

BUSINESS MOT CERTIFICATE / ILLUSTRATIVE SAMPLE

INSPECTION CERTIFICATE

BUSINESS NAME

Northfield Plumbing & Heating

PRIMARY TRADE

Plumbing & heating

INSPECTION DATE

30 July 2026

REPORT REFERENCE

TT-MOT-0726-014

INSPECTOR / REVIEWER

TradeTutor Business Review Team

BUSINESS MOT RESULT

ACTION REQUIRED

Two systems are currently costing this business opportunities.

Fix the highlighted items below to qualify for a focused retest.

BUSINESS HEALTH SCORE

72

 / 100

ADVISORY RANGE

18

PASSED

5

ADVISORIES

2

FAILS

25

INSPECTION CHECKS

25 INSPECTION CHECKS COMPLETED

6 SYSTEMS ASSESSED

01

FIX FIRST

FIRST REQUIRED FIX

FOLLOW UP EVERY SUITABLE QUOTE AT 24 HOURS, 7 DAYS AND 14 DAYS.

Evidence: follow-up schedule, message templates and a completed quote log.

RETEST ELIGIBILITY

Focused retest included within 90 days

Recommended by 28 October 2026

REVIEWED BY

TradeTutor Inspection Team

SIGNED

TradeTutor

DATE

30 July 2026

The TradeTutor Business MOT is a commercial business diagnostic and is not a statutory inspection, financial audit or guarantee of business performance.

MOT INSPECTION SUMMARY

MOT INSPECTION SUMMARY

Failed systems are shown first, followed by advisories and passed systems.

OVERALL RESULT

ACTION REQUIRED

2 failed systems

P PASS

Working properly. No immediate action.

A ADVISORY

Working, but should be improved.

F FAIL - ACTION REQUIRED

Actively costing customers, profit, time or trust.

NOT ASSESSED

Not enough evidence to complete the check.

!

Leads, quotes & sales

Quotes are not followed up consistently.

F FAIL - ACTION REQUIRED

URGENT

61

/ 100

!

Pricing & margin

Target profit is not calculated on every job.

F FAIL - ACTION REQUIRED

URGENT

57

/ 100

A

Website & enquiries

The main enquiry route contains avoidable friction.

A ADVISORY

MEDIUM

69

/ 100

A

Customer journey

Aftercare and review handover are inconsistent.

A ADVISORY

MEDIUM

72

/ 100

P

Brand & first impressions

Presentation is strong and consistent.

P PASS

MAINTAIN

85

/ 100

P

Reviews & reputation

Recent customer proof builds confidence.

P PASS

MAINTAIN

88

/ 100

FIX FIRST

FOLLOW UP EVERY SUITABLE QUOTE AT 24 HOURS, 7 DAYS AND 14 DAYS.

INSPECTION SYSTEM 01 OF 06

BRAND & FIRST IMPRESSIONS

Strong and consistent presentation. / 4 individual checks completed

SYSTEM RESULT

85

/ 100

P PASS

01.01 Visual identity

P PASS

FINDING

The logo, colours and presentation are consistent.

EVIDENCE

Website, quotation and vehicle graphics match.

PRIORITY: MAINTAIN / TARGET: ONGOING

WHY IT MATTERS

Consistency helps new customers recognise and trust the firm.

REQUIRED ACTION

Keep the same identity across every customer touchpoint.

01.02 Service promise

P PASS

FINDING

The core plumbing and heating offer is easy to understand.

EVIDENCE

Main services and coverage area are stated clearly.

PRIORITY: MAINTAIN / TARGET: QUARTERLY

WHY IT MATTERS

Clear positioning helps the right customer make contact.

REQUIRED ACTION

Review wording whenever the service mix changes.

01.03 Project proof

P PASS

FINDING

Finished work supports the quality claimed by the business.

EVIDENCE

Recent project photographs show a consistent standard.

PRIORITY: MAINTAIN / TARGET: MONTHLY

WHY IT MATTERS

Visible proof reduces doubt before the first call.

REQUIRED ACTION

Keep adding completed jobs with a short explanation.

01.04 Contact consistency

P PASS

FINDING

Business details are consistent across main channels.

EVIDENCE

Telephone, email and service area agree across records.

PRIORITY: MAINTAIN / TARGET: ONGOING

WHY IT MATTERS

Correct details prevent lost enquiries and confusion.

REQUIRED ACTION

Check all public listings whenever details change.

