Grow That Local

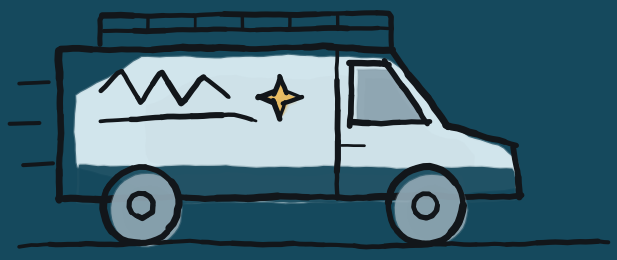
a free guide

When your town searches for HVAC: your busy season calendar

Which months people near you search for heating and cooling help most, from four years of Google search data, and what to do six weeks before, during and after each rush.

For HVAC business owners who plan around the seasons.

- 14 short sections in 6 parts
- 46 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

HVAC has a summer peak and a winter peak, and the slow weeks between them are where most shops lose money. This calendar shows exactly when each one comes in your region. We pulled Google's monthly search estimates for 28 searches people use when they need heating or cooling help ("ac repair," "furnace repair," "ac not cooling," "heat pump repair" and more) for every month from November 2022 to October 2026. We did it for the whole US, all 50 states and DC, 10 regions, and 10 Southeast metro areas.

How to read the numbers. Each month is compared with an average month in the same year. "+34%" means about 34% more HVAC searches than an average month. "-18%" means about 18% fewer. "Swing" is the busiest month divided by the slowest: a swing of 1.63 means the top month gets about 1.6 times the searches of the bottom month. Across the US, people make about 1,817,199 HVAC searches a month on these terms.

The limits, in plain words:

- **These are searches, not jobs or leads.** A broken AC in July is searched and booked the same day. A new system is shopped for weeks.
- **Google's numbers are estimates, rounded into steps.** Google says its monthly search figure is an average for a search and its close variants (Google Ads Help, support.google.com), so "ac repair" and "air conditioner repair" share one number. We counted each shared number once. Small states and small searches are rough, and we mark them "rough" where the numbers are small.
- **October 2026 is left out.** Google's newest month runs high, so we kept it out of every number here.
- **March 2025 and July 2024 look high in every trade we checked,** hair salons included. We treat them as reporting bumps, not real spikes, and our method smooths them out.
- **Year-over-year falls aren't demand falls.** Google's yearly totals are lower for almost every trade we checked. That reflects how Google reports searches, and searches moving to Maps and chat assistants, not fewer customers. So we only compare months within the same year.
- **Weather years differ.** A heat wave or a cold snap can make a month. Where it moves, we say "usually."

Every figure about HVAC searches comes from one source: GTL analysis of Google Ads search estimates, November 2022 to October 2026. Every example is made up to show the idea. Where a checklist says to text customers, text only people who've agreed to hear from you by text, and stop when they ask. Our free texting rules guide has the details.



Part 1

Your year at a glance

1 The HVAC calendar, month by month

The idea. Across the US, HVAC searches are below average from January to May, jump in June, peak in July, and have a second, smaller rise in October. November and December are the quietest. The table shows the whole US, the region that differs most from it (the Great Lakes and Upper Midwest, where heating keeps winter busy), and the Southeast, where summer is bigger still. We left Alaska and Hawaii out of that choice because their numbers are small.

Month	Whole US	Great Lakes and Upper Midwest	Southeast and Upper South	Do this month
January	-8%	-2%	-13%	Cold snap calls. Answer the same day.
February	-13%	-20%	-17%	The lull starts. Sell maintenance plans.
March	-12%	-20%	-16%	Book spring AC tune-ups.
April	-13%	-18%	-14%	Mail the AC postcard. Hire for summer.
May	-4%	-8%	-6%	AC searches start climbing. Staff up.
June	**+21%**	**+21%**	**+28%**	AC rush. No missed calls.
July	**+34%**	**+20%**	**+42%**	Top month. No-cooling calls first.
August	+9%	-6%	**+17%**	Quote replacements for fall installs.
September	-8%	-21%	-7%	Quiet. Book furnace tune-ups.
October	+5%	**+13%**	0%	Heating starts. Tune-ups and installs.
November	-18%	-8%	-26%	Slowest month. Follow up open quotes.
December	-17%	-4%	-21%	Cold snap kit ready. Holiday hours posted.

