Many do. Usually \$50–\$150, often credited toward the job. Know before they drive over.

18. How long is this quote valid?

Quotes typically hold 30–60 days. 90 is friendly. 'Today only' is a red flag.

19. Will you be using subcontractors? Are they licensed and insured?

If yes, ask the same questions about the subs. The main pro is responsible for everyone they bring.

20. Can I leave a public review if I'm happy — or unhappy?

A pro who welcomes honest feedback is confident. A pro who pressures or threatens you over reviews — that's reportable.

21. If I find something wrong a week later, can I call you?

Right answer: 'Absolutely, that's what the warranty is for.' Pros who get squirrely here won't pick up later.

22. Are you on Google with a verified business listing?

It's free. Real pros are. A pro with zero web presence isn't disqualified, but it's worth asking why.

23. What kinds of jobs do you NOT take?

A pro who says 'we do everything' often does nothing well. Pros who know their limits are the keepers.

24. How long is your busy season? When can I expect you?

HVAC: spring and fall. Plumbers: winter and after big storms. Knowing the season helps you plan.

25. What happens if you can't finish on the day we agreed?

Good pros call before the day. They reschedule. They communicate. Listen for a real process, not a shrug.

PART THREE

Red Flags

Twenty things that should make you walk away. One page. No exceptions.

WHAT'S IN THIS PART

Money	Cash up front, gift cards, suspiciously cheap quotes
Identity	No license, no insurance proof, no business address
Process	No written quote, skipping permits, full payment up front
People	Door-to-door pitch, pressure to decide today, sub-without-warning
Reviews	Same-week 5-star bursts, identical wording, no specifics
Posture	Threats over normal questions, vanishing between quote and start

RED FLAGS — THE 20

Walk-away signs.

If you see one of these, ask one more question. If you see two, get a second quote from someone else. If you see three, that's not a discount, that's a warning. Walk away.

RED FLAGS — WALK AWAY IF YOU SEE THESE

- Door-to-door pitch you didn't ask for, especially after a storm.
- Asks for full payment up front, in cash or gift cards.
- No license number, or refuses to share it.
- Won't show insurance proof.
- Pressure to decide today ('this price is only good right now').
- Suspiciously cheap quote — half of the others is a warning, not a deal.
- No physical business address you can verify.
- Truck has no name, no logo, no decals.
- Won't put anything in writing.
- Asks you to pull the permit yourself.
- Wants to start work today, immediately.
- Only accepts cash, wire transfer, or crypto.
- Vague answers about warranty ('oh, we'll take care of you').
- Bad reviews all sound the same. Good reviews all came the same week.
- Says they don't need a permit when a permit is clearly required.
- Disappears between the quote and the start date — won't return calls.
- Sends a crew that can't speak about the job confidently.
- Subcontracts without telling you.
- Adds 'unexpected' costs mid-job without calling first.
- Threatens you when you ask a normal question.

The 'sniff test'

If something feels off, it probably is. The hardest part of hiring help is trusting your gut. The cheapest fix is to walk away from a bad fit before any money changes hands. There are always other pros in your town.

What real pros do instead

- Show up in a marked vehicle with company name and phone visible.
- Wear a uniform or branded shirt, not whatever they slept in.
- Hand you a business card with a license number printed on it.
- Send an emailed PDF quote — not a number scribbled on a notepad.
- Ask permission before walking into another room or going on the roof.
- Lay drop cloths and shoe covers without being asked.
- Call before showing up if running 10+ minutes late.
- Hand you a one-year written warranty when the job is done.

PART FOUR

The 29 Trades

One page per trade. Questions to ask, red flags to watch, prices that are fair, and a tip you probably haven't heard.

WHAT'S IN THIS PART

Home Services	Plumbers · Electricians · HVAC & Heating/Cooling
Specialty Contracting	Landscaping & Lawn Care · Painters (Interior & Exterior) · Roofers
Wellness	Massage Therapists · Independent Counselors & Therapists · Personal Trainers
Auto	Mobile Mechanics · Independent Auto Repair Shops · Auto Detailing
Cleaning	Residential Cleaning · Window Washing · Carpet & Upholstery Cleaning
Home Care	Nannies & Babysitters · In-Home Senior Care
Pets	Dog Walkers · Mobile Pet Groomers · Pet Sitters & Boarding
Events	DJs & Event Music · Local Caterers · Party & Event Planners
Bespoke Trades	Tailors & Alterations · Artisanal Woodworkers · Locksmiths
Tutoring	Music Instructors · Academic Tutors · Life & Performance Coaches

HOME SERVICES

Plumbers

Burst pipes, slow drains, water heaters, leaks — local plumbers handle the stuff you can't ignore.

5 QUESTIONS TO ASK

1. Is your master plumber license active? What's the number?
2. Flat-rate quote for the whole job, or hourly?
3. What's the warranty on the work and on installed parts?
4. If you open a wall, who patches and paints after?
5. What's the fee if it turns out to be something simple?

WHAT'S FAIR TO PAY

Service call: \$75–\$150. Hourly: \$75–\$200. Water heater swap: \$1,200–\$2,500. Sewer camera: \$250–\$500.

