Grow That Local

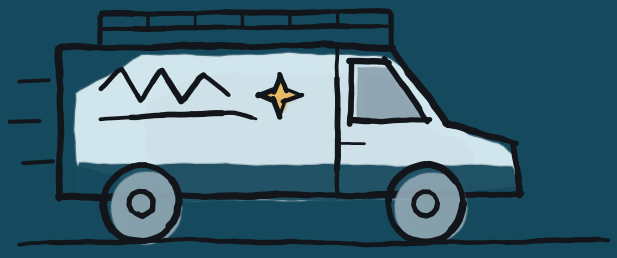
a free guide

The 12 questions every HVAC customer asks, answered

Ready answers for your website, your Google profile and your texts.

For HVAC business owners who want their website to answer what customers ask.

- 12 short sections in 3 parts
- 36 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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Before you start

People call about heating and cooling at two moments: when the house is too hot or too cold right now, and when they're facing a five-figure system and don't trust anyone's quote. Both callers ask the same 12 questions. The company that answers them plainly, before the call, starts the call already trusted.

This guide gives you each question, why people ask it, an answer you can copy, and where to put it. Fill in the parts in [square brackets] with your own details. If an answer isn't true for your company, change it or leave it out.

Where the questions come from. The questions the Air Conditioning Contractors of America tells homeowners to ask (ACCA, "Info for Homeowners", acca.org), ENERGY STAR's maintenance guidance (ENERGY STAR, "Maintenance Checklist", energystar.gov), the Federal Trade Commission's advice on hiring a contractor (FTC, "How To Avoid a Home Improvement Scam", consumer.ftc.gov), and the questions in our HVAC Marketing Playbook.

Where the answers go.

- Your website: one questions page with all 12, plus the matching answer on each job page (repair, replacement, tune-ups, plans). This is the main home for every answer.
- Your Google profile: the description holds up to 750 characters, with no links, and Google asks you to focus on your business rather than prices or sales (Google Business Profile Help, "Edit your Business Profile", support.google.com). Use it for the trust answers. Google posts can carry the seasonal ones, like tune-up season.
- Texts and calls: save the short version of each answer as a text shortcut, so your dispatcher or on-call tech can send it in seconds.

About Google's questions box. Profiles used to have a questions-and-answers box that owners could fill in. Google shut down the Q&A tool for software on November 3, 2025, saying it was updating "the Q&A functionality and user experience" (Google for Developers, Q&A API change log, developers.google.com). Google Maps now lets shoppers type questions into a chat called Ask Maps (Google Maps Help, "Ask questions in Google Maps", support.google.com). If your profile still shows a Q&A box, use it, but don't count on it. Put the answers on your own website first.

About texting. Replying to someone who texted or called you is fine. Marketing texts to people who didn't ask are different: the FCC says commercial texts need written consent, and people can opt out any reasonable way, such as replying STOP (FCC, "Stop Unwanted Robocalls and Texts", fcc.gov). Every text in this guide is a reply to someone who reached out first.

Two rules we kept while writing it:

- Every number has a public source you can check, listed at the end. When we didn't have one, we say "GTL estimate" and tell you why we think it.
- Every example is made up to show the idea. None of them are real customers, companies or prices.



Part 1

The no-heat, no-AC questions

1 Can you come today?

The idea. When the house is 85 degrees or 50, people call down the list until someone gives them a time. In a heat wave or cold snap, you can't get to everyone today. Say how you decide who goes first, and give a real window.

Ready answer.
For your website:
"We answer [hours], and in heat waves and cold snaps we add [evening or weekend] hours. When we're busy, we go first to homes with babies, older people or someone with a health condition, and to homes with no heat below [temperature] or no cooling above [temperature]. Everyone else gets a real arrival window when they call, even if it's tomorrow."
By text, missed call:
"Sorry we missed you. Is it no heat or no AC? Anyone at home who's very young, older or unwell? Reply and we'll get you a time right away."

Where to put it. Your homepage, at the top, and your questions page. In a heat wave or cold snap, post the same rule as a Google update.

