Grow That Local

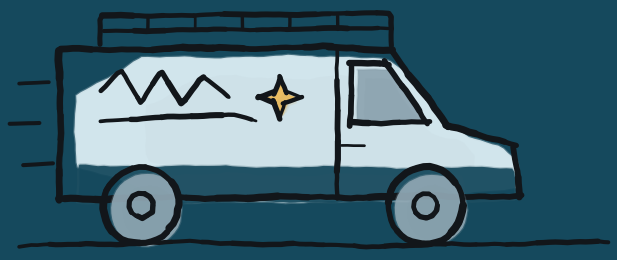
a free guide

The HVAC marketing playbook

Every step to more heating and cooling calls, one idea at a time.

For HVAC business owners who want more of the right calls.

- 36 short sections in 11 parts
- 152 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 playbook works 3

Part 1 **Start here** 3

1 Know what one household is worth over the life of its system 3

Part 2 **Your website** 5

2 Make the first screen match the weather 5
3 Pass the heat-wave phone test 5
4 Give every job you want its own page 6
5 Answer the money questions before they ask 7
6 Let people book a tune-up without calling 8

Part 3 **Your Google Business Profile** 9

7 Get the basics exactly right 9
8 Use Google posts as your weather board 9
9 Set special hours before every holiday and keep the profile safe 10

Part 4 **Reviews** 12

10 Ask for the review once the house feels right again 12
11 Answer every review, especially "they tried to sell me a new system" 12
12 Use tune-up season to keep reviews coming all year 13

Part 5 **Social media posts** 15

13 Your job photos are your content 15
14 Post the weather before it hits 15

Part 6 **Email newsletter and referrals** 17

15 Split your list by last service date 17
16 Send what the season needs 17
17 Build three referral partners who hear about broken systems first 18

Part 7 **SEO: showing up on Google** 20

18 Name the searches you want to win, in both seasons 20
19 Fix the five listings homeowners check before they let you in the house 20

Part 8 **Win-back texts and fast follow-up** 22

20 Answer in minutes, and make the missed-call text ask the right question 22
21 Follow up on every new-system quote that went quiet 22
22 Use equipment age as your calendar for old customers 23

Part 9 **On the street: postcards, stickers and trucks** 25

23 Mail the neighborhoods whose systems are the same age 25
24 Put your sticker on every unit you touch 25

Part 10 **The HVAC moments: heat, cold, emergencies, plans, seasons, replacements, rebates and air** 27

25 Get ready for heat waves and cold snaps before they come 27
26 The first 48 hours of a heat wave or cold snap 27
27 Handle the no-heat and no-AC call like an emergency room nurse 28
28 Offer the maintenance plan right after the repair 29
29 Book tune-up season before the first hot week 30
30 Fill the shoulder seasons with the jobs you never have time for 31
31 Help them decide repair or replace, with photos and two prices 31
32 Say "payment options" out loud 32
33 Get rebates and tax credits right, because most sites have them wrong 33
34 Sell indoor air quality with proof, not fear 34
35 Plan your year around both peaks 34

Part 11 **Tracking and your report card** 36

36 Count calls, jobs and members, and check yourself against the top 3 36

Your first 24 hours, in one list 37

If you'd rather hand it off 38

Sources 39

GTL estimates 40

Before you start

This is the whole job of getting a heating and cooling company more calls, broken into 36 short sections. Each one holds one idea, one example and a short list of things you can do in the next 24 hours.

You don't need to read it in order. Pick the part that hurts most, do its checklist today, and come back next week for the next one. If a heat wave or cold snap is a week away, start with Part 10.

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.

If you'd rather hand a part off, each area ends with the free sample we'll make for you.



Part 1

Start here

1 Know what one household is worth over the life of its system

The idea. One HVAC customer brings a stream of jobs: a repair, two tune-ups a year, a filter or thermostat, and one day a new system. When you know what that stream is worth, you stop judging marketing by the cost of one service call.

The big job is large. A heat pump conversion averaged $19,484 across the US in 2025 (JLC Cost vs Value 2025, jlconline.com). And the clock is always running: InterNACHI's chart puts a central air conditioner at 7 to 15 years and a furnace at 15 to 25 (InterNACHI, nachi.org). Nearly every home you serve will need a new system at some point, and most of them have one to care for now. EIA's 2020 survey found 88% of US households use air conditioning (EIA, eia.gov).

Example (sample numbers). A made-up HVAC owner writes four numbers on a sticky note: average repair $450, tune-up $150 twice a year, average new system $12,000, gross margin 35%. Over ten years, one loyal household might bring three repairs, twenty tune-ups and one new system. That's about $16,350 in sales and over $5,700 of gross profit, from one phone call that went well.

Do it in 24 hours

- [ ] Pull last year's invoices. Write down your average repair, your average tune-up and your average new system.
- [ ] Write down your gross margin on each.
- [ ] Do the ten-year math above with your own numbers.
- [ ] Keep that number on your phone. You'll use it in every section after this one.



Part 2

Your website

2 Make the first screen match the weather

The idea. In July, people land on your site hot and worried. In January, they're cold and worried. Same site, two different emergencies. Your first screen should say which one you're fixing right now, and how to reach you.

It needs your trade, your area, a real photo of your tech or truck, and a call button big enough for a thumb. Then change the headline with the season. It takes a minute, and it tells every visitor you're paying attention.

Example. A made-up company's first screen in summer:

> **AC out? We fix it across your county.**
> **Same-day repair visits most weekdays.**
> **(Big button: Call now) (Smaller button: Book a visit)**

The same company in winter:

> **No heat? We'll get your house warm again.**
> **Furnaces, heat pumps and boilers, across your county.**
> **(Big button: Call now) (Smaller button: Book a visit)**

Do it in 24 hours

- [ ] Open your site on your own phone. Time how long it takes to find your phone number. More than three seconds is too long.
- [ ] Rewrite your top headline for the season you're in, naming the problem and your area.
- [ ] Write the other season's headline now and save it, so the switch takes a minute.
- [ ] Put a reminder in your calendar for the first week of your hot season and your cold season.
- [ ] Swap any stock photo on the first screen for a real photo of your tech, truck or a clean install.