LICENSE / CERTIFICATION

Almost every state licenses plumbers. Search '[your state] plumber license lookup' — it's free.

RED FLAGS — WALK AWAY IF YOU SEE THESE

- Quotes a price over the phone for anything complex.
- Adds 'emergency fee' without mentioning it on the call.
- Upsells a full repipe when you called about a slow drain.
- Cuts a hole and leaves the wall open for you to fix.

Pro tip

Take a phone video of the leak running before they come out. Better quote, fewer surprises.

HOME SERVICES

Electricians

Panel upgrades, new outlets, ceiling fans, EV chargers — licensed help that keeps your home safe.

5 QUESTIONS TO ASK

1. Master electrician or journeyman? License number?
2. Will you pull the permit, or do I?
3. Will a panel upgrade also bring my house to current code?
4. Will you do a load calculation before adding a big appliance?
5. What if you find aluminum or knob-and-tube wiring?

WHAT'S FAIR TO PAY

Service call: \$100–\$200. Outlet install: \$150–\$350. Ceiling fan: \$200–\$500. EV charger: \$500–\$2,000 plus the charger. Panel upgrade: \$2,500–\$5,000.

LICENSE / CERTIFICATION

All 50 states license electricians. Look them up on your state's contractor board website.

RED FLAGS — WALK AWAY IF YOU SEE THESE

- Quotes a panel upgrade without seeing your panel.
- Suggests skipping permits to save money.
- Won't talk about grounding or GFCI requirements.
- Recommends ungrounded outlets in a kitchen or bathroom.

Pro tip

Any 240V appliance (EV, hot tub, dryer, range)? Ask for a Manual J load calc BEFORE work starts.

HOME SERVICES

HVAC & Heating/Cooling

Furnace tune-ups, AC repair, heat pumps, duct work — comfort done right.

5 QUESTIONS TO ASK

1. Is your tech NATE-certified or EPA Section 608 certified?
2. Will you do a Manual J load calculation before recommending size?
3. What's the SEER rating you're recommending, and why?
4. Flat-rate replacement quote including permits and haul-away?
5. What's covered in the parts and labor warranty, and how long?

WHAT'S FAIR TO PAY

Service call: \$80–\$150. AC tune-up: \$90–\$200. Furnace tune-up: \$90–\$150. Full AC replacement: \$4,500–\$8,000. Heat pump: \$6,000–\$12,000.

LICENSE / CERTIFICATION

Most states license HVAC. EPA Section 608 cert is federal — required for refrigerant.

RED FLAGS — WALK AWAY IF YOU SEE THESE

- Recommends a bigger unit without a Manual J calculation.
- Pushes full replacement when you called about a fix.
- Won't quote permits or old-unit haul-away separately.
- Doesn't mention refrigerant type or EPA cert.

Pro tip

Refrigerant-leak warnings are the #1 sketchy upsell. Ask them to put dye in the system to prove it.

SPECIALTY CONTRACTING

Landscaping & Lawn Care

Mowing, mulch, planting, hardscape, irrigation — the yard you wish you had time for.

5 QUESTIONS TO ASK

1. Per-visit or per-month price? Includes materials?
2. Own equipment, or rented?
3. How many crew, and how long per visit?
4. What's included in 'cleanup' — bagging, hauling, both?
5. Insurance for fence/sprinkler/window damage?

WHAT'S FAIR TO PAY

Weekly mowing: \$30–\$80. Mulch: \$50–\$80 per cubic yard installed. Tree trimming: \$300–\$1,500. Irrigation install: \$2,000–\$5,000.

LICENSE / CERTIFICATION

Mowing often doesn't need a license. Tree work, irrigation, and pesticide application usually do.

RED FLAGS — WALK AWAY IF YOU SEE THESE

- Quotes a year contract without seeing the yard.
- No insurance for thrown-rock window damage.
- Different crew each week with no consistency.
- Hidden fuel surcharge.

Pro tip

Ask for a one-month trial before signing an annual contract.

SPECIALTY CONTRACTING

Painters (Interior & Exterior)

Interior walls, exterior siding, cabinets, decks — careful prep, clean lines, fair quotes.

5 QUESTIONS TO ASK

1. Will you do a primer coat, and is it included?
2. How many coats, what brand?
3. What prep is included — patching, sanding, washing?
4. Will you protect floors, fixtures, landscaping?
5. What's the warranty on adhesion and peeling?

WHAT'S FAIR TO PAY

Interior room: \$300–\$800. Whole-house interior: \$3,500–\$8,000. Exterior: \$4,000–\$12,000. Cabinet refinishing: \$1,500–\$4,000.

LICENSE / CERTIFICATION

Painting is licensed in some states (CA, OR, UT, others). Check yours.

RED FLAGS — WALK AWAY IF YOU SEE THESE

- Quotes by the room, not by sqft + prep.
- Won't name the paint brand or quality.
- One coat only — almost always you need two.
- Refuses to put brand and coats in writing.

Pro tip

Specify paint sheen on the quote (flat/eggshell/satin/semi-gloss). Pros sometimes default to the cheapest sheen.