Do it in 24 hours

- [ ] Write down your rule for who goes first on busy days.
- [ ] Fill in the answer and put it on your homepage.
- [ ] Turn on missed-call text-back with the text above.

2 What do you charge to come out?

The idea. The visit fee is the one number people most want before they call. Saying it up front stops arguments at the door and makes the rest of your prices easier to trust.

Ready answer.
For your website:
"Our visit fee is [fee]. It covers the trip and finding the problem. Before we fix anything, we give you the price, and you decide. If you go ahead, we put the visit fee toward the repair. Nights, weekends and holidays cost [more amount or "more"], and we tell you how much before we send anyone. [Maintenance plan members pay no visit fee.]"
By text:
"Our visit fee is [fee], and it goes toward the repair if you go ahead. You get the repair price before we start."

Where to put it. Your questions page and your repair page. Say it on every call before booking.

Do it in 24 hours

- [ ] Write down your day and after-hours visit fees.
- [ ] Fill in the answer and add it to your questions page.
- [ ] Make sure whoever books calls says the fee before booking.

3 Is there anything I should check before you come?

The idea. Some no-heat and no-AC calls are a clogged filter, a tripped breaker or a thermostat with dead batteries. Telling people what to check saves them a visit fee, and they remember who was honest. ENERGY STAR tells homeowners to inspect, clean or change their filters once a month (ENERGY STAR, energystar.gov).

Lead with safety. A gas smell or a carbon monoxide alarm is not a wait-for-the-tech problem.

Ready answer.
For your website:
"If you smell gas or your carbon monoxide alarm goes off, get everyone outside and call 911 or your gas company first. Otherwise, check three things: that the thermostat is set to heat or cool and has fresh batteries, that the breaker for the system hasn't tripped, and that the filter isn't clogged. If those are fine, call us at [phone]."
By text:
"Quick checks before we come: thermostat on and fresh batteries, breaker not tripped, filter not clogged. If you smell gas, go outside and call 911 first."

Where to put it. Your repair page, your questions page and the first text after every no-heat or no-AC call.

Do it in 24 hours

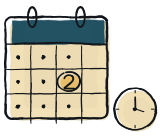
- [ ] Fill in the answer and add it to your repair page.
- [ ] Save the text as a shortcut for every no-heat and no-AC call.
- [ ] Put a filter-size sticker on every unit you service.

or we can do it for you

Free sample: A preview of your new site

Made before you pay anything. Websites start at $1 a month, with a 7-day full refund.

Websites: growthatlocal.com/services/websites



Part 2

The repair-or-replace questions

4 Should I repair it or replace it?

The idea. This is the question people trust contractors least on. Many have heard "you need a new system" from someone who wanted to sell one. Age is a big part of an honest answer. InterNACHI's chart puts a central air conditioner at about 7 to 15 years, a furnace at 15 to 25 and a heat pump at 10 to 15 (InterNACHI, nachi.org).

Give them the facts and both prices, and let them decide.

Ready answer.
For your website:
"We'll give you both options when both are honest. We look at your system's age, the repair price and how often it's needed repairs. If your system is young and the repair is small, we'll tell you to repair it. If it's near the end of its life and the repair is big, we'll show you the numbers for both. You get photos of what we found and a written price for each."
By text:
"Your [system] is about [age] years old. The repair is [price]. A replacement is [price range]. Happy to walk you through both, no pressure either way."

Where to put it. Your repair page, your replacement page and your questions page.

Do it in 24 hours

- [ ] Write down your repair-or-replace rule by age and repair size.
- [ ] Fill in the answer and add it to your replacement page.
- [ ] On your next big repair, send photos and both prices in writing.

5 How much is a new system, and why are the quotes so different?

The idea. Homeowners get three quotes that are thousands apart and can't tell why. The answer is often sizing and what's included. ACCA tells homeowners replacing a system to "make sure you ask your contractor about Manual J," the industry's load calculation for sizing a system to the house (ACCA, acca.org). A contractor who explains sizing sounds like the expert in the room.

