Grow That Local

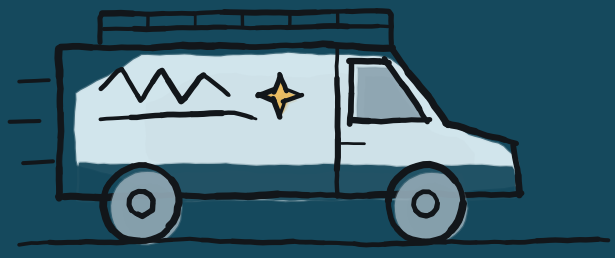
a free guide

25 neighborhood postcards for HVAC companies

Twenty-five ready card ideas for heating and cooling: same-age streets, tune-up seasons, heat waves and cold snaps, new owners, past customers, proof and offers.

For HVAC business owners planning a mailing.

- 9 short sections in 4 parts
- 28 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

Homes built in the same few years often got their first systems at the same time. When you replace one on a street like that, the neighbors' units are probably close behind. That's what makes a postcard work for heating and cooling: the right street, at the right season, before the first hot or cold week.

This pack gives you 25 card ideas, grouped by what you want the card to do. Each card has four lines:

- **Headline:** the biggest words on the front.
- **Body:** two or three short lines under it.
- **Call:** what to do, with your number.
- **Photo:** what picture to use.

These are ideas to copy and change, not cards with results behind them. Fill in the brackets: [business], [your name], [phone], [street], [neighborhood], [town], [day], [month], [date], [year], [number] and [license number]. Print only what's true for you. If a card offers a free tune-up, a plan or a second opinion, offer it only if you do it.

Two rules we kept while writing it:

- Every number and rule we quote has a public source you can check, listed at the end. When we give our own judgment, we say "GTL estimate" and tell you why we think it.
- Every card and example is made up to show the idea. None of the names, numbers or results are real businesses.

Some cards ask people to text a photo of a label. When someone texts you from a card, answer their question. Before you add them to any marketing texts later, read our free guide Texting Customers Without Breaking the Rules.



Part 1

Before you mail

1 Every Door Direct Mail, in plain words

The idea. Every Door Direct Mail (EDDM) is the post office's way to mail a card to every address on the mail routes you pick, without buying a list. You don't need names or addresses. Each card is addressed to "Postal Customer." Here's what the USPS page says today (USPS, Every Door Direct Mail, usps.com):

- **Who it's for.** EDDM Retail is the version for small businesses. You need a free USPS.com account and no special mailing permit.
- **How many.** At least 200 and up to 5,000 cards per day per ZIP Code.

- **What it costs.** Postage is currently $0.26 a card for EDDM Retail (USPS, usps.com). Printing is extra.
- **How you pick.** In the EDDM Online Tool, search an address or ZIP Code, then open the route table. You can filter routes by residential count, age, household size and income, from Census data.
- **Size.** Not every card size qualifies. Check yours with the Mailpiece Size Checker in the tool before you print.
- **Drop-off.** Bundle the cards in stacks of 50 to 100, put a facing slip on each bundle, and bring them to the post office with PS Form 3587.
- **People who opt out.** The facing slip has a "Do Not Deliver Address" column. If a homeowner asks you to stop mailing them, list their address there.

EDDM mails whole routes, not a circle on a map. That fits install-nearby, season, weather, proof and offer cards. New homeowner cards and past-customer cards go to people you choose, so they need addresses and a stamp, or a printer's addressed mailing service.

GTL estimate: expect only a few calls per thousand cards from a single mailing. Mailing the same routes more than once, just before the hot or cold season, does better.

Example (sample numbers). A made-up company replaces a 14-year-old system in a subdivision built in 2011. That subdivision fills two mail routes with 1,320 homes. Postage at $0.26 a card comes to $343, plus printing. They mail the same routes in April with a tune-up card.

Do it in 24 hours

- [ ] Make a free USPS.com account and open the EDDM Online Tool.
- [ ] Search the address of your last new-system install and open the route table.
- [ ] Write down the residential count for that route and the one next to it.
- [ ] Ask a local printer for an EDDM-size card quote, and check the size in the Mailpiece Size Checker.

2 What makes a card get read

The idea. A postcard gets a few seconds between the mailbox and the trash can. GTL estimate: in that time, a homeowner reads the headline, glances at the photo and maybe sees the number. So build the card around those three things.