SPECIALTY CONTRACTING

Roofers

Leak repairs, full replacements, gutter work, storm damage — protect what's over your head.

5 QUESTIONS TO ASK

1. Will you inspect the deck under the shingles?
2. What underlayment, ice-and-water shield, and flashing?
3. How many layers of old roofing torn off? Haul-away included?
4. Manufacturer warranty AND workmanship warranty?
5. Will you protect landscaping and clean every nail?

WHAT'S FAIR TO PAY

Asphalt shingle roof: \$4–\$8/sqft installed. Most 2,000-sqft homes: \$8,000–\$15,000. Metal: \$10–\$18/sqft.
Repair only: \$300–\$1,500.

LICENSE / CERTIFICATION

Most states license roofers. Storm-chaser crews almost never are.

RED FLAGS — WALK AWAY IF YOU SEE THESE

- Door-to-door pitch after a storm.
- Promises insurance pays for everything before talking to your adjuster.
- Skips the underlayment to save money.
- Cash-only or large upfront deposit.
- Won't put manufacturer warranty in writing.

Pro tip

Get the manufacturer warranty in your name AND a copy of the workmanship warranty on letterhead.

WELLNESS

Massage Therapists

Deep tissue, sports, prenatal, relaxation — licensed therapists who actually listen.

5 QUESTIONS TO ASK

1. State-licensed LMT? How long practicing?
2. Any specialty (sports, prenatal, deep tissue, oncology)?
3. What does a session include? Cancellation policy?
4. Any medical condition you'd want me to share?
5. Mobile/in-home sessions and travel fee?

WHAT'S FAIR TO PAY

60-min: \$70–\$130. 90-min: \$110–\$180. In-home: add \$20–\$40.

LICENSE / CERTIFICATION

Most US states license LMTs. Wyoming and Kansas use voluntary registries.

RED FLAGS — WALK AWAY IF YOU SEE THESE

- No state license number visible.
- Discourages you from mentioning medical conditions.
- Pressure to buy a 10-pack on the first visit.
- Won't drape properly — every state requires draping standards.

Pro tip

Share pressure preference, problem areas, and medical conditions in the first 90 seconds.

WELLNESS

Independent Counselors & Therapists

Talk therapy with people-first counselors who take the time to know you.

5 QUESTIONS TO ASK

1. State-licensed (LPC, LCSW, LMFT, psychologist)?
2. Specialty, and is it a fit for what I'm dealing with?
3. Do you take insurance? Out-of-pocket rate?
4. What does a typical first session look like?
5. Scheduling, cancellations, after-hours emergencies?

WHAT'S FAIR TO PAY

\$80–\$200 per 50-min session out of pocket. Sliding scale is common. Many take Medicare/Medicaid.

LICENSE / CERTIFICATION

Every state licenses mental-health counselors. Insurance won't reimburse unlicensed providers.

RED FLAGS — WALK AWAY IF YOU SEE THESE

- No license number listed anywhere.
- Vague about training or specialty.
- Pressures you into a long commitment in session one.
- Promises miracle cures or guaranteed outcomes.

Pro tip

First session is a fit check. If two sessions don't click, find someone else. Therapy works only when the relationship works.

WELLNESS

Personal Trainers

1-on-1 training, group sessions, at-home plans — coaches who meet you where you are.

5 QUESTIONS TO ASK

1. Certification (NASM, ACE, ACSM, NSCA)?
2. Do you carry liability insurance?
3. Will you assess my fitness level before writing a plan?
4. Sessions only, or also program design and nutrition?
5. Cancellation and refund policy if I get hurt?

WHAT'S FAIR TO PAY

1-on-1: \$40–\$100 per session. Bulk packages: \$35–\$70. Online coaching: \$100–\$300/month.

LICENSE / CERTIFICATION

Not state-licensed. NASM/ACE/ACSM/NSCA/NCCPT are the certs. CPR/AED is a must.

RED FLAGS — WALK AWAY IF YOU SEE THESE

- No nationally-recognized certification.
- Promises 'lose 30 lbs in 30 days.'
- Sells supplements as part of the plan.
- Pushes fasted cardio or extreme diets without medical history.

Pro tip

Pay for one trial session before buying a 12-pack. You'll know if the style fits.

AUTO

Mobile Mechanics

Repairs done in your driveway — diagnostics, brakes, batteries, no tow needed.

5 QUESTIONS TO ASK

1. Diagnostic fee, and does it apply to the repair?
2. ASE certifications? Which areas?
3. Written quote BEFORE the actual work starts?
4. Warranty on labor and parts?
5. Insured for incidents in my driveway?

WHAT'S FAIR TO PAY

Diagnostic: \$60–\$150. Hourly: \$80–\$150. Front brake pads: \$200–\$400 mobile. Battery: \$150–\$300. Oil change: \$50–\$90.

LICENSE / CERTIFICATION

ASE is the gold standard. Not state-licensed in most places.

RED FLAGS — WALK AWAY IF YOU SEE THESE

- Won't quote in writing.
- Quotes only after the car is taken apart.
- Brings used parts without telling you.
- Pressures you to fix extras.

Pro tip

Ask for the bad part back. A mechanic who'll hand you the old part isn't making up the repair.