3 Pass the heat-wave phone test

The idea. Your website's busiest day is the hottest day of the year. That's the day the house is 85 degrees, the person searching is on their phone, and every other HVAC site in town is getting the same visits. A slow or confusing site loses the call to the next result.

Speed matters for everyone. Google's research found that 53% of mobile visits were abandoned when a page took longer than 3 seconds to load (Think with Google, thinkwithgoogle.com, 2016 data). For you, the slow load lands on the day each visit is worth the most.

What helps most on that day is an honest banner. People can wait if they know how long. They hang up and call someone else when they don't.

The five-second check. Hand your phone to someone who's never seen your site. Give them five seconds, then take it back. Ask:

1. Does this company fix air conditioners?
2. Do they come to my area?
3. How would I reach them right now?

If they miss any one, a heat-wave visitor will too.

Example. A made-up company's heat-wave banner:

> **Heat wave this week. We're booking AC repairs. Today's wait is about one day. Call or text and we'll give you a time.**
>
> **(Link: 3 things to check before we arrive)**

Do it in 24 hours

- [ ] Turn off Wi-Fi and load your site on your phone. Time it.
- [ ] Run the five-second check with someone outside the business.
- [ ] Test your homepage at pagespeed.web.dev. Its mobile test uses a slowed-down connection.
- [ ] Write your heat-wave banner and your cold-snap banner now, with a blank for today's wait.
- [ ] Ask whoever runs your site how fast a banner can go live. The goal is minutes, not days.

4 Give every job you want its own page

The idea. "Heating and cooling" is too broad for one page. People search for the thing that's broken or the thing they want: AC repair, furnace repair, heat pump installation, a new AC, a ductless mini-split for the bonus room, a tune-up. A page for each tells Google and the homeowner you do exactly that.

Each page needs a clear headline, a few real photos of that kind of job, what to expect on the visit, and a call button.

Example. A made-up company's menu:

> **AC repair · Heating repair · Heat pumps · New systems · Ductless mini-splits · Maintenance plan · Indoor air · Areas we serve**

The "Heat pumps" page explains in plain words how a heat pump heats and cools, what to expect on install day, and what the yearly upkeep looks like.

Do it in 24 hours

- [ ] List the three jobs that make you the most money. For most HVAC companies, new systems are one of them.
- [ ] Check whether each has its own page. Write down the missing ones.
- [ ] For each missing page, pick five job photos you'd use.
- [ ] Add an "Areas we serve" page that lists every town you work in.

5 Answer the money questions before they ask

The idea. HVAC customers carry the same worries. What do you charge to come out? Is it more at night or on Sunday? Do I need a new system? Which brands do you put in? How long will I be without heat? Can I pay over time? A site that answers these plainly feels safer than one that hides them.

You don't have to post a price list. But the trip fee is the one number people most want before they call, and saying it up front stops arguments at the door.

Example. One answer, written the way an owner would say it:

> **What do you charge to come out?**
> **Our visit fee is (your fee). If you go ahead with the repair, we put that fee toward it. Nights, weekends and holidays cost more, and we'll tell you how much before we send anyone.**

Do it in 24 hours

- [ ] Write down the six questions you hear most on the phone.
- [ ] Answer each in two or three short sentences, the way you'd say it in person.
- [ ] Add them to your site as a questions section near the bottom of the homepage.
- [ ] Show your license number, proof of insurance, and that your techs hold EPA Section 608 certification. Federal rules require it for anyone who works on systems with refrigerant (EPA, epa.gov), so saying so shows you're the real thing.

6 Let people book a tune-up without calling

The idea. A broken AC gets a phone call right away. A tune-up is a chore people mean to do and put off. If booking takes a call during work hours, many never book. A simple "pick a time" button catches them at 10pm on the couch.

Keep it to the jobs you can plan: tune-ups, estimates for a new system, and air quality visits. Repairs still go to the phone, where you can ask the right questions.

Example. A made-up company's booking box on the maintenance page:

> **Book your spring AC tune-up**
>
> **Pick a morning or afternoon this week or next. We'll text to confirm.**
>
> **(Button: See open times)**

Do it in 24 hours

- [ ] Check whether your scheduling software already has an online booking link. Many do.
- [ ] Limit it to tune-ups and estimates, with morning and afternoon windows.
- [ ] Put the button on your homepage, your maintenance page and your Google profile.
- [ ] Book a fake visit yourself, on your phone, to see what the customer sees.

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 3

Your Google Business Profile

7 Get the basics exactly right

The idea. When someone searches "AC repair near me," the map results usually show first. Your Google Business Profile decides if you're in that map. Small mistakes in the basics hold a lot of HVAC companies back.

Google's rules are strict. Your business name must match your real name on signs and paperwork, with no extra keywords like "Best AC Repair." If you work at customers' homes and don't have a shop customers visit, Google asks you to hide your address and set a service area (Google Business Profile Help, support.google.com).

Hours need care in this trade. If your profile says you're open around the clock, a real person has to answer at 2am. A profile that promises it and then sends people to voicemail earns the worst reviews you'll ever get.

Example. A made-up company lists their name as "(Your Name) Heating & Air | AC Repair | Furnace Repair." That's against Google's rules and puts the profile at risk. The fix: just "(Your Name) Heating & Air," primary category "HVAC contractor," then extra categories only for what they really do, such as air conditioning contractor or furnace repair.

Do it in 24 hours

- [ ] Search your business name on Google and look at your profile the way a customer sees it.
- [ ] Make sure the name matches your sign and your paperwork exactly.
- [ ] Set your primary category to "HVAC contractor." Add secondary categories only for work you really do.
- [ ] Add every service you offer, each with a one-line description.
- [ ] Set hours you can really answer. If nights go to an answering service, say "emergency calls answered after hours" in your description instead.

8 Use Google posts as your weather board

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

Google profile posts are free and show right on your profile. Most HVAC companies use them for coupons, if at all. Use them as a weather board instead: what you're booking, today's wait, and what to check before calling. Then keep the photos fresh between weather weeks, so the profile never looks closed.

HVAC photos that work: a new outdoor unit sitting level on a fresh pad, a tidy furnace install with clean wiring, a dirty filter next to a new one, your truck on a local street, a tech in uniform at the door.