- **The headline is about them.** Their street, their system's age, this week's weather. "We just put a new system in a home on [street]" beats "[business]: Comfort Solutions for Every Season."
- **One offer.** A tune-up price, or a free age check, or a second opinion. Not all three.
- **The phone number, big.** As big as your business name, on both sides. This is the card they'll look for when the AC quits.
- **A real photo.** A clean outdoor unit, a tech at a furnace, a swollen part you replaced. Not a stock photo of a family on a couch under a snowflake.
- **A reason to call now.** The first hot week, the first cold week, tune-up dates filling.

- **Who you are.** Your name, "Heating and cooling," and your license number where your state requires it.

Leave off the list of every brand and service, slogans, social icons and small print.

Example. A made-up company's old card listed "AC, Heating, Heat Pumps, Ductless, Air Quality, Water Heaters, Commercial" around a stock photo of a thermostat. The new card says "Same builder, same year, same AC?" over a photo of a data plate, "Text us a photo of yours and we'll tell you its age," and the number in big type.

Do it in 24 hours

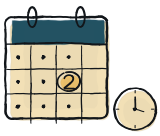
- [ ] Pick one card from this pack and write your version in under 30 words on the front.
- [ ] Make the phone number at least as big as your business name.
- [ ] Save three photos from this month's jobs: an install, a part you replaced, a tech at work.

or we can do it for you

Free sample: Your ad, designed and shown on the card

Neighborhood postcard is $400 a month, with a 7-day full refund.

Neighborhood postcard: growthatlocal.com/services/neighborhood-postcards



Part 2

Cards for the street

3 You just finished an install nearby (cards 1 to 4)

When to use it. In the week after a new-system install or a big repair, to the routes around it. Mail every door.

The idea. Central air conditioners often last 7 to 15 years, furnaces 15 to 25, and heat pumps 10 to 15 (InterNACHI life expectancy chart, nachi.org). On a street of same-age homes, one replacement means the neighbors are inside that range too. The card tells them, honestly, without a scare.

Example cards (made up).

Card 1. Headline:
"We just put a new system in a home on [street]."

Body:
"Homes here got their first systems around the same years. If yours is the same age, we'll tell you honestly how much life it has left."

Call:
"Call or text [phone]."

Photo:
The finished outdoor unit on a clean, level pad.

Card 2. Headline:
"Sorry about our truck on [street] on [day]."

Body:
"We were putting in a new system next door. If yours is making new noises or running longer than it used to, ask for a free look while we're nearby."

Call:
"[phone]"

Photo:
Your install truck parked neatly at the curb.

Card 3. Headline:
"Same builder, same year, same AC?"

Body:
"Homes in [neighborhood] went up around [year]. Central ACs often last 7 to 15 years (InterNACHI). Text us a photo of your outdoor unit's label and we'll tell you its age."

Call:
"Text the photo to [phone]."

Photo:
The data plate on an outdoor unit, with the date code circled.

Card 4. Headline:
"A no-cool call on [street], fixed in an hour."

Body:
"It was a worn-out part that often fails on systems this age. A tune-up catches it before the hottest day of the year."

Call:
"Book a tune-up: [phone]."

Photo:
A tech holding the old swollen part next to the new one.

Do it in 24 hours

- [ ] Pick your last three installs in neighborhoods built within a few years of each other.
- [ ] Find their routes in the EDDM tool.
- [ ] Print ten door hangers for install days: "Sorry for the truck. We're putting in a new system next door. Questions? [phone]."

4 Season reminders (cards 5 to 8)

When to use it. Six weeks before your first usual hot week and first cold week, and in the quiet spring and fall weeks between. Mail every door on routes with older systems.

The idea. Nobody thinks about the AC in April. A season card books your tune-ups before the first hot week fills the schedule, and fills the shoulder weeks with the jobs you never have time for in summer.

Example cards (made up).

Card 5. Headline:
"Tune-up dates open now. Book before the first hot week, not during it."

Body:
"We clean the coils, test the parts that fail first, and tell you what we find in plain words."

Call:
"Call or text [phone]."

Photo:
A tech rinsing an outdoor coil with a hose.

Card 6. Headline:
"Heating check before the first cold week."

