Grow That Local

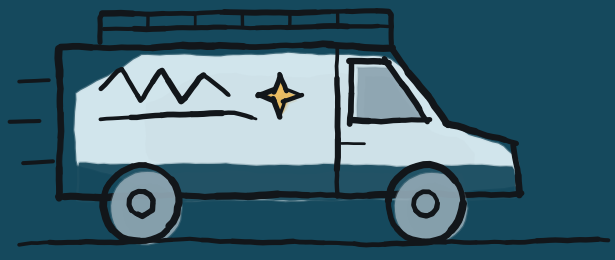
*a free guide*

# 5 wins in 24 hours for an HVAC company

**Five small jobs for today, and something you can see tomorrow.**

For HVAC business owners with a few hours today.

- 5 short sections
- 20 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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# Contents

**Before you start: how this guide works** 3

*Part 1* **Five wins for today** 3

1 Post today's wait on your Google profile 3
2 Make your missed-call text ask "no heat or no AC?" 4
3 Ask for the review once the house feels right again 4
4 Text every new-system quote that went quiet 5
5 Text 25 customers who missed their last tune-up 6

**Your first 24 hours, in one list** 7

**Where to go next** 8

**If you'd rather hand it off** 9

**Sources** 10

**GTL estimates** 10

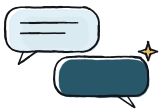
# Before you start

These are the five fastest things a heating and cooling company can do today that show up tomorrow: a Google profile that looks open, missed calls sorted by urgency, new reviews, open replacement quotes that start talking again, and old customers booked for a check.

Each one has the idea, a short example and a checklist. All five together take about three hours, and none of them costs money.

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, reviews or results.



*Part 1*

# Five wins for today

## 1 Post today's wait on your Google profile

**The idea.** On the first cold night, someone searches "furnace repair near me" and sees five profiles. Four show photos from two years ago. Yours shows a post from this morning: "Booking furnace repairs today, wait is about one day." That's the profile that looks open and honest, and it's the one they call.

Google profile posts are free and show right on your profile. Use them as a weather board: what you're booking, today's wait, and what to check before calling.

**Check tomorrow.** Look up your business on Google from your phone. Your post should show on the profile.

**Example.** A made-up company's posts for one cold week:

> **Monday (forecast says 15 degrees by Thursday):**
> **"Cold coming Thursday. Book your furnace check now and skip the rush."**
>
> **Thursday morning:**
> **"Booking no-heat calls today. Current wait about one day."**
>
> **Saturday:**
> **"Thanks for your patience this week. Wait is back to same day."**

**Do it in 24 hours**

- [ ] Post one update on your Google profile today: what you're booking and how soon.
- [ ] Write three weather posts now (cold coming, booking today with the wait, thank you) and save them on your phone.
- [ ] Upload five recent install or repair photos. Check that none shows a house number or street sign.
- [ ] Set a reminder to post whenever the forecast swings hard.

## 2 Make your missed-call text ask "no heat or no AC?"

**The idea.** Your techs can't answer from an attic. A family with no heat calls the next company on the list. In a well-known Harvard Business Review study, companies that contacted a lead within an hour were nearly seven times more likely to qualify that lead than those that waited longer, and 23% never responded at all (HBR, "The Short Life of Online Sales Leads," 2011, hbr.org). The study is older and wasn't about HVAC, but the lesson fits.

The text can do more than say sorry. It can sort the calls, so the house with a newborn and no heat gets seen before the tune-up.

**Check tomorrow.** Have someone call your business line while you don't pick up. They should get your text within a minute.

**Example.** An automatic text sent when you miss a call:

> **Sorry we missed you. We're probably on a job. Reply 1 if you have no heat or no AC, 2 for anything else. If someone at home is elderly, a baby, or has a health condition, tell us and we'll move you up.**

**Do it in 24 hours**

- [ ] Turn on missed-call text-back on your business line (most phone systems and apps offer it).
- [ ] Use the text above, or your own version that asks "no heat or no AC?"
- [ ] Decide who checks messages on hot and cold days, and how often.
- [ ] Call back every missed call from last week today.

## 3 Ask for the review once the house feels right again

**The idea.** Reviews decide which HVAC company gets called. In BrightLocal's 2026 survey, 97% of consumers said they read reviews for local businesses, and 74% look for reviews from the last three months (BrightLocal Local Consumer Review Survey 2026, brightlocal.com).

HVAC has a timing twist. Right after a repair, the house is still cold. An hour later it's warm, and the homeowner is relieved. Ask then. And ask "is it OK?" first, so a problem reaches you before it reaches Google.

