

Example Plumbing Co. — Local Market Brief

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October 2026 · Camas, WA

Example brief. Example Plumbing Co. is a made-up business: its license dates, listings and website details are invented, and competitors are described rather than named. The market figures, rebates, weather and sources are real, checked October 7–13, 2026.

At a glance

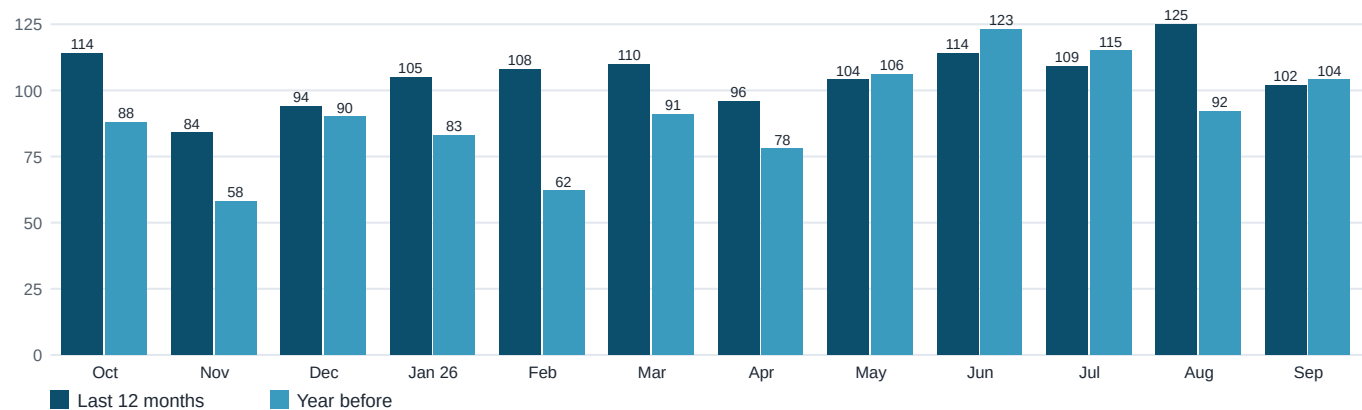
- Your liability insurance renews December 1, 2026**, 49 days from now. Your WA plumbing contractor license and \$6,000 bond are current.¹
- Biggest opportunity:** Clark Public Utilities pays customers **up to \$1,500** to switch to a qualifying heat-pump water heater,² a job you already do.
- Fix this week:** your Google listing still shows Saturday hours your website dropped in the spring. Customers who call on a Saturday get voicemail.³
- Weather:** a frost advisory ran October 12–13, and winds up to 30 mph are forecast for Thursday, October 15.⁴ Pipe-freeze calls start with the first hard freeze; get the reminder below out before then.

Actions this month

#	Action	Why	Time
1	Correct your Saturday hours on Google to match your website. Field-by-field fix: <i>Hours</i> → <i>Saturday</i> → <i>Closed</i> .	A listing that disagrees with your site loses calls without you noticing. ³	5 min
2	Confirm your insurance renewal with your agent now , and ask them to file the new certificate with L&I.	If L&I doesn't receive it, your contractor registration can be suspended. ¹	15 min
3	Add a short "Clark PUD rebate" section to your water-heater page , and mention it on every water-heater quote.	Up to \$1,500 back for the customer is an easy reason to replace before winter. ²	45 min
4	Send past customers a pre-freeze reminder in early November: outdoor faucet covers, crawlspace vents, where the shut-off is, and your emergency number.	It keeps you top of mind for the first freeze, when calls go to whoever is remembered. ⁴	30 min

Local demand

Plumbing permits issued per month



Unincorporated Clark County + City of Vancouver. Source: Clark County GIS permit records.

Plumbing permits per month, unincorporated Clark County and Vancouver: last 12 months vs. the year before

- Permits:** 1,245 plumbing permits in the past 12 months across unincorporated Clark County and Vancouver, and steady lately (95 in the last 30 days vs. 99 a year ago). New-home permits are down 37% and remodel/addition permits down 20% on the same 30 days last year, so repair, replacement and water-heater work is holding up better than new construction.⁵
- New homes (Census, August 2026):** Camas 18 units (9 a year ago), Washougal 10 (8).⁶

- **Public bids:** the City of Camas and the Port of Camas-Washougal had no open bids on October 7.⁷ *We'll alert you when relevant bids open.*

Competitors to know

Competitor	Base	What stands out
A national franchise	Vancouver	Flat-rate pricing, no after-hours surcharge, financing
A long-established local shop	Camas	Decades in town; hosts free homeowner talks at the library
A regional plumbing company	Brush Prairie	Separate website pages for Camas and Washougal drain, sewer and emergency work

- **New licenses:** 43 active plumbing contractor licenses in your area's ZIP codes; none newly effective in the last 35 days.¹

Where you're ahead: same-week scheduling, licensed in WA and Oregon, heat-pump water-heater experience.

Where you're behind: no city-specific pages for Camas or Washougal, and no published after-hours pricing.

Your watch-list

Item	Status	Renews
WA plumbing contractor license	Active	March 2028
Contractor bond (\$6,000)	Active	Until canceled
Liability insurance	Active	December 1, 2026

Sources (accessed October 7–13, 2026)

1. WA Dept. of Labor & Industries contractor, bond and insurance records — data.wa.gov and secure.lni.wa.gov/verify
2. Clark Public Utilities, rebates and incentives — clarkpublicutilities.com
3. Google Business Profile and business website (in a real brief, the client's own)
4. National Weather Service, Portland office, alerts and forecast
5. Clark County GIS building permit records (counts only; unincorporated Clark County and Vancouver)
6. US Census Building Permits Survey, place-level new residential units, August 2026
7. City of Camas Bids & RFPs; Port of Camas-Washougal bids

Prepared by Michael Turner · Lintel Local · AI-assisted research, human-reviewed · Not legal, tax or financial advice.