Bold figures are months at least 10% busier than average.

Example (sample numbers). A made-up HVAC company in Wisconsin sees October run above average in its region. They used to treat fall as slow. Now they mail a furnace tune-up postcard in early September.

Do it in 24 hours

- [ ] Find your region in section 3, and your metro area in section 4 if you're in the Southeast.
- [ ] Circle your busiest months on a paper calendar, summer and winter.
- [ ] Count back six weeks from each and write "get ready" on that date.
- [ ] Compare with your own call log. Your phone is the final word for your town.

2 Your busy and slow months, and how sure we are

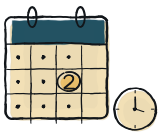
The idea. Across the US, the busiest months are July, June and August. The slowest are November, December and April. July runs 34% above an average month and June 21% above. November runs 18% below. The swing is 1.63.

July wins most years: July 2023; July 2024; March 2025 (the reporting bump, so skip it); July 2026. The second peak is heating. October runs 5% above average, then furnace and heat pump searches climb again into January.

Example (sample numbers). A made-up HVAC owner runs 6 techs year round. In July they could use 8. In April and November they need 4. They sell maintenance plans in the slow months so the quiet weeks have booked tune-ups in them.

Do it in 24 hours

- [ ] Write your year on one line: "Cooling: June to August. Heating: October and the cold snaps. Lull: February to May, and November."
- [ ] Check last year's call log for July and January. Which was bigger for you?
- [ ] Count your maintenance plan customers. They are what fills the lull.



Part 2

Your region and your town

3 How the season changes by region

The idea. Summer is the peak in nearly every region. It swings hardest in the Great Plains (2.01), the Desert Southwest (1.97) and the Southeast (1.93). In the Southeast and Upper South, July runs 42% above average. In the Gulf Coast and Florida, August is nearly as high as July. In the Great Lakes and Upper Midwest, summer is shorter and October runs 13% above average, so heating matters more there.

Region	Busiest months	Slowest months	Top month vs average	Swing
Whole US	Jul, Jun, Aug	Nov, Dec, Apr	Jul (+34%)	1.63
New England	Jul, Jun, Oct	Dec, Nov, Sep	Jul (+37%)	1.66
Mid-Atlantic	Jul, Jun, Oct	Mar, Nov, Feb	Jul (+44%)	1.72
Great Lakes and Upper Midwest	Jun, Jul, Oct	Sep, Feb, Mar	Jun (+21%)	1.53
Great Plains	Jul, Jun, Aug	Feb, Nov, Dec	Jul (+40%)	2.01
Southeast and Upper South	Jul, Jun, Aug	Nov, Dec, Feb	Jul (+42%)	1.93
Gulf Coast and Florida	Jul, Aug, Jun	Dec, Nov, Jan	Jul (+30%)	1.83
Mountain West	Jul, Jun, Jan	Nov, Apr, Mar	Jul (+35%)	1.77
Desert Southwest	Jul, Mar, Jun	Dec, Feb, Nov	Jul (+39%)	1.97
Pacific West	Jul, Aug, Oct	Dec, Nov, Apr	Jul (+39%)	1.71
Alaska and Hawaii	Oct, Aug, Jul	Apr, May, Feb	Oct (+22%)	1.45

Regions are groups of states. "Top month vs average" is that region's busiest month and how far above an average month it runs. Alaska and Hawaii have small numbers, so treat their row as a rough guide.

Example (sample numbers). A made-up HVAC company in Texas reads the Gulf Coast row: June, July and August are all busy, and August runs nearly as high as July. They plan AC staffing for three full months, not one, and keep heating work light.

Do it in 24 hours

- [ ] Find your region's row. Write down its busiest and slowest months.
- [ ] If October is in your top three, plan a fall heating push as a second season.
- [ ] If your swing is near 2, plan your summer staffing well ahead.