Body:
"We test the furnace and the CO alarms, and tell you how many winters it has left."

Call:
"Book it: [phone]."

Photo:
A tech with a flashlight at an open furnace.

Card 7. Headline:
"One room always too hot or too cold?"

Body:
"It's often the ducts, a blocked return or a thermostat in the wrong spot. We'll find the cause in one visit, in our quiet weeks."

Call:
"[phone]"

Photo:
A tech checking a duct run in an attic.

Card 8. Headline:
"Allergy season is coming. Is your system helping?"

Body:
"A clogged filter or a dirty coil moves dust around the house. We'll check both and tell you what would help in your home, with no gadget pitch."

Call:
"Call or text [phone]."

Photo:
A new filter held next to an old grey one.

Do it in 24 hours

- [ ] Write your first usual hot week and first cold week on a calendar.
- [ ] Count back six weeks from each and put "mail tune-up card" on those dates.
- [ ] In the EDDM tool, pick routes with homes built 10 to 20 years ago near your best jobs.

5 After a heat wave or cold snap (cards 9 to 11)

When to use it. In the days after the first heat wave or the first hard cold, to the routes that called you most. The card lands while they remember how the house felt.

The idea. A heat wave or a cold snap shows which systems are tired. Some owners got through it but noticed the house never felt right. The card names that feeling and offers a check before the next one.

Example cards (made up).

Card 9. Headline:
"Did your AC struggle in last week's heat?"

Body:
"If it ran all day and the house still felt warm, something's off: a dirty coil, low refrigerant or a tired part. We'll find out before the next hot spell."

Call:
"Call or text [phone]."

Photo:
A thermostat showing a high indoor temperature.

Card 10. Headline:
"Did the cold snap find your furnace's weak spot?"

Body:
"Short cycling, cold air or a strange smell are worth a check before the next cold week. If you smell gas, leave the house and call your gas company first."

Call:
"Book a heating check: [phone]."

Photo:
A tech kneeling at a furnace with the panel off.

Card 11. Headline:
"Heat pump running nonstop in the cold?"

Body:
"Some of that is normal in deep cold, and some isn't. We'll tell you which, and set it up for the rest of the winter."

Call:
"[phone]"

Photo:
A heat pump outdoor unit with light frost on it.

Do it in 24 hours (after the heat wave or cold snap)

- [ ] List the streets your calls came from that week.
- [ ] Pick those routes in the EDDM tool and mail within a few days.
- [ ] Keep the card calm: what to notice, and that you can check it.



Part 3

Cards for people you pick

6 New homeowners (cards 12 to 14)

When to use it. In the first few months after a home sells. These go to named addresses, not every door.

The idea. A new owner inherited a system they know nothing about: its age, its filter size, its last service. GTL estimate: the first three months are the best time to reach them, before the first hot or cold week sends them searching. Find recent sales in your county's property records, or buy a new-mover list from a mailing list company, and mail with a stamp.

Example cards (made up).

Card 12. Headline:
"Just moved in? Find out how old your heating and cooling are."

Body:
"Text us a photo of the labels on the outdoor unit and the furnace. We'll tell you the age and about how much life it has."

Call:
"Text [phone]."

Photo:
Two data plates side by side, date codes circled.

Card 13. Headline:
"Welcome to [neighborhood]. Your first tune-up is on us."

Body:
"We'll check the system you inherited and show you where the filter goes and what size it takes."

Call:
"Book it: [phone]."

Photo:
A tech and a new owner standing at the furnace.

Card 14. Headline:
"Save this before the first hot day."

Body:
"When the AC quits in July, every company's phone rings at once. Keep a local number on the fridge."

Call:
"[phone]. [business], license [license number]."

Photo:
None. Print this one as a peel-off magnet with the number in big type.

Do it in 24 hours

- [ ] Search your county property records or assessor site for recent sales in neighborhoods built 10 or more years ago.
- [ ] Or ask a local printer which new-mover list they use and what it costs.
- [ ] Pick one card and print a first batch of 50 to mail with stamps.

7 Win back past customers (cards 15 to 18)

When to use it. Before each tune-up season, to your own customer list, using the install or last service date. These go to named addresses.

The idea. Your best calendar is equipment age and last service date. A card with their own system's year on it beats any generic reminder.

Example cards (made up).