Example. A made-up company's Google posts for one summer week:

> **Monday (forecast says 98 by Thursday):**
> **"Heat coming Thursday. Book your AC check now and skip the rush."**
>
> **Thursday morning:**
> **"Booking AC repairs today. Current wait about one day. Plan members, text us and you're first."**
>
> **Saturday:**
> **"Thanks for your patience this week. Wait is back to same day."**

Between weather weeks, every Friday, the install lead uploads five photos from the week's jobs.

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 (heat coming, booking today with the wait, thank you) and save them on your phone.
- [ ] Upload ten of your best install and repair photos. Check that none shows a house number or street sign.
- [ ] Set a weekly phone reminder for photos, and a reminder to post whenever the forecast swings hard.

9 Set special hours before every holiday and keep the profile safe

The idea. The day after Thanksgiving, the first cold morning of the year, a holiday heat wave: those are the days your Google hours matter most, and the days they're most often wrong. Google lets you set special hours for holidays and short changes of up to six days (Google Business Profile Help, support.google.com). Use them so nobody drives past a closed phone.

A suspended profile is worse. It disappears from the map, and getting it back can take weeks, which is a disaster in peak season. Common causes are keywords in the name, a P.O. box or virtual office as the address, and many big edits in one sitting. Google doesn't accept P.O. boxes or remote mailboxes as addresses (Google Business Profile Help, support.google.com).

Example. A made-up company keeps one note on their phone: every holiday for the year, with the hours they'll answer. Two weeks before each one, they enter it in Google as special hours. They never change name, address and phone in the same week.

Do it in 24 hours

- [ ] Enter special hours for every holiday between now and the end of the year.
- [ ] Take screenshots of your profile today so you have a record if anything goes wrong.
- [ ] Remove any keywords from your business name.
- [ ] Gather proof of your business in one folder: license, utility bill, photos of your sign and truck, in case Google asks.

or we can do it for you

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

Google Business Profile is $200 a month, with a 7-day full refund.

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



Part 4

Reviews

10 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). Old reviews fade. You need a steady flow.

HVAC has a timing twist. Right after a repair, the house is still hot. An hour later, it's cool, and the homeowner is relieved. That's when to ask.

Example. A text sent about an hour after the tech leaves:

> **Hi, it's (Your Name) Heating & Air. Is the house cooling down OK? 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)**

The first line matters. If something's wrong, you hear it in private and fix it, before it becomes a one-star review.

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.
- [ ] Make "send the review text" an automatic step an hour after every job closes.

11 Answer every review, especially "they tried to sell me a new system"

The idea. Your replies are read by the next customer, not just the reviewer. In the same 2026 survey, 89% of consumers said they expect owners to respond to reviews, and 42% said they're unlikely to use a business that ignores its reviews (BrightLocal 2026, brightlocal.com).

The bad review this trade gets most is about trust: "They told me I needed a whole new system." Your reply is a chance to show you give options, not pressure. Thank them, own what's fair, explain calmly, and take it offline. Don't argue in public.

Example. A reply to a one-star review about an upsell:

> **Thanks for telling us, and I'm sorry the visit felt like a sales pitch. Our techs should always give you a repair price next to any replacement price, so you can choose. I'd like to look at what happened and call you today.**

Do it in 24 hours

- [ ] Reply to every unanswered review on your profile, good or bad.
- [ ] For good reviews, thank them and mention the job ("Glad the new heat pump is keeping up").
- [ ] For bad ones, use the steps above and call the customer.
- [ ] Make "repair price next to replacement price" a rule for every tech, so this review stops coming.
- [ ] Turn on review alerts in your Google profile so you see new ones the same day.

12 Use tune-up season to keep reviews coming all year

The idea. A burst of 30 reviews in one week, then nothing, looks odd and fades fast. HVAC has a built-in fix: tune-ups. They're short, friendly visits with no bad news most of the time. That makes them easy review requests in the months when repair calls are slow.

Ratings matter too. In 2026, 31% of consumers said they only use businesses with 4.5 stars or more, up from 17% the year before (BrightLocal 2026, brightlocal.com).

Never pay for reviews or offer a discount for one. Google bans it and removes those reviews (Google Maps content policy, support.google.com).

GTL estimate: aim for at least two new reviews every month, and more in tune-up months. Our reasoning: most shoppers look for reviews from the last three months, so you want fresh ones in every three-month window, even when repair calls are slow.

Example (sample numbers). A made-up company does 60 tune-ups in April. If the tech asks at every one and one in ten says yes, that's six new reviews in what used to be a quiet month.

Do it in 24 hours

- [ ] Count your reviews from the last 90 days.
- [ ] Count jobs finished in the same 90 days, tune-ups included.
- [ ] Look up the top three HVAC companies in your map results and write down their review counts.
- [ ] Add the review text to the end of every tune-up, not only repairs.

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 5

Social media posts

13 Your job photos are your content

The idea. You don't need clever posts. Homeowners like seeing what's inside the box they never open: the filter that hadn't been changed in a year, the dirty coil next to the clean one, the old furnace going out and the new one going in.

Get techs in the habit of taking the same shots on every job, so you always have something to post.

Example. A made-up company's shot list, taped inside every van:

1. **The old unit's data plate (it shows the age)**
2. **The filter, as found**
3. **The coil or burners, before cleaning**
4. **The same spot, after**
5. **The new unit, level on its pad, or the finished furnace**
6. **The thermostat showing the house back at a normal temperature**

Do it in 24 hours

- [ ] Copy that shot list and tape it in every van.
- [ ] Tell your techs it's part of the job, like cleanup.
- [ ] Make a shared photo album on your phone for job photos.
- [ ] Post one before-and-after today. A dirty filter next to a new one works every time.

14 Post the weather before it hits

The idea. Most HVAC posts are about the company. The ones people share are about the weather. Two days before a heat wave or a hard freeze, post what to do. You help your neighbors, and you're the name they see the moment something stops working.

The post that works best is "3 things to check before you call." Some calls are a tripped breaker or a thermostat set wrong. Helping people fix those for free builds the kind of trust that brings the big job later, and keeps your techs free for real breakdowns during the rush.

Example. A made-up company's post two days before a heat wave:

> **Heat is coming Thursday. Before you call us, check three things:**
> **1. Is the thermostat set to Cool, and a few degrees below the room?**
> **2. Is the breaker for the outdoor unit on?**
> **3. When did you last change the filter? A clogged one can stop cold air.**
> **Still warm? Call or text us. We're booking repairs now.**

The cold-snap version swaps in: thermostat on Heat, furnace switch on, filter, and "never use the oven to heat the house."