AUTO

Independent Auto Repair Shops

Honest local garages — engine work, transmissions, brakes, full inspections.

5 QUESTIONS TO ASK

1. Hourly labor rate — actual or 'book time'?
2. Will you call before doing anything not on the quote?
3. Warranty on parts and labor?
4. Are your techs ASE-certified?
5. Can I supply my own part and pay only for labor?

WHAT'S FAIR TO PAY

Shop labor: \$80–\$160/hr. Diagnostic: \$80–\$160. Oil change: \$40–\$80. Brakes per axle: \$250–\$500.

LICENSE / CERTIFICATION

Shops are usually not state-licensed. Many states require posting labor rate. ASE-certified techs are standard.

RED FLAGS — WALK AWAY IF YOU SEE THESE

- Won't show you the bad part.
- No written quotes.
- Adds work without a phone call.
- 'Unsafe to drive' scares when the issue is cosmetic.

Pro tip

Get the estimate in writing before they touch the car. Most states require it — most shops skip unless you ask.

AUTO

Auto Detailing

Wash, wax, interior shampoo, ceramic coating — mobile or at the shop.

5 QUESTIONS TO ASK

1. What's actually included in 'full detail' vs 'express'?
2. Steam cleaner, or just shampoo and water?
3. What products on leather, and are they safe?
4. How long will the car be there / when will you arrive?
5. Fix-it policy if something is missed?

WHAT'S FAIR TO PAY

Express wash: \$25–\$45. Full interior: \$150–\$300. Full exterior: \$150–\$300. Both: \$300–\$500. Ceramic coating: \$800–\$2,500.

LICENSE / CERTIFICATION

Not licensed. Reputation and reviews are the metric.

RED FLAGS — WALK AWAY IF YOU SEE THESE

- Quote without specifying steps.
- Won't share before/after photos.
- Won't commit to a ready time.
- Tire dressing that's sticky and attracts dirt.

Pro tip

If headlights are foggy, ask to include restoration. Often \$30–\$50 thrown in vs. \$100 separately.

CLEANING

Residential Cleaning

Weekly, biweekly, deep cleans, move-outs — trustworthy crews who show up.

5 QUESTIONS TO ASK

1. Per-visit or per-hour? Supplies included?
2. W2 employees or contractors?
3. Bonded and insured if something breaks?
4. Same person every visit, or rotating?
5. What's NOT in a standard clean (oven, fridge, baseboards)?

WHAT'S FAIR TO PAY

Standard 3-bed/2-bath weekly: \$90–\$180. Bi-weekly: \$100–\$200. Deep clean: \$200–\$450. Move-out: \$250–\$500.

LICENSE / CERTIFICATION

Not state-licensed in most places. Bonding and insurance matter most.

RED FLAGS — WALK AWAY IF YOU SEE THESE

- No insurance, no bonding.
- Won't name the actual cleaner.
- Requires keys before the first cleaning.
- Cash-only.

Pro tip

Walk through with them on visit one. Show what 'clean' means to you, and what to leave alone.

CLEANING

Window Washing

Inside, outside, screens, tracks, hard water removal — streak-free results.

5 QUESTIONS TO ASK

1. Per window or per pane?
2. Inside, outside, both? Screens? Tracks? Sills?
3. What height can you reach? Own ladders/poles?
4. Rain-out policy?
5. Insurance for falls and for broken glass?

WHAT'S FAIR TO PAY

Single-story exterior: \$130–\$250. Interior + exterior: \$200–\$400. Per window: \$5–\$10. Hard-water removal: +\$5–\$15.

LICENSE / CERTIFICATION

Not licensed. Insurance is what matters.

RED FLAGS — WALK AWAY IF YOU SEE THESE

- Won't quote without seeing multi-story in person.
- No insurance.
- Hourly without a cap.
- Uses a hose that leaves spots.

Pro tip

Schedule twice a year — spring (pollen) and fall (after leaves). Monthly is usually overkill for residential.

CLEANING

Carpet & Upholstery Cleaning

Steam clean, stain removal, pet odors, upholstery — fresh floors fast.

5 QUESTIONS TO ASK

1. Truck-mounted, portable, or dry chemical today?
2. Pre-treatment for spots — included or extra?
3. How long until I can walk on it / put furniture back?
4. Guarantee if a spot returns?
5. Extra for stairs, area rugs, pet stains?

WHAT'S FAIR TO PAY

Per room: \$35–\$65. Whole-house: \$150–\$350. Per sqft: \$0.20–\$0.50. Stairs: \$2–\$4/step. Pet treatment: \$50–\$150.

LICENSE / CERTIFICATION

Not licensed. IICRC-certified is the industry standard.

RED FLAGS — WALK AWAY IF YOU SEE THESE

- Cheap by-room quote with \$40-per-stain adders.
- Won't say what method.
- Promises stain removal on permanent stains sight unseen.
- Bait-and-switch pricing on arrival.

Pro tip

Vacuum BEFORE they arrive. Cleaner carpets clean better. Saves money on time-based pricing.

HOME CARE

Nannies & Babysitters

Full-time, part-time, after-school, date-night sitters — background-checked.