4 The Southeast metro areas

The idea. Searches here are counted for each TV market, which is wider than the city itself. Summer hits hardest in the Deep South. In Little Rock, July runs 66% above average, with a swing of 2.90. In Montgomery, the swing is 2.91. Louisville is different: its top month is October, 34% above average.

Metro area (TV market)	Busiest months	Slowest months	Top month vs average	Swing
Montgomery	Jul, Jun, Aug	Dec, Nov, Feb	Jul (+58%)	2.91
Little Rock	Jul, Jun, Aug	Dec, Nov, Feb	Jul (+66%)	2.90
Jackson, MS	Jul, Aug, Jun	Dec, Feb, Nov	Jul (+57%)	2.58
Birmingham	Jul, Aug, Jun	Nov, Feb, Dec	Jul (+48%)	2.18
Huntsville-Decatur	Aug, Jul, Jun	Nov, Dec, Oct	Aug (+38%)	2.15
Memphis	Jul, Jun, Aug	Nov, Dec, Feb	Jul (+38%)	2.13
Louisville	Oct, Jul, Jun	Nov, Feb, Sep	Oct (+34%)	1.98
Nashville	Jul, Jun, Aug	Nov, Feb, Apr	Jul (+40%)	1.92
Tulsa	Sep, Aug, Jan	Mar, Nov, Apr	Sep (+22%)	1.72
Lexington	Jul, Feb, Jun	Sep, May, Nov	Jul (+19%)	1.64

Sorted from the biggest swing to the smallest.

Example (sample numbers). A made-up HVAC company in Jackson, MS sees July 57% above average and December 39% below. They book all staff vacations for December and February, and none from June to August.

Do it in 24 hours

- [ ] Find your metro area's row, or the nearest one.
- [ ] Note its two slowest months. Plan time off, training and truck repairs there.
- [ ] If your town isn't listed, check your state's pattern in Google Trends (section 5).



Part 3

The early signals

5 The searches that rise first

The idea. Upkeep searches rise before repair searches. Watch them and you'll see each season coming. We ran the same method on each HVAC search across the US:

Search	When it rises	Its top month	Top month vs its average
ac tune up	April	June	+93%
new ac unit	May	July	2.1 times
ac not cooling	May	July	2.3 times
ac repair	May	July	+78%
mini split installation	May	July	+76%
furnace tune up	September	October	2.9 times
furnace installation	September	October	+72%
furnace repair	October	January	+57%
heat pump repair	October	January	2.1 times

"AC tune up" is the first summer search to move: 43% above its average in April, three months before AC repair peaks in July. In fall, "furnace tune up" goes from 15% above its average in September to 2.9 times its average in October. "Heat pump repair" runs 2.1 times its average in January, when cold snaps test systems.

To watch your own state, look up "ac tune up" and "furnace tune up" in Google Trends (trends.google.com). Trends shows interest on a 0 to 100 scale compared with all searches in that place and time, not a count of searches (Google Trends Help, support.google.com).

Example (sample numbers). A made-up HVAC owner checks Google Trends each Monday in April. The week "ac tune up" climbs in their state, they post a tune-up offer on their Google profile and text past customers who agreed to hear from them.

Do it in 24 hours

- [ ] Open Google Trends, set it to your state and "Past 5 years."
- [ ] Add "ac tune up" and "furnace tune up." Note the month each one starts to climb.
- [ ] Put a reminder in your phone two weeks before each: "Tune-up offer goes out."



Part 4

Cooling season

6 Six weeks before cooling season: mid-April

The idea. Across the US, AC searches start climbing in May and jump in June. Six weeks before is mid-April, which is also one of the slowest months of the year, 13% below average. In the Gulf Coast and Florida, May is already above average, so start in early April there.

Example (sample numbers). A made-up HVAC company uses April to get ready for summer: a tune-up mailing, two seasonal techs hired, and a page with honest prices for common AC repairs and a new system.

Do it in 24 hours

- [ ] Book an AC tune-up postcard to land in early May.
- [ ] Text maintenance plan customers to book their spring tune-up.
- [ ] Write or update a page with honest price ranges for AC repair and replacement.
- [ ] Start hiring seasonal help now.

7 During cooling season: June to August

The idea. July runs 34% above average across the US, and "ac not cooling" runs 2.3 times its average. A house with no AC in July can't wait, and the company that answers first usually gets the job. Sort calls by urgency: no cooling first, then weak cooling, then tune-ups.