Do it in 24 hours

- [ ] Write your heat-wave post and your cold-snap post now. Save both on your phone.
- [ ] Post one today if a big temperature change is in the forecast.
- [ ] Share it in your town's Facebook group or on Nextdoor, not only on your own page.
- [ ] Pin it to the top of your page for the week.

or we can do it for you

Free sample: Two weeks of posts, ready to go

Social media posts is $200 a month, with a 7-day full refund.

Social media posts: growthatlocal.com/services/social-media



Part 6

Email newsletter and referrals

15 Split your list by last service date

The idea. You already have the email of every homeowner whose system you've touched, and your software knows when you last saw each one. Few trades have a reason to write that customers actually want: "your tune-up is due." So don't send one email to everyone. Send the right one to each group.

Email is cheap to send. Litmus's survey of marketers found an average return of $36 for every $1 spent on email (Litmus, litmus.com). That's a self-reported average across many industries, so treat it as a sign that email is worth doing, not a promise for your company.

Example. A made-up company splits its list into three groups before each season:

> **Plan members:**
> **"Your spring tune-up is included. Pick your time." (They book first.)**
>
> **Seen in the last 18 months, not on a plan:**
> **"It's been a year since we checked your AC. Want a spring tune-up?"**
>
> **Not seen in over 18 months:**
> **"We haven't seen your system in a while. How's it running? If it's getting older, we'll tell you honestly how much life it has left."**

Every email ends with one line: "Know someone whose AC is acting up? Send them our way."

Do it in 24 hours

- [ ] Export every past customer's email and last service date from your scheduling software.
- [ ] Sort them into the three groups above.
- [ ] Only email people who've worked with you or asked to hear from you, and include an unsubscribe link.
- [ ] Write the email for the group you have the most of, and send it before the coming season.

16 Send what the season needs

The idea. A newsletter that only sells gets deleted. One that helps people take care of their home, and keeps their family safe, gets opened. Match each email to what's happening in the house that time of year.

Example. A made-up company's year of emails:

Spring:
"Book your AC tune-up before the first hot week. Here's what we check." ENERGY STAR suggests a cooling check in spring and a heating check in fall (ENERGY STAR, energystar.gov).

Summer:
"Three things to check before you call us in a heat wave."

Fall:
"Furnace check time. And test your carbon monoxide alarms." More than 400 Americans die each year from accidental carbon monoxide poisoning not linked to fires, and more than 100,000 visit an emergency room. The CDC's advice is a yearly heating system service and a CO alarm near every sleeping area (CDC, cdc.gov).

Winter:
"Using a space heater? Keep it 3 feet from anything that can burn and plug it straight into the wall" (U.S. Fire Administration, usfa.fema.gov).

Do it in 24 hours

- [ ] Pick your four seasonal topics and put them in your calendar.
- [ ] Write the next one now, under 150 words.
- [ ] Add one photo of a real job from that season.
- [ ] End each email with a single ask: book, reply or forward to a neighbor.

17 Build three referral partners who hear about broken systems first

The idea. Some people hear about HVAC problems before you do. Property managers get the "my AC is out" call from every renter. Home inspectors flag old furnaces every week. Real estate agents need a system checked before a sale closes. One good partner can send you jobs all year.

Property managers are the big one in this trade. They need someone who answers, shows up, and sends a photo and a clear note they can pass to the owner.

Example. A made-up company stops by three local property management offices with a one-page sheet: "Tenant without AC? Text us the address. We'll give you a visit time within the hour and send photos and a plain-words note after every call." Managers keep it because it solves their worst phone call of the summer.

Do it in 24 hours

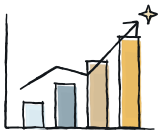
- [ ] Write down five property managers, inspectors or agents you already know.
- [ ] Call or text two of them and ask what they need from an HVAC company.
- [ ] Make a simple one-page sheet: what you do, how fast you reply, what they get after each visit.
- [ ] Thank anyone who has already referred you, in writing.

or we can do it for you

Free sample: Your first newsletter, written

Email newsletter is $50 a month, with a 7-day full refund.

Email newsletter: growthatlocal.com/services/email-newsletter



Part 7

SEO: showing up on Google

18 Name the searches you want to win, in both seasons

The idea. You can't rank for everything. Pick the searches that bring the jobs you want, in the towns you want. HVAC has a twist: the list flips with the weather. "AC repair" wins in summer, "furnace repair" in winter, and "heat pump installation" in between. You need to show up for both halves of the year.

Then check where you show up for each one today, from a phone, in that town.

Example. A made-up company's target list:

> **AC repair (town) · furnace repair (town) · HVAC company near me · heat pump installation (town) · AC not blowing cold air · mini split installation · new AC unit cost**

They search each one on their phone while parked in that town and write down whether they show in the map, in the regular results, or not at all. Then they look each one up on Google Trends (trends.google.com) to see which months it peaks in their state.

Do it in 24 hours

- [ ] Write your list of eight to ten searches: half cooling, half heating.
- [ ] Search each one on your phone from inside your main town. Write down where you appear.
- [ ] Look up two of them on Google Trends for your state. Note the peak months.
- [ ] Make sure each search has a matching page on your site (section 4).

19 Fix the five listings homeowners check before they let you in the house

The idea. Before someone lets a stranger into their basement or attic, they check you out, and not only on Google. They look up your license, the Better Business Bureau, Nextdoor, and sites like Angi or Yelp. If you're a dealer for an equipment brand, its "find a dealer" page may be where they start. ChatGPT and Google's answer boxes also draw on public listings like these when someone asks for "a good HVAC company near me."

A wrong phone number on any of them is a lost call. Names that don't match also make it harder for Google to be sure the listings are all you.

Example. A made-up company does a 30-minute listing sweep. Their BBB page has an old phone number. Their state license is under a slightly different name than their Google profile. Their equipment brand's dealer page links to a dead website. That's three dead ends, fixed in one sitting.