5 QUESTIONS TO ASK

1. Recent background check — can I see it?
2. CPR and first-aid certified? When do they expire?
3. Ages you've cared for most, and how many at a time?
4. Will you handle meals, baths, naps, homework?
5. Three references from families in the last year?

WHAT'S FAIR TO PAY

Hourly sitter: \$15–\$25/hr. Nanny FT: \$20–\$30/hr or \$40,000–\$70,000/year. Newborn-care specialist: \$25–\$45/hr.

LICENSE / CERTIFICATION

Not state-licensed except for daycare. Background checks, CPR, references matter most.

RED FLAGS — WALK AWAY IF YOU SEE THESE

- Won't consent to a background check.
- No CPR/first aid certification.
- Vague about past families.
- Cash-only payment.

Pro tip

Do a paid trial day before hiring. You'll learn more in 8 hours than in 8 phone calls.

HOME CARE

In-Home Senior Care

Companion care, meal prep, medication reminders, hourly or live-in support.

5 QUESTIONS TO ASK

1. Caregivers are W2 employees of an agency, or independent contractors?
2. Insured and bonded?
3. What training do they receive before the first visit?
4. Same person every shift, or rotating?
5. Backup plan if a caregiver calls in sick?

WHAT'S FAIR TO PAY

Hourly: \$25–\$40. Live-in: \$200–\$400/day. Memory care: \$30–\$50/hr. Most insurance covers little — long-term care insurance does.

LICENSE / CERTIFICATION

Agencies are licensed in most states. Independent caregivers are not.

RED FLAGS — WALK AWAY IF YOU SEE THESE

- Independent caregiver with no insurance or agency oversight.
- Won't allow background checks.
- Pressure to sign a long contract on the first visit.
- No backup plan.

Pro tip

Be present for the first full shift. You'll learn more in 8 hours than in 8 phone interviews.

PETS

Dog Walkers

Daily walks, group walks, mid-day potty breaks — your pup gets out, you don't worry.

5 QUESTIONS TO ASK

1. Bonded and insured (in case my dog gets hurt or bites)?
2. Walk alone or in a group? How many?
3. GPS tracking I can see?
4. Plan if it pours rain or is 10 below?
5. What happens if my dog gets injured on the walk?

WHAT'S FAIR TO PAY

30-min: \$20–\$35. 60-min: \$30–\$50. Group: \$15–\$25/dog. Drop-in: \$20–\$30. Mid-day potty: \$15–\$25.

LICENSE / CERTIFICATION

Not state-licensed. PSI / NAPPS members are the standard. Pet first-aid cert matters.

RED FLAGS — WALK AWAY IF YOU SEE THESE

- No insurance / bonding.
- Group walks bigger than 4 dogs.
- Won't share photos or GPS proof.
- Doesn't ask about your dog's behavior or health.

Pro tip

Do a meet-and-greet at home with the walker before solo walks. Watch your dog's reaction.

PETS

Mobile Pet Groomers

Full grooming at your curb — bath, cut, nails, ears, no stressful shop trip.

5 QUESTIONS TO ASK

1. How long doing breed-specific cuts?
2. Van climate-controlled with water hookup, or basic?
3. Time per dog and total visit time?
4. Policy for anxious dogs or health issues?
5. What's included — bath, brush, nails, ears, glands?

WHAT'S FAIR TO PAY

Small dog: \$60–\$100. Large dog: \$100–\$160. Mobile premium over shop: \$20–\$50. Cat grooming: \$80–\$140.

LICENSE / CERTIFICATION

Not licensed. NDGAA, IPG, NCMG are the certifying bodies.

RED FLAGS — WALK AWAY IF YOU SEE THESE

- Won't share certifications.
- Books too many dogs in one day.
- Uses a slip lead instead of a quiet hold.
- Won't discuss anxious-dog handling.

Pro tip

Ask for a photo when done, before they drive away. Catches bad cuts before 6 weeks pass.

PETS

Pet Sitters & Boarding

Drop-in visits, overnights, full boarding — peace of mind while you're away.

5 QUESTIONS TO ASK

1. Overnight, or drop-in? How long per visit?
2. Bonded, insured, pet-first-aid certified?
3. Plan if my pet gets sick — will you go to my vet?
4. Will you bring in mail, take out trash, water plants?
5. Daily photo or text update?

WHAT'S FAIR TO PAY

Drop-in: \$20–\$35. Overnight at your home: \$75–\$120. Boarding at theirs: \$40–\$70/night. Holiday surcharge: +\$5–\$15.

LICENSE / CERTIFICATION

Not state-licensed. PSI and NAPPS are the trade bodies.

RED FLAGS — WALK AWAY IF YOU SEE THESE

- No insurance, no bonding.
- Won't do a meet-and-greet first.
- Vague about visit length.
- Doesn't ask about medications or routines.

Pro tip

Print a one-page pet info sheet before you leave. Vet, feeding, meds, leash location. Saves panic.

EVENTS

DJs & Event Music

Weddings, school dances, birthdays, corporate — pros who read the room.

