

# Plumbing Business Survival Playbook

This mini-playbook is designed to help plumbing business owners survive economic shocks, slow seasons, injuries, material shortages, and market downturns. Use it as a mindset and operational reset when pressure hits.

## **1. Recessions & Slow Seasons**

Focus on service and repair work, tighten scheduling, and raise diagnostic fees rather than discounting.

## **2. Injury or Burnout**

Protect cash reserves, document procedures, and reduce workload before health forces a shutdown.

## **3. Material Shortages**

Stock critical fittings, build supplier relationships, and adjust pricing dynamically.

## **4. Cash Flow Emergencies**

Require deposits, shorten payment terms, and pause low-margin work.

## **5. Legal & Compliance Pressure**

Stay insured, pull permits, document approvals, and avoid shortcuts that threaten your license.

## **6. Long-Term Survival Strategy**

Stay essential, stay skilled, and stay human. Plumbing is infrastructure—and infrastructure always survives.