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Premier Services Inc. Launches Free Suite of Business Calculators to Help Local Owners See Exactly What Slow Response Times, Missed Calls and No-Shows Are Costing Them

Creve Coeur, Missouri - August 31, 2026

Premier Services Inc., a digital marketing and reputation management company serving local service businesses, today announced the launch of its Free Business Calculators, a suite of nine interactive tools that show business owners the dollar value of everyday operational gaps — from a slow lead response to an under-optimized website to old contacts sitting untouched in a database.

The calculators are available now at mybizreport.com/info-calc-2/calculators at no cost and require no email address to use.

“Most business owners feel like they’re losing ground somewhere, but they’ve never had a way to put a number on it,” said David Robson, founder of Premier Services Inc. and a Certified Guerrilla Marketing Trainer and Coach. “These calculators take five common problems — slow response times, missed calls, no-shows, an underperforming website, an ad budget that might not be paying for itself — and turn them into a real number. Once an owner sees \$250,000 sitting on the table, the next step gets a lot easier to talk about.”

What the Calculators Cover

Each tool uses a short set of slider-based questions, benchmarked against published industry data, to produce an estimate of monthly or annual revenue impact. The nine calculators are:

- **Speed-to-Lead Impact** — what a slow response time is costing in lost conversions
- **Customer Lifetime Value** — what a single customer is really worth over time
- **Missed Call Revenue** — the cost of unanswered inbound calls
- **No-Show & Cancellation Cost** — revenue lost to empty appointment slots
- **Ad Spend Break-Even** — whether current ad spend is actually profitable
- **Revenue Goal Planner** — how many leads are needed to hit a revenue target
- **Database Reactivation** — the value sitting in old, inactive leads
- **Local Search Revenue Estimator** — what a top Google Maps ranking is worth compared to lower positions

- **Website Conversion Upside** — the revenue gap between a site’s current and potential conversion rate

Each calculator draws on published research — including data from Harvard Business Review, LocaliQ, WordStream, BrightLocal and First Page Sage — and lets users adjust every input to match their own numbers. Results are clearly labeled as estimates rather than guarantees.

Part of a Broader Toolkit

The Free Business Calculators join Premier Services Inc.’s existing lineup of no-cost and low-cost tools, including the Review ROI Report and the Competitor Compass Report, which help business owners understand where they stand against competitors before considering a deeper engagement. For owners who want to act on what the calculators reveal, Premier Services Inc. offers EzRep.net for review generation and reputation management and MsgEZ.net for customer communication and retention campaigns.

“We’d rather show someone the problem for free than talk in generalities,” Robson said. “If a calculator shows them exactly what a missed call is worth, that’s a much easier and more honest conversation than a sales pitch.”

Availability

The Free Business Calculators are live now at mybizreport.com/info-calc-2/calculators. No signup is required to view results.

About Premier Services Inc.

Premier Services Inc. helps local service businesses — including home services, restaurants, real estate, and professional services — win more customers through reputation management, local search visibility, and customer communication tools. Founded by David Robson, a Certified Guerrilla Marketing Trainer and Coach, the company takes a value-first approach, using free and low-cost tools to help business owners see and solve problems before recommending an ongoing solution.

Media Contact

David Robson Premier Services Inc. info@premiertbs.com premiertbs.com