5 QUESTIONS TO ASK

1. Have you done my type of event before?
2. What's in the price — setup, breakdown, lighting, MC?
3. Backup gear if equipment fails mid-event?
4. Take requests, or stick to a planned set?
5. Cancellation policy — yours and mine?

WHAT'S FAIR TO PAY

Wedding DJ: \$900–\$2,500 for 4–6 hours. School dance: \$400–\$900. Birthday: \$400–\$1,000. Uplighting: \$200–\$500. Photo booth: \$400–\$900.

LICENSE / CERTIFICATION

Not licensed. Liability insurance and a real contract matter most.

RED FLAGS — WALK AWAY IF YOU SEE THESE

- No contract.
- No backup gear.
- Wants 100% deposit up front.
- Won't share a sample mix or video.

Pro tip

Send a 'do play' list AND a 'do NOT play' list. The do-not list matters more.

EVENTS

Local Caterers

BBQ, taco bars, sit-down dinners, drop-off lunches — food that fits the room.

5 QUESTIONS TO ASK

1. ServSafe certified? What allergies can you handle?
2. Tasting before I sign?
3. Included — staff, plates, linens, cleanup?
4. Headcount cutoff date and cancellation policy?
5. Cook on-site or drop off prepared?

WHAT'S FAIR TO PAY

Per person: \$20–\$80 (buffet vs plated). Drop-off lunch: \$12–\$25. Wedding catering: \$50–\$150.

LICENSE / CERTIFICATION

Need a state health permit (ServSafe-certified manager).

RED FLAGS — WALK AWAY IF YOU SEE THESE

- Won't do a tasting.
- Won't break down cost per head.
- No insurance for slips, allergies, food poisoning.
- Nonrefundable deposit far out from the date.

Pro tip

Insist on a tasting. Caterers that won't taste usually subcontract the cooking.

EVENTS

Party & Event Planners

From birthdays to milestone parties — planners who handle the moving pieces.

5 QUESTIONS TO ASK

1. Have you done a party my size? Recent?
2. Fee covers — planning hours, day-of, both?
3. Take commissions from vendors? Will you disclose?
4. Backup if a vendor doesn't show up?
5. Cancellation and reschedule policy?

WHAT'S FAIR TO PAY

Hourly planning: \$50–\$200. Small party flat: \$500–\$2,000. Wedding planner full-service: \$3,000–\$10,000+.

LICENSE / CERTIFICATION

Not licensed. References and portfolio are the test.

RED FLAGS — WALK AWAY IF YOU SEE THESE

- Won't disclose vendor kickbacks.
- No written contract.
- Day-of coordination is an unexpected upcharge.
- Vague backup plan.

Pro tip

Ask for the day-of timeline they'll send vendors. A real planner has a template.

BESPOKE TRADES

Tailors & Alterations

Hems, suit fitting, dress alterations, bridal — careful work, quick turnaround.

5 QUESTIONS TO ASK

1. Turnaround for this alteration?
2. Fitting after the work, or one-and-done?
3. Price per item, and is rush extra?
4. Leather, suede, beaded, or sequined work?
5. What if I don't like the fit?

WHAT'S FAIR TO PAY

Hem pants: \$15–\$30. Hem dress: \$20–\$50. Take in jacket: \$30–\$70. Bridal alterations: \$150–\$600. Suit tailoring: \$40–\$150.

LICENSE / CERTIFICATION

Not licensed. Reputation, portfolio, real shop.

RED FLAGS — WALK AWAY IF YOU SEE THESE

- Won't pin and fit in person.
- Promises 24-hour on complex alterations.
- No fix-it policy.
- Cash-only with no receipt.

Pro tip

Bring the shoes you'll wear with the outfit. Hem depends on heel height.

BESPOKE TRADES

Artisanal Woodworkers

Custom furniture, built-ins, cutting boards, repairs — handmade pieces that last.

5 QUESTIONS TO ASK

1. Photos of three past projects similar to mine?
2. What wood species do you recommend? Cost difference?
3. Will you lock in lumber prices for 60 days?
4. Build timeline and delivery?
5. Finish and touch-up policy if scratched in year one?

WHAT'S FAIR TO PAY

Custom cutting board: \$50–\$200. Live-edge table: \$1,000–\$5,000+. Custom built-in: \$1,500–\$6,000. Kitchen island: \$2,500–\$10,000.

LICENSE / CERTIFICATION

Not licensed (unless they're also a general contractor doing install).

RED FLAGS — WALK AWAY IF YOU SEE THESE

- No portfolio.
- Quote way under others (likely cheaper wood).
- Won't sign a build timeline.
- Doesn't talk about wood movement or finish maintenance.

Pro tip

Ask for a finish sample on your chosen wood species. Stain looks different on every species.

BESPOKE TRADES

Locksmiths

Lockouts, rekeys, smart locks, safes — fast response when you're stuck out.

5 QUESTIONS TO ASK

1. State-licensed? License number?
2. Service-call fee, and additional cost for the work?
3. Total price BEFORE work begins?
4. Are you the locksmith who'll show up, or a dispatch?
5. Specialize in cars, homes, or commercial?

WHAT'S FAIR TO PAY

House lockout: \$75–\$200. Car lockout: \$75–\$250. Rekey: \$20–\$50/cylinder. Smart lock install: \$150–\$300. Safe opening: \$150–\$500+.