Do it in 24 hours: the 30-minute listing sweep

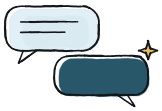
- [ ] Write your exact business name, phone number and website on one line. That's your master copy.
- [ ] Check these five against it: your Google profile, your state or city license lookup, BBB, Nextdoor, and Angi or Yelp. Fix every mismatch you can log into today.
- [ ] If you're a brand dealer, find yourself in its dealer search and fix that listing too.
- [ ] Search your old phone number in quotes on Google to catch listings you forgot about.
- [ ] Ask ChatGPT "Who's a good HVAC company in (your town)?" Note who it names and which sites it mentions. Those are the next listings to fix.

or we can do it for you

Free sample: A ranking check and 10 fixes

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

SEO: growthatlocal.com/services/seo



Part 8

Win-back texts and fast follow-up

20 Answer in minutes, and make the missed-call text ask the right question

The idea. Your techs can't answer from an attic. But a family with no AC is calling the next company on the list. Speed wins. 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.

In this trade, the missed-call text can do more than say sorry. It can sort the calls, so the person with a newborn and no AC gets seen before the tune-up.

GTL estimate: aim to reply within five minutes during work hours. Our reasoning: a family with no heat or AC often calls two or three companies in a row, and the first real reply usually books the visit.

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

> **Sorry we missed you. We're probably on a job. Reply with 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 a 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, and how often, on hot and cold days.
- [ ] Look at last week's missed calls and call every one back today.

21 Follow up on every new-system quote that went quiet

The idea. A new system is a big decision, and it often happens while the old unit is still limping along. A lot of "no answer" means "not yet." The homeowner is comparing quotes, waiting on a rebate, or hoping the old unit makes it 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. Our reasoning: one message is easy to miss and more than three in a month feels pushy, but a homeowner who waited will think again when the first heat or frost arrives.

Example. A made-up company's follow-up texts:

> **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?"**
>
> **Day 30:**
> **"Still deciding? No rush. If the old unit acts up in the meantime, call us first."**
>
> **Before the season:**
> **"Summer's a month 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.

22 Use equipment age as your calendar for old customers

The idea. Every system you've touched has a data plate with its age on it. That's a calendar of future work. InterNACHI's chart puts central air conditioners at 7 to 15 years, heat pumps at 10 to 15, and furnaces at 15 to 25 (InterNACHI, nachi.org). Weather and upkeep change that a lot, but it gives you an honest reason to check in.

Two lists matter most: customers who missed their last tune-up, and customers whose system is near the end of its range.

Example. A text to a customer with a 14-year-old AC:

> **Hi, it's your HVAC company. We serviced your AC a couple of years back and noted it was getting older. Before summer, want us to take a look and tell you honestly how much life it has left? We're in your area next week.**

Do it in 24 hours

- [ ] Sort your old jobs by the age of the equipment, if you recorded it. If not, start recording it on every visit today.
- [ ] Pull 25 customers who missed their last tune-up or have a system over 12 years old.
- [ ] Make sure you have their permission to text. Federal rules require consent for marketing texts, and you must stop when someone replies STOP (FCC, fcc.gov). If unsure, ask a lawyer.
- [ ] Send the check-in text above to those who've agreed to hear from you.

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



Part 9

On the street: postcards, stickers and trucks

23 Mail the neighborhoods whose systems are the same age

The idea. 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. A postcard to the homes around a finished install turns that into calls.

Put a door hanger on the closest neighbors' doors on install day too. A truck and a crane in the street get noticed. A short note saying sorry for the noise, and what you're doing, turns that notice into good will.

GTL estimate: expect only a few calls per thousand cards from a single mailing. Our reasoning: a new system is a rare purchase, so only the handful of homes with a dying unit that month will act. Mailing the same streets more than once, and just before the hot or cold season, does better than one-off blasts.

Example. A made-up company's postcard front:

> **We just put a new system in a home on your street.**
>
> **If yours is the same age, we'll tell you honestly how much life it has left.**
>
> **(Photo of the finished outdoor unit) (Phone number, large)**

Do it in 24 hours

- [ ] Pick your last three new-system installs.
- [ ] Draw a circle of about 100 to 200 homes around each one on a map.
- [ ] Write the card in two sentences: what you just did nearby, and what you'll do for them.
- [ ] Print ten door hangers for install days: "Sorry for the truck. We're putting in a new system next door. Questions? (phone)."
- [ ] Get a print and mail quote from a local printer or the post office's Every Door Direct Mail service.

24 Put your sticker on every unit you touch

The idea. The best ad in HVAC is the size of a playing card. When a furnace stops on a cold night, the homeowner walks to it and looks for a phone number. If your sticker is on it, you get the call. If the last company's sticker is on it, they do.

A good service sticker has your name, your phone number big, and a line to write the date of the last service. It's also a reminder: someone who sees "last service: March 2025" knows a tune-up is due.

Your trucks work the same way. Vans are parked on residential streets every day of the year. A readable phone number on the back doors gets seen in every driveway.

Example. A made-up company's sticker:

> **(Your Name) HEATING & AIR**
> **(phone number, large)**
> **Last service: _____ Tech: _____**

They put one on every furnace, air handler and outdoor unit they touch, and write the date on it before they leave.

Do it in 24 hours

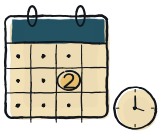
- [ ] Order weatherproof service stickers with your name, phone and a date line.
- [ ] Tell every tech: one sticker on every system, date filled in, before leaving.
- [ ] Stand behind your van across the street. Can you read the phone number?
- [ ] Add a short web address or QR code on the van that goes to your booking page.

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 10

The HVAC moments: heat, cold, emergencies, plans, seasons, replacements, rebates and air

25 Get ready for heat waves and cold snaps before they come

The idea. Weather is where HVAC calls come from, and it gives you a few days' warning. The companies that do well in a heat wave or a freeze set up before it: parts on the shelf, techs scheduled, posts written, and a clear plan for who gets seen first.

Watch the forecast like a dispatcher. The National Weather Service's HeatRisk forecast shows heat danger for your area up to seven days ahead (NWS HeatRisk, wpc.ncep.noaa.gov).