Ready answer.
For your website:
"Most replacements we install run [low] to [high]. The price depends on the size of the system, the efficiency you pick, whether your ductwork needs changes, and what's included. We size every system with a load calculation (Manual J) instead of matching the old unit, because an oversized or undersized

system costs more to run and wears out sooner. When you compare quotes, check whether each one includes the calculation, permits, removal of the old unit and the warranty."

By text:

"Most systems we put in run [low] to [high]. We measure your house to size it right, and the quote spells out everything included. Want a time to come out?"

Example (sample numbers). A made-up company's comparison line on its estimate:

> **"Includes: load calculation, permit, old unit removal, new pad and a 10-year labor warranty. Total: $11,400."**

Where to put it. Your replacement page and your questions page. Add the "what to compare" line to every replacement estimate.

Do it in 24 hours

- [ ] Pull your last ten replacements and write a typical low and high.
- [ ] Fill in the answer and add it to your replacement page.
- [ ] Add an "Includes" line to your replacement estimate template.

6 Which brand is best?

The idea. Homeowners ask because they think the brand decides how long it lasts. Sizing and installation matter too, which is why ACCA points homeowners to the Manual J load calculation (ACCA, acca.org). Say which brands you install and why, without running down anyone else's.

Ready answer.

For your website:

"We install [brand or brands]. We picked them because [parts are easy to get here / the warranty is strong / we've seen them hold up]. How long any system lasts depends a lot on how it's sized and installed, and on yearly maintenance. We'll show you a good, better and best option in the brand we install, and explain what you get for the extra money."

By text:

"We install [brand]. Honestly, sizing and install matter as much as the brand. I'll show you a few options at the visit."

Where to put it. Your replacement page and your questions page.

Do it in 24 hours

- [ ] Write down the brands you install and the real reason you chose them.
- [ ] Fill in the answer and add it to your replacement page.
- [ ] Make sure your estimate shows the options side by side.

7 Can I pay over time, and are there rebates or tax credits?

The idea. A new system is a surprise bill for most people. In the Federal Reserve's 2025 survey, only 63% of adults said they'd cover a surprise $400 expense with cash or its equivalent (Federal Reserve, federalreserve.gov).

Rebates and credits have changed, and many sites still have old information. The IRS says the Energy Efficient Home Improvement Credit applies to property placed in service before December 31, 2025 (IRS, irs.gov). The Department of Energy says Home Energy Rebates are "now available in select states" (DOE, energy.gov). Check your state, your utility and the maker before you promise any money back.

If you name a monthly payment in an ad, federal rules require the APR, down payment and terms too (CFPB, Regulation Z 1026.24, consumerfinance.gov).

Ready answer.
For your website:
"Yes, we offer payment options through [lender]. Ask at your estimate. For rebates, we check what's available for your home from [your utility], [your state] and the maker, and we list any that apply on your quote. The federal tax credit for home heating and cooling equipment ended for systems installed after 2025."
By text:
"Yes, we have payment options, and I'll check which rebates your home qualifies for and put them on your quote."

Where to put it. Your replacement page, your questions page and every replacement estimate. Delete any page on your site that still promises a federal tax credit.

Do it in 24 hours

- [ ] Search your site for "tax credit" and fix anything out of date.
- [ ] Check your utility's and your state energy office's current rebates.
- [ ] Fill in the answer and add it to your replacement page.

8 How long will I be without heat or AC during the install?

The idea. People picture days in a hot or freezing house. Tell them how long a typical install takes and what you do to keep them comfortable meanwhile.

Ready answer.
For your website:
"Most replacements take [one day], and you'll have heat or cooling again by [evening]. If your job needs duct changes or a new location, it can take [two days], and we'll [bring portable heaters / set up fans] for the night. We lay drop cloths from the door to the work area and haul away the old equipment."
By text, the day before:
"Hi [first name], [tech's name] and crew arrive tomorrow around [time]. Most installs are done by [time]. Please clear a path to the [furnace / attic / closet]."

Where to put it. Your replacement page and your questions page. Send the day-before text on every install.

Do it in 24 hours

- [ ] Write down how long your typical install takes and what you do if it runs over.
- [ ] Fill in the answer and add it to your replacement page.
- [ ] Save the day-before text as a shortcut.