Example (sample numbers). A made-up HVAC company in Birmingham gets 40 calls on the first 98-degree day. They answer 31 live, text the other 9 back within 10 minutes with a time window, and book no-cooling calls with elderly or medical needs first.

Do it in 24 hours

- [ ] Turn on missed-call text-back so nobody waits.
- [ ] Set a call order: no cooling first, then weak cooling, then tune-ups.
- [ ] Ask every finished customer for a Google review the same day.
- [ ] Offer a maintenance plan on every repair call.

8 After cooling season: September

The idea. September drops to 8% below average across the US, and 21% below in the Great Lakes. Summer repair customers with old systems are now your best replacement leads. And September is the six-weeks-before point for heating.

Example (sample numbers). A made-up HVAC company repaired 60 systems over 15 years old this summer. In September they call each one with a replacement quote for the fall, when installs are easier to schedule. 8 sign.

Do it in 24 hours

- [ ] List every summer repair on an older system. Offer each a fall replacement quote.
- [ ] Ask summer customers for reviews if you haven't yet.
- [ ] Book your furnace tune-up postcard for mid-September.

or we can do it for you

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

Ready before your next busy month. Neighborhood postcard is $400 a month, with a 7-day full refund.

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



Part 5

Heating starts

9 Six weeks before heating season: late August

The idea. "Furnace tune up" climbs in September and peaks in October at 2.9 times its average. "Furnace installation" peaks in October too, at 72% above its average. Late August is your six-weeks-before point, while you're still busy with AC.

Example (sample numbers). A made-up HVAC company sets up the fall in one afternoon in late August: a furnace tune-up offer, a postcard booked, and a text saved for maintenance plan customers.

Do it in 24 hours

- [ ] Write a furnace tune-up offer with a price and a booking link.
- [ ] Book a postcard to land in mid-September.
- [ ] Order furnace parts and filters now, before supply gets tight.

10 During the heating start: October

The idea. October runs 5% above average across the US and 13% above in the Great Lakes. In Louisville, it's the top month of the year. Tune-ups now find the problems that become January's emergency calls.

Example (sample numbers). A made-up HVAC company does 120 furnace tune-ups in October. Their techs find 14 cracked or failing parts and write up quotes on the spot. 6 become replacements before Thanksgiving.

Do it in 24 hours

- [ ] Book tune-ups by neighborhood to keep drive time down.
- [ ] Write a clear quote on the spot for every problem a tune-up finds.
- [ ] Post one finished job a week on your Google profile.

11 After the heating start: November

The idea. November is the slowest month across the US, 18% below average, and 26% below in the Southeast. October's open quotes are still warm. This is the month to close them and to ask the year's customers for reviews.

Example (sample numbers). A made-up HVAC company has 30 open replacement quotes from September and October. In November they call each one with a fresh install date before the holidays. 7 sign.

Do it in 24 hours

- [ ] Follow up every open quote with a firm install date.
- [ ] Send a thank-you and review request to every customer from this year who hasn't left one.
- [ ] Write down your busiest months this year and compare with section 2.

or we can do it for you

Free sample: Your first 10 requests sent

Review requests is $100 a month, with a 7-day full refund.

Review requests: growthatlocal.com/services/reviews



Part 6

Winter cold snaps

12 Six weeks before the cold: mid-November

The idea. "Furnace repair" peaks in January at 57% above its average, and "heater repair" at 64%. Six weeks before is mid-November. Cold snaps come with a few days' warning, so everything has to be ready before the forecast turns.

Example (sample numbers). A made-up HVAC company sets up for winter in November: holiday hours on the Google profile, a "no heat?" text saved, heat pump and furnace parts on every truck, and an on-call schedule through New Year's.

Do it in 24 hours

- [ ] Post holiday and weekend hours on your Google profile.
- [ ] Save a "no heat?" text for past customers who agreed to hear from you.
- [ ] Stock each truck for no-heat calls.
- [ ] Set an on-call schedule through the first week of January.