LICENSE / CERTIFICATION

About 15 states license locksmiths (CA, NJ, NC, NV, OK, OR, TN, TX, others).

RED FLAGS — WALK AWAY IF YOU SEE THESE

- Generic number, no real business address.
- Quotes \$19 by phone, then \$400 on arrival.
- Unmarked car, no uniform, no ID.
- Drills the lock without trying to pick first.

Pro tip

Car lockout? Call AAA or your insurance roadside first — it may be free.

TUTORING

Music Instructors

Piano, guitar, voice, drums — patient teachers for kids and adults.

5 QUESTIONS TO ASK

1. How long teaching, and what styles?
2. Recital or performance opportunity for students?
3. Studio, at-home, or online?
4. Cancellation and makeup-lesson policy?
5. Trial lesson before signing up?

WHAT'S FAIR TO PAY

30-min: \$30–\$60. 60-min: \$60–\$120. Online: 10–20% less. Group: \$15–\$40/student.

LICENSE / CERTIFICATION

Not licensed. Degree or cert (Suzuki, RCM, Berklee) + references matter.

RED FLAGS — WALK AWAY IF YOU SEE THESE

- Pushes you to buy a specific instrument from a specific store.
- No trial-lesson option.
- No cancellation policy in writing.
- Less than a year teaching.

Pro tip

First trial should focus on rapport, not technique. Right teacher makes the student want to come back.

TUTORING

Academic Tutors

K–12 reading, math, test prep, college essays — tutors who know how to teach.

5 QUESTIONS TO ASK

1. Certified to teach this subject and grade level?
2. How will you measure progress?
3. At my house, your office, online, library?
4. Cancellation policy and rate?
5. Do you assign work between sessions?

WHAT'S FAIR TO PAY

K-12 tutoring: \$30–\$80/hr. Test prep (SAT/ACT): \$60–\$150/hr. AP/college prep: \$50–\$120/hr. Online: 10–20% less.

LICENSE / CERTIFICATION

Not licensed unless it's a state-certified teacher. Background checks should be standard.

RED FLAGS — WALK AWAY IF YOU SEE THESE

- No measurable progress plan.
- No real specialty in the subject.
- No background check on file for kid work.
- Pushes long-term packages on session one.

Pro tip

Tell the tutor exactly what the goal is. Tutors do best with a specific outcome.

TUTORING

Life & Performance Coaches

Career, life, executive, youth sports — coaches who push you forward.

5 QUESTIONS TO ASK

1. Certification or credential (ICF is the gold standard)?
2. Outcomes past clients reached with you?
3. Engagement length — 3 months, 6, ongoing?
4. Written plan with goals and milestones?
5. Cancellation policy and rate?

WHAT'S FAIR TO PAY

Life coach: \$75–\$300/session. Executive: \$200–\$1,000/session. Group: \$50–\$200/month.

LICENSE / CERTIFICATION

Not state-licensed. ICF (International Coaching Federation) is the closest standard.

RED FLAGS — WALK AWAY IF YOU SEE THESE

- No cert, no testimonials, no proof of past results.
- Promises specific outcomes (you'll make \$1M).
- Sells courses or supplements alongside coaching.
- Won't refund unused sessions.

Pro tip

Get the engagement plan in writing before the first paid session. Clear goals = clear progress.

PART FIVE

Contracts & Money

Quote vs. estimate. Deposits. What every contract should say. What never to pay for.

WHAT'S IN THIS PART

Quote vs estimate	Why one word changes the whole deal
Deposits	0–10% / 10–30% / up to 50% — the right ratios by job size
Progress payments	The 10% hold-back rule that saves your job
Contract checklist	13 items every contract should include
Permits	When you need one and who pulls it
Ways to pay	Best, OK, caution, never — the four-tier rule

CONTRACTS, IN PLAIN WORDS

Quote, estimate, contract — and the money rules.

Quote vs. estimate

An **estimate** is a guess. The price can change. An estimate is fine for very small jobs, like 'about \$200 to swap a faucet.' A **quote** is a promise. The pro says 'this work, this much, this is the number you'll pay.' You want a quote on anything over \$200. Always get it in writing — even on the back of a napkin if you have to. Pictures are good. Text messages are good. Emails are better. A signed paper is the best.

Deposits — what's normal

Pros need some money up front to buy materials. That's normal. Here's what to expect: **0–10%** on small jobs under \$1,000. **10–30%** on big jobs. **Up to 50%** only if there are custom-order materials (special-order windows, granite, custom wood). **Anything more than 50% up front is a yellow flag. Anyone who wants 100% before they start is a red flag — walk away.**

The 'progress payment' rule

On big jobs, pay in chunks. 10–30% to start. 30–50% when the materials are bought and on site. 20–40% when the work is half done. **Always hold back at least 10% until the job is fully done and you've inspected it.** That last payment is your leverage. Don't give it up early. A real pro will respect this because they'd do the same thing.