Part 3

The trust and upkeep questions

9 Are your techs licensed and certified?

The idea. ACCA tells homeowners to ask "Are you properly licensed?" and "Are your technicians NATE certified?" (ACCA, acca.org). Federal rules say "Only Section 608 certified technicians can purchase refrigerants intended for use with stationary refrigeration" (EPA, epa.gov). Saying all of this plainly shows you're the real thing.

Ready answer.
For your website:
"Yes. We're licensed by [state agency], license number [number]. Every tech who works on refrigerant holds EPA Section 608 certification[, and [number] of our techs are NATE certified]. We carry general liability and workers' compensation insurance."
By text:
"Yes. License #[number]. Our techs are EPA 608 certified[and NATE certified], and we're fully insured."

Where to put it. Your website footer, your About page and your questions page. One line in your Google description: "Licensed, insured, EPA-certified techs."

Do it in 24 hours

- [ ] Add your license number to your website footer.
- [ ] List which techs hold which certifications, and only claim what's true.
- [ ] Add the one-line version to your Google description.

10 Do I really need a tune-up every year?

The idea. People suspect tune-ups are a sales visit. ENERGY STAR says it's "best to check the cooling system in the spring and the heating system in the fall" (ENERGY STAR, energystar.gov). Point to that, say what you check, and say you'll send a report either way.

Ready answer.
For your website:
"We recommend a cooling check in spring and a heating check in fall, which is what ENERGY STAR suggests too. On each visit we [clean the coils, check refrigerant and electrical parts, test safety controls and change the filter]. You get a short report with photos. If something needs fixing, we tell you the price and you decide. If nothing does, we say so."
By text:
"Tune-up season is here. Want a [spring / fall] check? It takes about [time], and you get a photo report either way."

Where to put it. Your tune-up page and your questions page. Post a Google update at the start of each tune-up season.

Do it in 24 hours

- [ ] Write down what your tune-up actually includes.
- [ ] Fill in the answer and add it to your tune-up page.
- [ ] Put your spring and fall tune-up start dates on the calendar.

11 What's in your maintenance plan?

The idea. ACCA tells homeowners to ask "Do you offer a service agreement plan?" (ACCA, acca.org). People want to know what they get for the money and whether it's worth it. List it plainly, with the price and how to cancel.

Ready answer.
For your website:
"Our plan is [price] a [month / year]. It includes [two tune-ups a year, no visit fee, priority booking in heat waves and cold snaps, and [percent] off repairs]. You can cancel any time by [how]."
By text, after a repair:
"Glad it's running again. Our plan includes two tune-ups a year and no visit fee next time. Want me to send the details?"

Where to put it. Your plan page, your questions page, and the text you send after every repair.

Do it in 24 hours

- [ ] Write down exactly what your plan includes and how to cancel.
- [ ] Fill in the answer and add it to your plan page.
- [ ] Save the after-repair text as a shortcut.

12 What warranty do I get?

The idea. People hear "10-year warranty" and don't know whether it covers parts, labor or both. Say what the maker covers, what you cover, and what they have to do to keep it.

Ready answer.
For your website:
"You get two. The maker covers parts for [years] [when the system is registered, and we register it for you]. We cover our labor for [years]: if something we installed fails, we fix it at no labor charge. To keep both, the maker [may require] yearly maintenance, so we'll remind you when it's due."
By text:
"Your system has [years] years on parts from the maker and [years] years on our labor. We've registered it for you. I'll send the paperwork."

Where to put it. Your replacement page, your questions page and every install invoice.

Do it in 24 hours

- [ ] Read the warranty terms for the brand you install most.
- [ ] Write down your own labor warranty.
- [ ] Fill in the answer and add it to your replacement page.

or we can do it for you

Free sample: A profile check-up with 10+ fixes

Including a check of your hours and description. Google Business Profile is $200 a month, with a 7-day full refund.

Google Business Profile: growthatlocal.com/services/google-business-profile



Your first 24 hours, in one list

You won't fill in all 12 today. Start with these:

- [ ] Write your visit fee and after-hours fee (section 2).
- [ ] Write your "who goes first" rule for busy days (section 1).
- [ ] Search your site for "tax credit" and fix anything out of date (section 7).
- [ ] Save three text shortcuts: the missed-call text, the quick checks and the after-repair plan text (sections 1, 3 and 11).
- [ ] Put every answer you've finished on one questions page on your site.