13 During winter: December and January

The idea. Total HVAC searches stay below average in December and January, because cooling searches drop away. But heating searches are at their peak. "Heat pump repair" runs 2.1 times its average in January. A no-heat call on a cold night is as urgent as a no-cooling call in July.

Example (sample numbers). A made-up HVAC company in Tennessee gets 25 no-heat calls in two days during a cold snap. They answer each the same day and book the rest by neighborhood.

Do it in 24 hours

- [ ] Answer every no-heat call the same day, even if it's only to set a time.
- [ ] Put families with babies, older people and medical needs first.
- [ ] Ask every winter customer for a review once the job is done.

14 After winter: the February to May lull

The idea. February, March and April all run below average across the US. This is the longest quiet stretch of the year. It's when maintenance plans pay off: booked spring tune-ups keep techs working until the AC rush.

Example (sample numbers). A made-up HVAC company has 400 maintenance plan customers. In February they book every spring tune-up for March and April. That fills about half their tech hours in the slowest months.

Do it in 24 hours

- [ ] Book every maintenance plan customer's spring tune-up now.
- [ ] Offer a maintenance plan to every customer from the last 12 months who doesn't have one.
- [ ] Use quiet days for training and truck repairs.



Your first 24 hours, in one list

If you do these today, you'll be ready before the next rush:

- [ ] Find your region and metro area in sections 3 and 4. Circle your summer and winter peaks.
- [ ] Count back six weeks and put "get ready" dates on your calendar (section 1).
- [ ] Set up Google Trends for "ac tune up" and "furnace tune up" in your state (section 5).
- [ ] Book spring tune-ups for your maintenance plan customers (section 14).
- [ ] Turn on missed-call text-back (section 7).



Where to go next

For the posts, texts and postcards to use in each moment, read The HVAC Storm and Season Playbook. For the whole job of getting more heating and cooling calls, read The HVAC Marketing Playbook.

Two free tools go with this calendar. Your slow months shows how many jobs you're short in the quiet months and how many fill the gap. Is your business ready for busy season? gives you a score and the gaps to close first.

To see how HVAC compares with 69 other local trades, read When Customers Search: The Local Trade Season Calendar 2026.



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: 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

Every statistic above, with where it comes from:

1. GTL analysis of Google Ads search estimates, November 2022 to October 2026. Google Ads monthly search estimates for 28 HVAC searches (26 counted after Google merged close variants), for the US, all 50 states and DC, 10 regions and 10 Southeast metro areas (TV markets), pulled November 12, 2026. Each month is compared with its own year's average, and the figure for a calendar month is the middle value of four years. October 2026 is left out. (sections 1 to 14)
2. Same data, each HVAC search on its own, for the whole US, using the same method. (sections 5, 7, 9, 12, 13)

Rules, tools and guidance cited (not statistics), each checked on the official page on 2026-11-12:

- Google Ads Help, "About Keyword Planner forecasts" (average monthly searches are an average for a search and its close variants, for the location you choose): support.google.com (before you start)
- Google Trends Help, "FAQ about Google Trends data" (interest is scaled 0 to 100, relative to all searches in that place and time): support.google.com (section 5)

GTL estimates

These are our own judgment, not measured facts:

1. A broken AC in July is searched and booked the same day; a new system is shopped for weeks (before you start). Reasoning: no cooling in summer heat can't wait, and a replacement is a big purchase people compare.
2. Start getting ready six weeks before each season (sections 1, 6, 9, 12). Reasoning: postcards, hiring and parts each take a few weeks, and once the rush starts there's no time.
3. Total HVAC searches stay below average in winter because cooling searches drop away, even while heating searches peak (section 13). Reasoning: cooling searches are the bigger share of the total, and heating searches like "furnace repair" and "heat pump repair" peak in January.
4. Tune-ups in the shoulder months turn into repair and replacement work (sections 10, 14). Reasoning: a tune-up is when a tech finds worn parts, and the customer is already home and listening.
5. Maintenance plans fill the slow months (sections 2, 14). Reasoning: plan customers book tune-ups on a schedule, so the work is there even when searches are low.
6. A postcard should land two to four weeks before searches rise (sections 6, 8, 9). Reasoning: it gets your name in the house just before people start looking, without being forgotten.

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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