



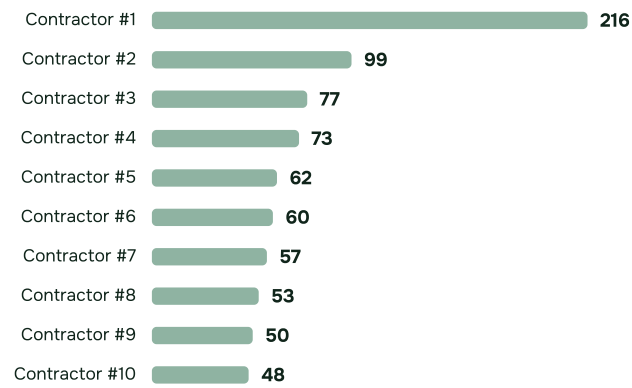
AUTOANTS RESEARCH • Q4 2026

State of New Orleans Plumbing

Public records only: city permits, our own check of local plumbing websites, what AI assistants say, and government data. No company is named except where an AI assistant named it.

Ten contractors pulled 31% of Orleans plumbing permits in the last 12 months

EXHIBIT 1 plumbing permits by contractor, Orleans Parish, 2025-10-01 to 2026-09-30



Permits are a proxy for installs and replacements, not repairs. Other contractors are shown by rank: the city records the licence holder, not the company.

Source: City of New Orleans open data, "Permits - BLDS" (data.nola.gov dataset 72f9-bi28), <https://data.nola.gov/resource/72f9-bi28.json>, permits issued 2025-10-01 to 2026-09-30

CAN A CUSTOMER BOOK YOU FROM A PHONE?

28 of 53

local plumbing sites can't be booked from the first phone screen.

- 12 Book button on the first screen
- 6 Booking below the first screen
- 22 No way to book online
- 13 Unclear or didn't load

Source: autoants first-screen check of 53 New Orleans-area Plumbing websites, 2026-10-14; a Free Estimate, Get a Quote or Request an Inspection button counts as a request control, since that is how these trades take a job

WHO AI ASSISTANTS RECOMMEND

Roto-Rooter, Saia Plumbing were named most; you weren't named.

Source: The New Orleans AI Recommendation Index · October 2026 (autoants, draft edition data content/ai-index/2026-10/data.json), asked 2026-10-05

28 of 53 New Orleans plumbing sites can't be booked from the first phone screen

EXHIBIT 2 What a customer sees first on each shop's phone homepage



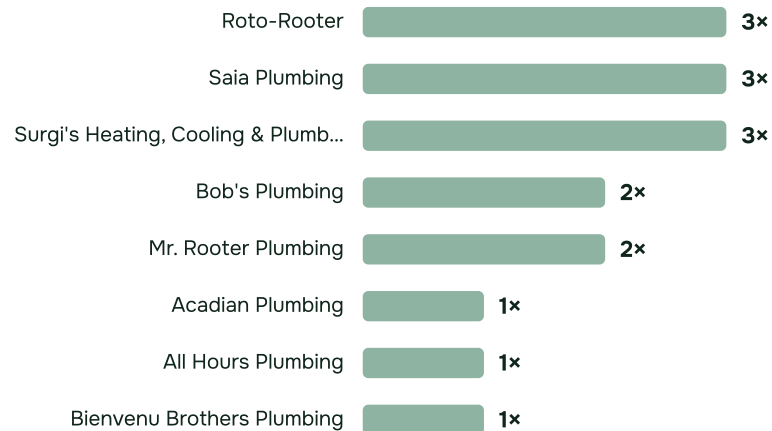
A customer comparing shops on a phone picks the one that shows when it can come. A visible next-available time does that without a call.

Source: autoants first-screen check of 53 New Orleans-area Plumbing websites, 2026-10-14; a Free Estimate, Get a Quote or Request an Inspection button counts as a request control, since that is how these trades take a job

12 A Book, Schedule or Request Service button is on the first phone screen, but no time is promised (it often opens a contact form).	6 A real booking or request control exists, but it sits below the first phone screen.	22 No booking or request control anywhere on the homepage.
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When customers ask an AI assistant for the best plumbing company, these are the names it gives

EXHIBIT 3 Companies named by AI assistants for New Orleans plumbing questions



Source: The New Orleans AI Recommendation Index · October 2026 (autoants, draft edition data content/ai-index/2026-10/data.json); assistant: Claude (Anthropic), web search on, via claude -p (products/video-audit/ai_ask.py); 'times' = how many of the 3 answers offered the company as one to call or consider (passing mentions and warnings not counted), asked 2026-10-05

WHAT WE ASKED

“What's the best plumbing company in New Orleans? Give me your top recommendations.”

“I need plumbing tonight in New Orleans. Who should I call? Name specific companies.”

“Recommend a reliable plumbing company in New Orleans, Louisiana with great reviews.”

Half of Orleans homes were built before 1960. The work isn't going away.

50%

of Orleans homes were built before 1960

U.S. Census Bureau, American Community Survey 5-year estimates, tables B25034 (Year Structure Built) and B25035 (Median Year Structure Built), ACS 5-year 2024 (2020-2024)

41

plumbing and HVAC businesses with paid staff based in Orleans; 240 in Jefferson

U.S. Census Bureau, County Business Patterns 2023

\$30.03

median hourly wage for this trade in the New Orleans metro

U.S. Bureau of Labor Statistics, Occupational Employment and Wage Statistics, May 2025

RULE CHANGES THAT REACH YOUR SHOP

2023-09-01

Business texting must be registered

Carriers began blocking texts from unregistered business numbers (10DLC). Twilio changelog, '[U.S. A2P 10DLC] Full blocking of traffic sent from

Context from government sources only, dated. Every figure is dated under it.

2029-05-06

New water-heater standard

DOE efficiency standard for residential water heaters takes effect. DOE final rule, Energy Conservation Standards for Consumer Water Heate

How this was made

1. **Permits:** the City of New Orleans open permit data, last 12 full months. The city records the licence holder, not the company, so contractors are shown by rank only.
2. **Booking readiness:** our own check of local websites on a phone, counted, never named.
3. **AI answers:** the New Orleans AI Recommendation Index, as recorded on the date shown.
4. **Context:** the Census Bureau, the Bureau of Labor Statistics and NOAA, each dated under its figure.

WANT THIS FOR YOUR OWN SHOP?

We do the same homework on one business, add a 45-minute conversation, and turn it into a bound, printed report with its own report number: where jobs slip, the one fix worth doing first with its payback in your numbers, your market, and what's changing in your trade. \$500, credited toward setup.

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