MAINTAIN AND STRENGTHEN

No focused retest required. Protect the current standard and supply updated brand examples at the next full MOT.

INSPECTION SYSTEM 02 OF 06

WEBSITE & ENQUIRIES

The main enquiry route contains friction. / 4 individual checks completed

SYSTEM RESULT

69

/ 100

A

ADVISORY

02.01 Mobile contact route

P

PASS

FINDING

Telephone and enquiry options remain usable on a phone.

EVIDENCE

Contact controls were visible and easy to tap.

PRIORITY: MAINTAIN / TARGET: ONGOING

WHY IT MATTERS

Most trade enquiries begin on mobile.

REQUIRED ACTION

Keep contact controls visible on every key service page.

02.02 Service coverage

P

PASS

FINDING

Customers can understand the main services and area covered.

EVIDENCE

Core services and locations are listed publicly.

PRIORITY: MAINTAIN / TARGET: QUARTERLY

WHY IT MATTERS

Clear coverage avoids unsuitable calls and wasted time.

REQUIRED ACTION

Update the list when routes or services change.

02.03 Primary enquiry route

A

ADVISORY

FINDING

Different pages encourage different next steps.

EVIDENCE

Calls, forms and messages compete without one preferred route.

PRIORITY: MEDIUM / TARGET: WITHIN 30 DAYS

WHY IT MATTERS

Extra choice creates hesitation and incomplete enquiries.

REQUIRED ACTION

Use one primary call to action and explain the next step.

02.04 Response expectation

P

PASS

FINDING

Customers receive a clear indication that contact was received.

EVIDENCE

The enquiry form confirms successful submission.

PRIORITY: MAINTAIN / TARGET: ONGOING

WHY IT MATTERS

Confirmation prevents duplicate calls and uncertainty.

REQUIRED ACTION

Keep the confirmation clear and accurate.

RECOMMENDED IMPROVEMENTS

Show one clear primary enquiry route on mobile and desktop, plus a confirmation explaining what happens after contact.

INSPECTION SYSTEM 03 OF 06

REVIEWS & REPUTATION

Recent customer proof builds confidence. / 4 individual checks completed

SYSTEM RESULT

88

/ 100

P PASS

03.01 Review volume

FINDING

The business has a strong collection of customer reviews.

WHY IT MATTERS

Volume helps customers trust that quality is repeatable.

EVIDENCE

Public review profiles show substantial customer proof.

REQUIRED ACTION

Continue requesting a review after every suitable job.

PRIORITY: MAINTAIN / TARGET: ONGOING

P PASS

03.02 Review recency

FINDING

Recent reviews show the business is active and dependable.

WHY IT MATTERS

Old proof alone can make a good business look inactive.

EVIDENCE

New feedback has been added within the last 90 days.

REQUIRED ACTION

Maintain a steady flow of recent feedback.

PRIORITY: MAINTAIN / TARGET: MONTHLY

P PASS

03.03 Review quality

FINDING

Feedback describes workmanship, communication and reliability.

WHY IT MATTERS

Detailed proof answers common buying concerns.

EVIDENCE

Reviews include specific details rather than ratings alone.

REQUIRED ACTION

Reuse the clearest comments on matching service pages.

PRIORITY: MAINTAIN / TARGET: MONTHLY

P PASS

03.04 Response to feedback

FINDING

Customer feedback receives a professional response.

WHY IT MATTERS

Good responses demonstrate care after the job is complete.

EVIDENCE

Recent reviews show polite and relevant business replies.

REQUIRED ACTION

Reply consistently, including when feedback is difficult.

PRIORITY: MAINTAIN / TARGET: WITHIN 7 DAYS

P PASS

MAINTAIN AND STRENGTHEN

No focused retest required. Continue collecting recent reviews and keep the strongest examples visible beside relevant services.

INSPECTION SYSTEM 04 OF 06

LEADS, QUOTES & SALES

Warm quotes are being left to go cold. / 5 individual checks completed

SYSTEM RESULT

61

/ 100



FAIL - ACTION REQUIRED

04.01 Enquiry response



PASS

FINDING

Suitable enquiries normally receive a prompt first response.
WHY IT MATTERS

Fast contact protects paid-for and referred enquiries.

EVIDENCE

Recent examples show same-day acknowledgement.
REQUIRED ACTION

Keep a named owner for every new enquiry.

