SMALL BUSINESS Websites & Search

WR009 · TODAY'S HEADLINE

Google's AI can now book the job. You may already be in it.

A homeowner's main line backs up. They describe the problem in Google's AI Mode, it compares prices and reviews, and they book a plumber from there. That is the story a Google vice president told about his own house on Nov 4, when he said booking links are now live in the U.S. [1] The way in runs through other companies' software.

How the request gets to you, and what each company says today

Homeowner describes the job in AI Mode

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Jobber	On for paid U.S. plans. Your Google profile must be connected. [2]
Housecall Pro	Says every pro is enrolled, no Google profile needed. Its release says coming soon. [3][4]
Angi	Sends the homeowner to your Angi profile. [4]
Thumbtack	Named by Google. No plan announced as of Nov 4. [1][4]
ServiceTitan	"Coming soon," Google says. [1]

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A booking or quote request reaches you

No fee

Jobber and Housecall Pro both say there is no lead fee on these requests. [2][3] Angi's announcement doesn't say either way. [4]

What this means for you

I am being real with you. This is one day old. Google's post doesn't say how it picks who shows up. [1][4] Jobber says a booking form and regular reviews help, but Jobber sells that software and shows no numbers. [2] Nobody I read has shown how many jobs this brings in.

If you don't use any of these, don't run out and buy one for this. That is my read, not Google's. Google said "partners like" these, so I don't know that the list is finished. [1]

Three things that matter

1. **Find out if you are already in.** Jobber connects your default request form to Google on its own. Housecall Pro says every pro is enrolled. [2][3] Log in and look.
2. **Make your details match.** Jobber says Google matches you by address, then phone and website. If they differ from your Google profile, you may not show. [2]
3. **Decide what lands on your calendar.** On Jobber, booked assessments confirm on their own unless you turn on approval. You can opt out too. [2]

Go check your own account. If you think I have this wrong, text me.

WatchLocal score: 81 out of 100. This is how I rate this story: how solid the proof is (45), how much it touches getting found (30), and how much it changes what an owner should do (25).

Sources

[1] Robby Stein, Google Search, post on X, Nov 4, 2026 x.com/rmstein/status/2118027605018632408

[2] Jobber Help Center, "Jobber and Google AI Mode integration," updated Nov 4, 2026 help.getjobber.com

[3] Housecall Pro, "Google AI Mode" partner page, read Nov 5, 2026 housecallpro.com/partner/google-ai-mode

[4] Search Engine Journal, "Google Adds Home Service Booking & Quote Links To AI Mode," Nov 4, 2026 searchenginejournal.com



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No client is named here, ever.
My read of the evidence, not a promise of any result.