Next week, ask whoever books calls which question came up most. If it's not on your page yet, add it.



Where to go next

These questions come from The HVAC Marketing Playbook, our free 36-section guide to getting more heating and cooling calls. Section 5 covers the money questions, and sections 27, 28, 31 to 33 cover no-heat calls, plans, repair or replace, payment options and rebates in depth.

Want something you can see tomorrow? 5 Wins in 24 Hours for HVAC gives you five small jobs for today.



If you'd rather hand it off

Grow That Local does this work for HVAC companies every month. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Websites. Free sample: a preview of your new site. Websites start at $1 a month, with a 7-day full refund.

Websites — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

Google Business Profile — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

Review requests — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

Social media posts — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

Email newsletter — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

SEO — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

Win-back texts — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

Neighborhood postcard — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

Monthly report card — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

Text us at (423) 924-2014, or start at growthatlocal.com/start.

Sources

Every statistic above, with where to check it:

1. InterNACHI Standard Estimated Life Expectancy Chart: central air conditioner 7 to 15 years, furnace 15 to 25 years, heat pump 10 to 15 years. nachi.org (section 4)
2. Federal Reserve, Economic Well-Being of U.S. Households in 2025 (published 2026): 63% of adults would cover a $400 emergency expense with cash or its equivalent. federalreserve.gov (section 7)

Where the questions come from:

- ACCA, "Info for Homeowners" (licensing, NATE certification, references, service agreement plans, Manual J for replacements): acca.org (sections 5, 9, 11)
- ENERGY STAR, "Maintenance Checklist" (filters monthly, cooling check in spring, heating check in fall): energystar.gov (sections 3, 10)
- FTC, "How To Avoid a Home Improvement Scam" (licensed and insured, written contract, payment up front): consumer.ftc.gov (section 9)
- The HVAC Marketing Playbook, section 5 (visit fee, nights and weekends, new system, brands, time without heat, payments). (sections 1 to 12)

Rules and guidance cited (not statistics):

- EPA, Refrigerant Sales Restriction (only Section 608 certified technicians can buy refrigerant for stationary systems): epa.gov (section 9)
- IRS, Energy Efficient Home Improvement Credit (property placed in service from January 1, 2023 and before December 31, 2025): irs.gov (section 7)
- U.S. Department of Energy, Home Energy Rebates ("now available in select states"): energy.gov (section 7)
- CFPB, Regulation Z 1026.24, what credit ads must disclose: consumerfinance.gov (section 7)
- Google Business Profile Help, "Edit your Business Profile" (description up to 750 characters, no links, focus on the business rather than prices): support.google.com (before you start)
- Google for Developers, Q&A API change log (discontinued November 3, 2025): developers.google.com (before you start)
- Google Maps Help, "Ask questions in Google Maps": support.google.com (before you start)
- FCC, unwanted robocalls and texts, written consent for commercial texts and opting out: fcc.gov (before you start)

GTL estimates

These are our own judgment, not measured facts:

1. Put your answers on your own website first (before you start). Reasoning: Google's questions box is changing and Ask Maps writes its own answers, so your site is the one place you fully control what a homeowner reads.
2. Some no-heat and no-AC calls are a filter, a breaker or thermostat batteries (section 3). Reasoning: these are the first three things every tech checks on arrival, and each one is a common cause of a system that won't run.

3. Many homeowners distrust "you need a new system" (section 4). Reasoning: a replacement is the biggest sale an HVAC company makes, and the homeowner can't check the diagnosis for themselves, so they're wary of anyone who gains from it.
4. Keep every text answer to two or three short sentences (all sections). Reasoning: the homeowner is reading it in a hot or cold house, on a phone, and wants the next step.

want it done for you?

Every part of this guide is something we do.

Each one starts with a free sample, so you see the work before you pay. Text us at (423) 924-2014 or start at growthatlocal.com/start.

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