PRIORITY: MAINTAIN / TARGET: SAME DAY

04.02 Quote quality



PASS

FINDING

Quotes explain the work, price and main terms clearly.
WHY IT MATTERS

Clear quotes reduce hesitation and disputes.

EVIDENCE

Sample quotations contain a defined scope and total.
REQUIRED ACTION

Keep using a consistent quotation template.

PRIORITY: MAINTAIN / TARGET: ONGOING

04.03 Quote follow-up



FAIL - ACTION REQUIRED

FINDING

Quotes are sent without a consistent follow-up schedule.
WHY IT MATTERS

Warm prospects may choose another firm before being contacted again.

EVIDENCE

No fixed timing, template or assigned responsibility was identified.

REQUIRED CORRECTION

Follow up at 24 hours, seven days and fourteen days.

PRIORITY: URGENT / TARGET: WITHIN 14 DAYS

04.04 Quote outcome tracking



ADVISORY

FINDING

Won, lost and undecided quotes are not recorded in one place.
WHY IT MATTERS

The business cannot see its conversion rate or common losses.

EVIDENCE

No complete quote outcome log was supplied.
REQUIRED ACTION

Record every quote outcome and reason where known.

PRIORITY: MEDIUM / TARGET: WITHIN 30 DAYS

04.05 Lead source tracking



PASS

FINDING

The source of most new enquiries can be identified.
WHY IT MATTERS

Source data helps protect what already brings in good work.

EVIDENCE

Recent enquiries were linked to referral, search or repeat work.
REQUIRED ACTION

Keep recording a source for every suitable enquiry.

PRIORITY: MAINTAIN / TARGET: ONGOING

REQUIRED ACTIONS TO PASS

FAILED CHECK: Quote follow-up. REQUIRED CORRECTION: Use the 24-hour, 7-day and 14-day routine. TARGET: 14 days. RETEST EVIDENCE: schedule, templates and quote log.

INSPECTION SYSTEM 05 OF 06

PRICING & MARGIN

Target profit is not calculated on every job. / 4 individual checks completed

SYSTEM RESULT

57

/ 100



FAIL - ACTION REQUIRED

05.01 Labour and materials



PASS

FINDING

Direct labour and material costs are normally included.

EVIDENCE

Sample quotes show the main direct job costs.

PRIORITY: MAINTAIN / TARGET: MONTHLY

WHY IT MATTERS

Direct costs are the starting point for safe pricing.

REQUIRED ACTION

Keep current supplier and labour costs up to date.

05.02 Travel and overhead



ADVISORY

FINDING

Travel and overhead allowances are not applied consistently.

EVIDENCE

Different quotations use different allowances or none.

PRIORITY: MEDIUM / TARGET: WITHIN 30 DAYS

WHY IT MATTERS

Small omissions reduce the profit left after a busy week.

REQUIRED ACTION

Add standard travel and overhead fields to the worksheet.

05.03 Target profit



FAIL - ACTION REQUIRED

FINDING

Quotes do not show the target profit before being sent.

EVIDENCE

No repeatable margin calculation was supplied.

PRIORITY: URGENT / TARGET: WITHIN 14 DAYS

WHY IT MATTERS

Turnover can rise while the owner earns less for the work.

REQUIRED CORRECTION

Calculate and approve target margin on every quote.

05.04 Payment terms



PASS

FINDING

Payment timing and deposit expectations are stated clearly.

EVIDENCE

Sample terms explain when payment becomes due.

PRIORITY: MAINTAIN / TARGET: ONGOING

WHY IT MATTERS

Clear terms protect cash flow and reduce disputes.

REQUIRED ACTION

Keep terms visible before work is accepted.

REQUIRED ACTIONS TO PASS

FAILED CHECK: Target profit. REQUIRED CORRECTION: Approve target margin on every quote. TARGET: 14 days. RETEST EVIDENCE: three completed pricing worksheets.

INSPECTION SYSTEM 06 OF 06

CUSTOMER JOURNEY

Aftercare and review handover are inconsistent. / 4 individual checks completed

SYSTEM RESULT

72

/ 100

A ADVISORY

06.01 Booking confirmation

P PASS

FINDING

Customers receive clear booking details before the visit.

EVIDENCE

Recent messages confirm date, time and expected access.

PRIORITY: MAINTAIN / TARGET: AT BOOKING

WHY IT MATTERS

Clear confirmation reduces missed visits and chasing.

REQUIRED ACTION

Keep using the same confirmation for every booking.

06.02 Job updates

P PASS

FINDING

Customers are kept informed when timing or scope changes.