Card 15. Headline:
"Your AC turned [number] this year."

Body:
"We put it in in [year]. Central ACs often last 7 to 15 years (InterNACHI). Want an honest look at how much life is left?"

Call:
"Call [your name] at [phone]."

Photo:
Their own install, from your job file.

Card 16. Headline:
"Your last tune-up with us was [season] [year]."

Body:
"Want this year's booked before the first hot week? Past customers get first pick of days."

Call:
"Call or text [phone]."

Photo:
A tech at an outdoor unit on a spring morning.

Card 17. Headline:
"We quoted your new system in [month]. Still deciding?"

Body:
"Your quote is on file. We'll lay out repair and replace side by side, with photos of what we found, so you can choose."

Call:
"[phone]"

Photo:
Two printed prices side by side on a kitchen table.

Card 18. Headline:
"Check the sticker on your furnace."

Body:
"It shows the date we last serviced it. If that's more than a year ago, call the number on the sticker."

Call:
"[phone]"

Photo:
Your service sticker on a furnace, with a date written on it.

Do it in 24 hours

- [ ] Export every customer with an address, install year and last service date.
- [ ] Pull systems 10 or more years old, and customers with no tune-up in 18 months.
- [ ] Pick one group and one card, and mail the first 25.



Part 4

Cards that make the call easy

8 Reviews and proof (cards 19 to 21)

When to use it. Mixed in with your other mailings to the same routes, so the second or third card they see has proof on it.

The idea. The fear behind most HVAC calls is "they'll try to sell me a new system." Real reviews that say you repaired instead of replaced answer it. Two rules. Use only real reviews, word for word, with the customer's yes to use their first name; the FTC's rule on consumer reviews bans fake ones in ads (FTC rule, 16 CFR Part 465, govinfo.gov). And never offer anything in return for a review; Google treats that as rating manipulation and removes those reviews (Google Maps content policy, support.google.com).

Example cards (made up).

Card 19. Headline:
"What your neighbors say about [business]."

Body:
One real review, word for word, with the customer's first name and street area. Pick one that says you fixed it when they expected a sales pitch.

Call:
"[phone]"

Photo:
The tech named in the review, with their OK.

Card 20. Headline:
"[number] homes in [neighborhood] on our tune-up list."

Body:
"Every dot on the back is a neighbor who has us check their system each year. Join them before the first hot week."

Call:
"[phone]"

Photo:
A simple map of the neighborhood with a dot for each customer. No addresses.

Card 21. Headline:
"Thanks for having us in your home."

Body:
"A Google review helps your neighbors find a company they can count on. Scan the code to leave one, good or bad. If anything isn't right, call me directly."

Call:
"[your name], [phone]."

Photo:
The tech who did the job, in front of the truck.

Card 21 goes to your own customer a few days after the job. Mail it to every customer, not only the happy ones.

Do it in 24 hours

- [ ] Pick three real reviews that mention an honest repair, a fair price or a fast fix.
- [ ] Ask each customer if you can print it with their first name.
- [ ] Count your tune-up customers by neighborhood for card 20, using only numbers you can show.

9 Offers (cards 22 to 25)

When to use it. When you want booked work inside a set window: tune-up season, the shoulder weeks, or a slow month for replacements.

The idea. One offer, a real end date, and nothing hidden. Two money rules. Don't print a federal tax credit on an AC or heat pump: the IRS says the home improvement credit covers property placed in service through the end of 2025 (IRS, Energy Efficient Home Improvement Credit, irs.gov). Check your utility and state before you print any rebate. And if you mention financing, "payment options" is safe to print, but a monthly payment amount or the number of payments means you must print the full terms too, under federal credit ad rules (CFPB, Regulation Z 1026.24, consumerfinance.gov).

Example cards (made up).

Card 22. Headline:
"Spring tune-up booked by [date]: $79."

Body:
"Coils cleaned, parts tested, and a plain-words report on how your system is doing."

Call:
"Call or text [phone]."

Photo:
A tech with a checklist at an outdoor unit.

Card 23. Headline:
"Join our plan by [date]. Two tune-ups a year, first in line."

Body:
"Members get a spring and fall visit, and first booking when the weather turns."

Call:
"Ask about the plan: [phone]."

Photo:
A tech placing a plan sticker on a furnace.