Ways to pay

- **Best:** Credit card (you have chargeback rights), check (paper trail), online payment to a business account (PayPal/Venmo business, Stripe, Square).
- **OK:** ACH bank transfer for established pros.
- **Caution:** Cash for anything over \$1,000. Cash to someone you don't know yet.
- **Never:** Gift cards. Wire transfer overseas. Cryptocurrency. Money from a 'reload pack.'

What every contract should say

If a job is over \$1,000, you want a written contract. Many states require it by law. Whether it's a long PDF or a one-page form, every contract should have these 13 items. Check them off before you sign.

- Your name and address.
- Their name, business name, license number, and phone.
- Specifically what work is being done. ('Replace bathroom faucet' — not 'plumbing.')
- What materials will be used (brand, model when relevant).
- Start date and finish date.
- Total price — and how it was calculated (per hour vs flat).
- Deposit amount and schedule of remaining payments.
- Warranty on labor and on parts (how long, what's covered).
- Who pulls the permit (almost always the pro).
- Cleanup and trash haul-away terms.
- Change-order process (the pro must call you before adding work).
- Who is responsible for damage during the work.
- Their signature and yours. With dates.

Permit rule of thumb

If a job changes the structure, the wiring, the plumbing, or the gas line — it probably needs a permit. The pro almost always pulls the permit. If they say 'don't worry about it,' worry.

The one-page version

Even handyman work over a few hundred dollars deserves a written record. A photo of a one-page handwritten quote — with name, phone, scope, price, dates, and a signature — counts. Save it. Email it to yourself.

PART SIX

When It Goes Wrong

Steps for the day you wish you'd had this book a month ago.

WHAT'S IN THIS PART

Step 1	Stay calm. Put it in writing. Email the pro with photos.
Step 2	Find the owner. Reach out one level up the chain.
Step 3	File where it counts: state board, BBB, attorney general.
Step 4	Use your credit-card chargeback rights (60–120 days).
Step 5	Small-claims court. \$30–\$100 filing fee, no lawyer needed.

WHEN A JOB GOES SIDEWAYS

Five steps. In order.

1. Stay calm and put it in writing.

Email the pro a short, polite, clear description of what's wrong. Stick to facts. Include photos. Give them a few business days to respond. Most problems get fixed at this step — pros want to keep their reputation.

2. Reach out to a supervisor or business owner.

If the first person doesn't respond, find the owner. For small shops, that's the same person. For bigger companies, look for an owner's name on Google Business or the company website. Keep email; avoid voicemail-only chains.

3. File a complaint with the right place.

State license board — your most powerful tool. Search '[your state] [trade] license complaint.' The board can fine or suspend the license. **BBB** — businesses that care about their reputation respond fast. **State Attorney General (consumer protection)** — for fraud, theft, scams over \$1,000.

4. Use your credit card's dispute process.

If you paid with a credit card, you have chargeback rights. Most cards give you 60–120 days to dispute. Have your contract, photos, and email trail ready when you call.

5. Small-claims court.

The last step. Most states allow claims up to \$5,000–\$10,000 without a lawyer. The filing fee is \$30–\$100. You bring your contract, photos, emails, receipts. The judge reads it, asks questions, decides. Most disputes never get this far — they get fixed at step 3.

One more thing

Write the date and time of every conversation. Save every text. Save every email. The folks who get fast results are the folks with a paper trail.

A note on online reviews

Leaving an honest review after a dispute is fine — it's a federally protected right under the Consumer Review Fairness Act of 2016. A pro who threatens you over an honest review is breaking federal law. Save the threat. Report it.

GLOSSARY

Plain-English meanings.

Bonded. The pro carries an insurance product that pays you back if they steal or run off with your deposit. Common for cleaners and sitters.

Change order. Extra work added to a job in the middle. Should be in writing. You should sign before they do it.

Code. The rules your state and town say a job has to follow — wiring, plumbing, building. Pros build to code; cowboys don't.

Estimate. A guess at the price. Not binding.

Flat rate. One price, no matter how long the job takes.

General liability insurance. Pays if the pro damages your property by accident.

Insured. They have an insurance policy in force. Ask for a copy.

Labor warranty. Promise that they'll come back and fix their own work if it fails. Usually one year.

Lien. A legal note on your house saying a pro is owed money. They can put one on if you don't pay. You can usually contest it.

Licensed. The state has reviewed their training and given them permission to work.

Manual J. An HVAC calculation that figures out exactly what size system your house needs. Real HVAC pros do this.

Markup. What a pro charges on top of the cost of parts. 20–50% is normal.

Per-lead. Some directories charge contractors every time a customer's info gets sent to them. Drives up your final price.

Permit. Permission from the town to do the work. Required for most structural, electrical, plumbing, gas, or roof work.

Quote. A fixed price for a defined job. Binding when both sides agree.

Service-call fee. What it costs just to have the pro show up and look. \$50–\$150 is normal.

Subcontractor. Someone the main pro hires to do part of the job. The main pro is on the hook for the sub's work.

Workers' comp. Insurance that covers the pro's workers if they get hurt on your property. Important.

THE END.

Now go find a pro.

If this book helped you, tell a neighbor about us. That's how small towns work.

greatlocalpros.com

Free local services directory · 13,700+ small towns · 48 states

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