EVIDENCE

Examples show useful updates during live jobs.

PRIORITY: MAINTAIN / TARGET: DURING JOB

WHY IT MATTERS

Updates protect trust when plans have to change.

REQUIRED ACTION

Keep one person responsible for customer updates.

06.03 Completion and aftercare

A ADVISORY

FINDING

Completion advice varies depending on who finishes the job.

EVIDENCE

No standard aftercare message was supplied.

PRIORITY: MEDIUM / TARGET: WITHIN 45 DAYS

WHY IT MATTERS

Missing advice creates repeat questions and avoidable call-backs.

REQUIRED ACTION

Send a standard completion and aftercare message.

06.04 Review handover

A ADVISORY

FINDING

The review request is not always sent at job completion.

EVIDENCE

Recent jobs show inconsistent request timing.

PRIORITY: MEDIUM / TARGET: WITHIN 45 DAYS

WHY IT MATTERS

Good work is missed when the request depends on memory.

REQUIRED ACTION

Add the review request to the completion checklist.

RECOMMENDED IMPROVEMENTS

Provide the standard completion message, aftercare guidance and review request used on three completed jobs.

DEFECTS, ADVISORIES AND ACTION PLAN

FIX THE FAILS FIRST

The MOT turns the findings into one practical order of work.

OPEN ITEMS

**2 FAILS /
5 ADVISORIES**

FAILED CHECKS - FIX FIRST

01

Quote follow-up

Use fixed contact at 24 hours, seven days and fourteen days.

WITHIN 14 DAYS

02

Target profit

Use one pricing worksheet and approve the target margin before every quote.

WITHIN 14 DAYS

ADVISORIES - IMPROVE NEXT

03

Primary website enquiry route

One clear call to action and confirmation

30 DAYS

04

Quote outcome tracking

Record won, lost and undecided quotes

30 DAYS

05

Travel and overhead allowance

Add standard fields to the pricing worksheet

30 DAYS

06

Completion and aftercare

Use one standard completion message

45 DAYS

07

Review handover

Add the request to the completion checklist

45 DAYS

BRAND CONSISTENCY

RECENT CUSTOMER PROOF

CLEAR QUOTATION FORMAT

BOOKING AND JOB UPDATES

PRIORITISED 90-DAY ACTION PLAN

0-14 DAYS

DO NOW

- Quote follow-up routine
- Target-margin worksheet

15-45 DAYS

DO NEXT

- Website enquiry route
- Quote outcome log
- Overhead allowance

46-90 DAYS

STRENGTHEN

- Aftercare message
- Review handover
- Prepare retest evidence

PROFESSIONAL MOT / FOCUSED RETEST INCLUDED

FIX. RETEST. SEE THE CHANGE.

ORIGINAL MOT RESULT

ACTION REQUIRED

72 / 100 ADVISORY RANGE

Complete the corrective actions, gather the evidence and return within 90 days for the agreed checks to be reviewed again.

ORIGINAL INSPECTION DATE 30 July 2026	ORIGINAL BUSINESS HEALTH SCORE 72/100 - Advisory range	ORIGINAL MOT RESULT Action Required
RETEST DATE _____	REVISED BUSINESS HEALTH SCORE ____ / 100	REVISED MOT RESULT To be completed

ITEM BEING RETESTED	ORIGINAL RESULT	REQUIRED ACTION	EVIDENCE REQUIRED	RETEST RESULT	REVIEWER COMMENTS
01 Quote follow-up	FAIL - ACTION REQUIRED	Use the 24-hour, 7-day and 14-day routine.	Schedule, templates and completed quote log.	_____	_____
02 Target profit	FAIL - ACTION REQUIRED	Approve target margin on every quote.	Three completed pricing worksheets.	_____	_____
03 Website route	ADVISORY	Use one primary call to action.	Mobile and desktop page evidence.	_____	_____
04 Quote outcomes	ADVISORY	Record every quote result.	Completed outcome log.	_____	_____
05 Overhead allowance	ADVISORY	Add travel and overhead fields.	Updated pricing worksheet.	_____	_____
06 Aftercare	ADVISORY	Send a standard completion message.	Three completed-job examples.	_____	_____
07 Review handover	ADVISORY	Add review request to completion.	Three request examples.	_____	_____

REVIEWER SIGN-OFF

FINAL STATUS CONFIRMED AFTER EVIDENCE REVIEW

Reviewer: _____

Date: _____