Example. A made-up company's weather kit, ready by May and again by November:

> **Banners and posts written (sections 3 and 14) · Extra capacitors, motors and igniters on every van · A "who goes first" list for dispatch · Maintenance members flagged in the schedule · Overtime and on-call plan agreed with the team**

Do it in 24 hours

- [ ] Bookmark the HeatRisk forecast and your local NWS office page.
- [ ] Make a list of the parts that fail most in your hottest and coldest weeks. Check your van stock against it.
- [ ] Write your "who goes first" list (section 26).
- [ ] Agree with your team now on overtime and on-call for the next big weather week.

26 The first 48 hours of a heat wave or cold snap

The idea. When the weather turns, calls pile up faster than you can run them. You can't get to everyone today, and that's OK. What wins is being honest and fair about it: the most at-risk people first, clear wait times for everyone else, and updates so nobody feels forgotten.

GTL estimate: during a heat wave, no-AC calls pile up fastest on the second and third hot day. Our reasoning: houses hold some cool on the first day, then heat up, and older units that have run nonstop for two days are the ones that quit.

Example. A made-up company's first 48 hours:

Day 1:
Post "3 things to check before you call." Switch the website banner. Text maintenance members: "Heat's here. You're on our priority list if anything goes wrong."

Order of visits:
No cooling with an elderly person, a baby or a health condition at home. Then maintenance members. Then everyone else, in route order.

Every caller:
An honest time window, and a text when the tech is on the way.

Day 2:
Post today's wait. Thank people for their patience.

Do it in 24 hours (when the next one hits)

- [ ] Switch your banner and post your "before you call" checks.
- [ ] Text maintenance members that they're on the priority list.
- [ ] Give every caller an honest window. Text them when the tech is on the way.
- [ ] Book visits in tight route clusters so each tech sees more homes a day.
- [ ] Extend phone hours for the week, or turn on missed-call text-back (section 20).

27 Handle the no-heat and no-AC call like an emergency room nurse

The idea. The person on the phone is uncomfortable, maybe scared, and often has kids or an elderly parent in the house. The call itself is your marketing. Three things matter: ask the right questions, be clear about cost before anyone drives over, and tell them how to stay safe while they wait.

Safety comes first in winter. If they smell gas, they should leave the house and call the gas company from outside. If they're using a space heater, the U.S. Fire Administration says to keep it at least 3 feet from anything that can burn and plug it straight into a wall outlet (USFA, usfa.fema.gov). If they have gas appliances, the CDC advises a CO alarm near every sleeping area (CDC, cdc.gov).

Example. A made-up company's phone script for a no-heat call:

> **1. "Is anyone at home elderly, a baby, or someone with a health condition?"**
>
> **2. "Do you smell gas? If yes, please go outside now and call the gas company. We'll come once they've checked it."**
>
> **3. "Is the thermostat on Heat? Is the furnace switch on? (It often looks like a light switch near the furnace.)"**
>
> **4. "Our after-hours visit fee is (your fee). Do you want us to come tonight or first thing tomorrow?"**
>
> **5. "While you wait: if you use a space heater, keep it 3 feet from anything that can burn and plug it right into the wall."**

Do it in 24 hours

- [ ] Write your own no-heat script and no-AC script, five lines each.
- [ ] Print them by every phone and put them in your answering service's notes.
- [ ] Decide your after-hours fee and say it on every after-hours call, before dispatch.
- [ ] Add the space heater and gas smell lines to your winter website banner.

28 Offer the maintenance plan right after the repair

The idea. A maintenance plan is the steadiest money in HVAC. It books your tune-up seasons ahead of time, keeps the customer from calling someone else, and puts you first in line when their system is old enough to replace. ENERGY STAR already tells homeowners to get a cooling check each spring and a heating check each fall (ENERGY STAR, energystar.gov). A plan just makes it automatic.

Most plans are sold right after a repair. The house is comfortable again and the homeowner remembers how bad it felt an hour ago. That's when "you'd have been first on the list" lands.

Example. One page a made-up company's tech leaves after every repair:

> **Our home comfort plan**
>
> **Two tune-ups a year, spring and fall. We call you to book.**
>
> **Front of the line when the weather turns.**
>
> **(Your member discount) off repairs.**
>
> **A text reminder to change your filter.**
>
> **(Price per month or per year)**

Do it in 24 hours

- [ ] Write your plan on one page: what's in it, the price, and how to cancel.
- [ ] Give your techs one line to say after every repair: "If you'd been on our plan, you'd have been first on the list today."
- [ ] Count your current members. Write it down. You'll track it every month (section 36).
- [ ] Set up automatic renewal reminders 30 days before each plan ends.

29 Book tune-up season before the first hot week

The idea. Spring and fall tune-ups should fill your calendar ahead of time. Instead, many companies wait for people to call, and those calls come in the same week as the first heat wave, when techs are already buried in repairs.

GTL estimate: start booking tune-ups four to six weeks before your first usual hot week, and the same before the first cold one. Our reasoning: reminder texts and emails need a few weeks to work, and once the weather turns, repair calls crowd tune-ups off the schedule.

Book them by neighborhood. Five tune-ups on one street in one morning is a lot more profitable than five spread across the county.

Example. A made-up company's spring tune-up push:

> **Six weeks out:**
> **Email and text maintenance members: "Pick your spring tune-up time."**
>
> **Five weeks out:**
> **Email the rest of the customer list with the online booking link (section 6).**
>
> **Four weeks out:**
> **Fill gaps by neighborhood: "We'll be on your street Tuesday. Want a tune-up while we're there?"**
>
> **First hot week:**
> **Tune-ups are mostly done. Techs are free for repairs.**

Do it in 24 hours

- [ ] Look at last year's calendar. Write down the date of your first big repair rush, hot and cold.
- [ ] Count back six weeks from each. Put "start tune-up push" in your calendar.
- [ ] Sort your customer list by neighborhood.
- [ ] Write your "we'll be on your street" text now.

30 Fill the shoulder seasons with the jobs you never have time for

The idea. In spring and fall, the weather is mild and the phone goes quiet. Those weeks are when to sell the work that doesn't break: duct sealing, air quality, adding a mini-split to a hot room, and planning a replacement before the old system quits in August.

Duct work is a strong shoulder-season offer. ENERGY STAR says that in a typical house, about 20 to 30 percent of the air moving through the ducts is lost through leaks, holes and poor connections (ENERGY STAR, energystar.gov). "The bedroom upstairs is always hot" is often a duct problem, and mild weather is the best time to fix it.