Card 24. Headline:
"A new system, with payment options."

Body:
"Ask us how monthly payments would work, and we'll show you the full terms in writing before you decide."

Call:
"[phone]"

Photo:
A finished install, outdoor unit and clean line set.

Card 25. Headline:
"Told you need a new system? Get a free second look."

Body:
"We'll check it and tell you plainly whether a repair makes sense. If it doesn't, we'll show you why."

Call:
"Call or text [phone]."

Photo:
A tech with a flashlight and a meter at an outdoor unit.

Do it in 24 hours

- [ ] Choose one offer you can afford on every job it brings in.
- [ ] Set an end date two to three weeks after the cards land.
- [ ] Take any tax credit off the card, and read it for payment terms before it prints.

or we can do it for you

Free sample: Your ad, designed and shown on the card

Neighborhood postcard is $400 a month, with a 7-day full refund.

Neighborhood postcard: growthatlocal.com/services/neighborhood-postcards



Your first 24 hours, in one list

If you only do five things this week, do these:

- [ ] Find the routes around your last install in the EDDM tool (section 1).
- [ ] Write one card with the phone number as big as your name (section 2).
- [ ] Mail card 1 or 3 to the routes around that install (section 3).
- [ ] Put "mail tune-up card" six weeks before your first hot week (section 4).
- [ ] Pull systems 10 or more years old for card 15 (section 7).



Where to go next

This pack comes from The HVAC Marketing Playbook, our free guide to the whole job of getting more heating and cooling calls: your website, your Google profile, reviews, posts, follow-up, postcards and both peak seasons.

Before you mail, our free postcard return calculator shows how many jobs a mailing would need to bring in to pay for itself.



If you'd rather hand it off

Grow That Local designs ads for local businesses and puts them in mailboxes on the streets you want. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Neighborhood postcard. Free sample: your ad, designed and shown on the card. Neighborhood postcard is $400 a month, with a 7-day full refund.

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.

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.

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

Each was checked on 2026-11-12:

1. USPS, "Using Every Door Direct Mail": EDDM Retail needs a USPS.com account and no special permit; at least 200 and up to 5,000 pieces per day per ZIP Code; currently $0.26 a piece for Marketing Mail flats up to 3.3 ounces; addressed to "Postal Customer"; routes filtered by residential count, age, size and income; Mailpiece Size Checker; bundles of 50 to 100 with a facing slip and PS Form 3587; the "Do Not Deliver Address" column. usps.com (section 1)
2. 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 (sections 3, 7)

Rules cited (not statistics):

- IRS, Energy Efficient Home Improvement Credit: covers property placed in service from January 1, 2023 through December 31, 2025. irs.gov (section 9)
- FTC rule on the use of consumer reviews, 16 CFR Part 465 (effective October 21, 2024): bans fake or false consumer reviews. govinfo.gov (section 8)
- Google Maps user-contributed content policy: no incentives for reviews, no selectively asking for positive ones. support.google.com (section 8)
- CFPB, Regulation Z 1026.24: a payment amount, number of payments, down payment or finance charge in a credit ad triggers more disclosures. consumerfinance.gov (section 9)

GTL estimates

These are our own judgment, not measured facts:

1. A single mailing brings only a few calls per thousand cards, and repeat mailings just before each season do better (section 1). Reasoning: a new system is a rare purchase, so only the few homes with a dying unit that month act, and the next card reaches the ones whose unit fails later.
2. A card gets a few seconds between the mailbox and the trash (section 2). Reasoning: most people sort mail standing up, and a card with nothing for them in the headline goes straight in the bin.
3. Mail within a week of an install (section 3). Reasoning: the neighbors saw the truck and the old unit on the curb that week, so the card lands while they're thinking about their own.
4. Tune-up cards go out about six weeks before the first hot or cold week (section 4). Reasoning: early enough to fill the schedule before the rush, close enough that the season is on their mind.
5. Weather cards go out within a few days (section 5). Reasoning: owners remember how the house felt for about a week, then forget until the next one.
6. The first three months are the best time to reach a new homeowner (section 6). Reasoning: in those months they're still finding their trades, and the first company that checks the system often keeps it.
7. An offer should end two to three weeks after the cards land (section 9). Reasoning: long enough to call after a weekend, short enough that it doesn't get put off.

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.

Grow *That* Local