



THE DRAIN BROS

MEDIA OUTLET • ST. LOUIS

FACT SHEET
OCTOBER 2026

TWO BROTHERS. ONE TRUCK. NO FLUFF.

The Drain Bros is where the real jobs, the hard lessons and the business behind a St. Louis drain company go public. Brothers Tom Craig and Michael Proctor run Able Rooter, a drain and sewer shop with a 5.0-star Google rating on 1,052 reviews. Tom brings the field: cable, camera, jetter and coaching through Sewers Paid For It. Mike brings the market: websites, search and the ServicePlumber software through Absolute First Media. Together they publish The Straight Pipe Standard, a public set of fair-dealing rules for the trade: the price before the machine starts, real reviews only, and numbers with sources.

VERIFIED FACTS

1.01M

Views on the top three clips

TikTok @sewerspaidforit.com, Oct 27, 2026

5.0 ★

Google rating on 1,052 reviews for Able Rooter

Google Maps, Oct 27, 2026

83%

Of written reviews name Tom (282 of 340)

Manual count, Oct 24, 2026

6

Rules in The Straight Pipe Standard

thedrainbros.com/#standard

PEOPLE

Tom Craig · The field. Drain and sewer technician, trainer, plumbing estimator and jetting expert. Coach at Sewers Paid For It.

Michael Proctor · The market. Marketer since the Overture era of paid search. Builds the websites, rankings and software at Absolute First Media.