Example. A made-up company's shoulder-season email:

> **Is one room always too hot or too cold? Often the system is fine and the air just isn't reaching that room. This month we have open days to find out why and fix it, while the weather's mild.**

Do it in 24 hours

- [ ] List the jobs you turn down or push back in peak season. Those are your shoulder-season offers.
- [ ] Write one email and one post about the "one room is always hot" problem.
- [ ] Pull every past customer who mentioned an uncomfortable room. Call or text them first.
- [ ] Pull every open replacement quote and send the "before the season" text (section 21).

31 Help them decide repair or replace, with photos and two prices

The idea. The replace-or-repair moment is where HVAC companies win or lose trust. The homeowner expects to be upsold. You win by doing the opposite: show them what you found, give them the repair price next to the replacement price, and let them choose.

There's a new question in 2026: refrigerant. Since January 1, 2025, new home AC and heat pump systems made or imported for US use must use lower-impact refrigerants. In May 2026, the EPA removed the deadline for installing systems with the older type, as long as they were made or imported before 2025 (Federal Register, May 26, 2026, federalregister.gov). Existing systems can still be repaired and serviced, but industry groups have warned that older refrigerant could get more expensive (ACCA, hvac-blog.acca.org). Explain it calmly, and never use it to scare anyone into a new system.

If you sell a system at the customer's home, federal law gives buyers three business days to cancel many sales of $25 or more made there (FTC Cooling-Off Rule, ftc.gov). There are narrow exceptions, so check the rule. Put it in writing and say it out loud.

Example. A made-up company's repair-or-replace text, sent the same day:

> **Here's what we found: 8 photos, each with one plain line ("Capacitor is swollen, that's why it stopped," "Coil is in good shape").**
>
> **Option 1, repair: (price). Should get you through this summer.**
>
> **Option 2, replace: (price). Your unit is 16 years old and uses the older refrigerant.**
>
> **If it were my house, I'd (honest pick, and why). Happy to answer anything.**

Do it in 24 hours

- [ ] Make "photos plus a repair price next to any replace price" the rule for every tech.
- [ ] Make a phone template: photos, one line each, two options, your honest pick.
- [ ] Write three plain sentences about the refrigerant change for your techs to use.
- [ ] Check that your in-home sales paperwork includes the three-day cancellation notice.

32 Say "payment options" out loud

The idea. A new system is a big bill that usually comes without warning, on the worst day of the summer or winter. Two numbers show why payment options matter. A heat pump conversion averaged about $19,484 in 2025 (JLC Cost vs Value, jlconline.com). And in the Federal Reserve's 2025 household survey, only 63% of adults said they'd cover a surprise $400 expense with cash or its equivalent (Federal Reserve, federalreserve.gov). If more than a third of adults would struggle with $400 in cash, a five-figure system is out of reach for many callers without a plan.

Most won't ask. They pick the cheap repair on a system that's done, or they wait and suffer. If you offer financing, say so early: on the site, on the quote and at the kitchen table.

Mind the ad rules. Under federal lending rules, an ad that names a monthly payment or a number of payments must also show the APR, the down payment and the repayment terms (CFPB, Regulation Z 1026.24, consumerfinance.gov). "Ask about payment options" is the safe line unless your lender gives you approved wording.

Example. One line on a made-up company's replacement quote:

> **Prefer to pay over time? Ask us about monthly payment options.**

Do it in 24 hours

- [ ] If you offer financing, add one line about it to your homepage, your new-systems page and every replacement quote.
- [ ] If you don't, ask your equipment distributor which financing programs they work with.
- [ ] Ask your lender for approved ad wording before you show any payment amount.
- [ ] Train whoever quotes systems to mention it at every kitchen-table talk.

33 Get rebates and tax credits right, because most sites have them wrong

The idea. For three years, "up to $2,000 back with the federal tax credit" was on nearly every heat pump ad. That credit is gone. The IRS says the energy efficient home improvement credit only covers property placed in service through December 31, 2025 (IRS, irs.gov). The residential clean energy credit, which covered geothermal heat pumps, also ended for property placed in service after that date (IRS, irs.gov).

If your website, quotes or truck still promise that credit, a customer who believes it will be angry at tax time, and they'll blame you. Fixing it is a quick trust win.

Some money is still out there, but it's local. The federal Home Energy Rebates are run by each state, and the Department of Energy says they're "available in select states" only (DOE, energy.gov). Utility rebates vary by town. Check before you promise any of it.

Example. A made-up company's new rebates page:

> **Rebates and credits, checked (month, year)**
>
> **The federal heat pump tax credit ended for systems installed after 2025.**
>
> **Your utility may offer a rebate. We'll look it up for your address before we quote.**
>
> **Our state's home energy rebate program: (open, waitlist or not yet launched), with a link to the state energy office.**
>
> **We check this page every three months.**

Do it in 24 hours

- [ ] Search your own website for "tax credit," "25C" and "$2,000." Remove or fix every claim.
- [ ] Check your quote templates, truck wraps and printed flyers for the same words.
- [ ] Look up your state energy office's home energy rebate page and your main utility's rebate page.
- [ ] Use the ENERGY STAR rebate finder (energystar.gov/rebate-finder) or DSIRE (dsireusa.org) to see what applies in your ZIP codes.
- [ ] Put "checked on (date)" on your rebates page, and a reminder to recheck every three months.

34 Sell indoor air quality with proof, not fear

The idea. Air quality is a real need and an easy place to lose trust. The EPA says Americans spend about 90 percent of their time indoors, where some pollutants are often 2 to 5 times higher than typical outdoor levels (EPA, epa.gov). That's a fair reason to talk about filters, ventilation and humidity. It's not a reason to scare people.

Stay on the safe side of the claims. The EPA warns against ozone generators sold as air cleaners: at safe levels they don't clean the air well, and some go above health standards even when used as directed (EPA, epa.gov). Don't promise any product kills germs or prevents illness unless the maker gives you proof you can show.

Wildfire smoke is the clearest case for upgrades. The EPA suggests a MERV 13 filter or higher during smoke, if the system can take it, and says a technician may need to check that (EPA, epa.gov). That check is a service call you can offer.