**Check tomorrow.** Open your Google profile and count the new reviews. That's your number to beat next month.

**Example.** A text sent to a customer from last week:

> **Hi, it's (company) Heating and Air. Is the house staying warm? If anything's off, reply here and we'll sort it. If it's all good, a quick Google review helps a small company like ours a lot: (your review link)**

**Do it in 24 hours**

- [ ] Get your Google review link from your profile (look for "Ask for reviews" or "Share review form").
- [ ] Save the text above in your phone or your scheduling software.
- [ ] Text it to every customer whose job you finished in the last 30 days.
- [ ] From now on, send it about an hour after every job closes.

## 4 Text every new-system quote that went quiet

**The idea.** A new system is a big decision, and it often waits while the old unit limps along. The homeowner is comparing quotes, waiting on a rebate, or hoping for one more season. A polite follow-up brings many of them back, and the best one goes out right before the weather turns.

GTL estimate: three follow-ups over a month, plus one more before the next hot or cold season, is a good default. A homeowner who waited thinks again when the first frost or heat arrives.

**Check tomorrow.** Count the replies. Each one is a replacement that's still alive.

**Example.** A made-up company's follow-ups:

> **Day 2:**
> **"Just checking you got the quote OK. Any questions about the options?"**
>
> **Day 7:**
> **"Want us to walk you through the payment options or any rebates in your area?"**
>
> **Before the season:**
> **"Cold weather's a few weeks out. If you want the new system in before the rush, we have install days open now."**

**Do it in 24 hours**

- [ ] Pull every new-system quote from the last 12 months that didn't turn into a job.
- [ ] Send each one a friendly check-in text today, if they've agreed to texts.
- [ ] Set reminders for day 2, 7 and 30 on every new quote.
- [ ] Put a "before the season" reminder in your calendar for every open quote.

## 5 Text 25 customers who missed their last tune-up

**The idea.** Every system you've touched is a calendar of future work. The two best lists are customers who missed their last tune-up and customers with the oldest equipment you've serviced. A short, honest text puts you on their schedule before something breaks.

Only text people who've agreed to hear from you. Federal rules require consent for marketing texts, and you must stop when someone replies STOP (FCC, fcc.gov). If you're unsure, ask a lawyer.

**Check tomorrow.** Count the replies and put each booking on next week's schedule.

**Example.** A text to a customer who skipped last fall's check:

> **Hi, it's your heating and air company. We didn't see you for a furnace check last year. Want us to look it over before the cold sets in? We're in your area next week.**

**Do it in 24 hours**

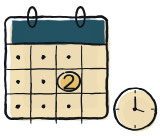
- [ ] Pull 25 customers who missed their last tune-up or have the oldest systems you've serviced.
- [ ] Check which of them have agreed to texts.
- [ ] Send the check-in text above to those customers today.
- [ ] From now on, write down the equipment age on every visit.

*or we can do it for you*

**Free sample: Your first 25 customers texted**

Win-back texts is $100 a month, with a 7-day full refund.

**Win-back texts: growthatlocal.com/services/win-back-texts**



# Your first 24 hours, in one list

If you do these five today, you'll have something to look at tomorrow:

- [ ] Post today's wait on your Google profile (section 1).
- [ ] Turn on a missed-call text that asks "no heat or no AC?" (section 2).
- [ ] Text your review link to every customer from the last 30 days (section 3).
- [ ] Follow up every open new-system quote (section 4).
- [ ] Text 25 customers who missed their last tune-up (section 5).

Tomorrow, write down three numbers: new reviews, replies to your quote texts, and tune-ups booked. Check the same three next week.



# Where to go next

These five wins come from The HVAC Marketing Playbook, our free 36-section guide to the whole job of getting more heating and cooling calls: your website, your Google profile, reviews, posts, email, search, follow-up, heat waves and cold snaps, maintenance plans, repair or replace, rebates and tracking.

Pick the part that hurts most and do its checklist next week.



# 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: Win-back texts. Free sample: your first 25 customers texted. Win-back texts is $100 a month, with a 7-day full refund.**

**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.

**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.

**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. Harvard Business Review, "The Short Life of Online Sales Leads" (2011): contacting within an hour made qualifying a lead nearly 7 times more likely. hbr.org (section 2)
2. Same study: 23% of companies never responded to the lead. (section 2) (hbr.org)
3. BrightLocal Local Consumer Review Survey 2026 (1,002 US adults, published Feb 2026): 97% read reviews for local businesses. brightlocal.com (section 3)
4. Same survey: 74% look for reviews from the last three months. (section 3) (brightlocal.com)

**Rules and guidance cited (not statistics):**

- FCC, unwanted robocalls and texts, consent and STOP: fcc.gov (section 5)

# GTL estimates

**These are our own judgment, not measured facts:**

1. All five wins together take about three hours (before you start). Reasoning: each is a post, a setting or a short list of texts from your phone, and none needs new software beyond the text-back setting.
2. Three follow-ups over a month on quiet new-system quotes, plus one before the next season (section 4). Reasoning: one message is easy to miss and more than three in a month feels pushy, but a homeowner who waited thinks again when the weather turns.

*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