Example. A made-up company's air quality page opens with:

> **Dusty house? Allergies worse indoors? Smoke season coming?**
>
> **We'll check your filter, your airflow and your humidity, and tell you what would actually help. Sometimes it's just a better filter.**

Do it in 24 hours

- [ ] Read your air quality page and ads. Remove any health claim you can't back with the maker's proof.
- [ ] If you sell anything that makes ozone, read the EPA page above before you sell another.
- [ ] If you're in smoke country, write a "get ready for smoke season" email offering a filter check.
- [ ] Add one line to every tune-up report about the filter and humidity, so the topic comes up naturally.

35 Plan your year around both peaks

The idea. HVAC has two busy seasons and two quiet ones, and the mix depends on where you are. A Phoenix company lives on cooling. A Minneapolis company lives on heating. Most are somewhere between. Plan your marketing so the quiet months stay full and the busy months don't swamp you.

Example. A made-up company's year, in a place with real summers and real winters:

Jan to Feb:
No-heat calls. Ask for reviews on every one. Email the plan to new customers.

Mar to Apr:
Spring tune-up push (section 29). Replacement quotes followed up before summer.

May to Aug:
Heat-wave kit ready (section 25). Missed-call text-back on. Postcards around installs.

Sep to Oct:
Fall tune-up push. Furnace safety and CO alarm email. Duct and comfort jobs.

Nov to Dec:
Cold-snap kit ready. Holiday special hours set. Referral partner thank-yous.

Do it in 24 hours

- [ ] Look at your last two years of invoices by month. Mark your three slowest months.
- [ ] Pick one marketing action to start six weeks before each slow month.
- [ ] Put your heat-wave kit and cold-snap kit deadlines in your calendar.
- [ ] Share the plan with your office and techs so everyone knows what's coming.

or we can do it for you

Free sample: Your first 25 customers texted

We'll start with your tune-up reminders before the next season. Win-back texts is $100 a month, with a 7-day full refund.

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



Part 11

Tracking and your report card

36 Count calls, jobs and members, and check yourself against the top 3

The idea. You can't fix what you don't measure. Most HVAC owners know their sales, but not where the calls came from or how many plan members they have. Track a few numbers every week, and once a month see how you stack up against the companies that show above you.

Be exact with words. A tap on your call button isn't a call, and a call isn't a customer. Keep them separate so the numbers mean something.

Example (sample numbers). A made-up company's weekly sheet:

> **Calls answered: 42 · Repairs booked: 24 · Tune-ups booked: 15 · Replacement quotes: 4 · Systems sold: 1 · Plan members: 310 · Where calls came from: Google 20, sticker on the unit 7, referral 6, postcard 3, other 6**

And once a month: their review count, their star score, and their spot in the map for "AC repair near me" and "furnace repair near me," next to the top three companies in town.

Do it in 24 hours

- [ ] Make a simple weekly sheet with the lines above.
- [ ] Ask every new caller, "How did you hear about us?" and write it down. Add "sticker on the unit" as a choice.
- [ ] Check the Performance section of your Google profile for calls and website clicks.
- [ ] Write down the review count and star score of the top three companies in your map results, so you have a starting point.

or we can do it for you

Free sample: Your first report card, this month

The monthly report card is free.

Monthly report card: growthatlocal.com/services/report-card



Your first 24 hours, in one list

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

- [ ] Find your phone number on your site, on your own phone, in under three seconds (section 2).
- [ ] Fix your Google business name, category and hours (section 7).
- [ ] Remove every expired tax credit claim from your site and quotes (section 33).
- [ ] Text a review request to every customer from the last 30 days (section 10).
- [ ] Turn on a missed-call text-back that asks "no heat or no AC?" (section 20).
- [ ] Follow up every open replacement quote (section 21).
- [ ] Order service stickers and put one on every unit you touch (section 24).
- [ ] Start your weekly numbers sheet (section 36).



If you'd rather hand it off

Every part of this playbook is something Grow That Local does for heating and cooling companies. Each one starts with a free sample, so you see the work before you pay.

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. JLC (Journal of Light Construction) Cost vs Value Report 2025: HVAC conversion (electrification) to a heat pump, national average job cost $19,484. jlconline.com (sections 1, 32)
2. InterNACHI Standard Estimated Life Expectancy Chart: central air conditioner 7 to 15 years. nachi.org (sections 1, 22)
3. Same chart: furnace 15 to 25 years. (sections 1, 22) (nachi.org)
4. Same chart: heat pump 10 to 15 years. (section 22) (nachi.org)
5. U.S. Energy Information Administration, 2020 Residential Energy Consumption Survey: 88% of US households use air conditioning. eia.gov (section 1)
6. Think with Google: 53% of mobile visits abandoned when a page takes longer than 3 seconds to load (2016 data). thinkwithgoogle.com (section 3)
7. BrightLocal Local Consumer Review Survey 2026: 97% read reviews for local businesses. brightlocal.com (section 10)
8. Same survey: 74% look for reviews from the last three months. (section 10) (brightlocal.com)
9. Same survey: 89% expect owners to respond to reviews. (section 11) (brightlocal.com)
10. Same survey: 42% unlikely to use a business that ignores its reviews. (section 11) (brightlocal.com)
11. Same survey: 31% only use businesses with 4.5 stars or more, up from 17% in 2025. (section 12) (brightlocal.com)
12. Litmus: average $36 return for every $1 spent on email (self-reported marketer survey). litmus.com (section 15)
13. CDC, Carbon Monoxide Poisoning Basics: more than 400 Americans die each year from unintentional CO poisoning not linked to fires. cdc.gov (section 16)
14. Same page: more than 100,000 visit an emergency department each year. (section 16) (cdc.gov)
15. 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 20)
16. Same study: 23% of companies never responded to the lead. (section 20) (hbr.org)
17. ENERGY STAR, Duct Sealing: in a typical house about 20 to 30 percent of the air moving through the duct system is lost to leaks, holes and poor connections. energystar.gov (section 30)
18. 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 32)
19. EPA, Report on the Environment, Indoor Air Quality: Americans spend about 90 percent of their time indoors. epa.gov (section 34)
20. Same page: concentrations of some pollutants are often 2 to 5 times higher indoors than typical outdoor levels. (section 34) (epa.gov)

Rules and guidance cited (not statistics):

- IRS, Energy Efficient Home Improvement Credit (25C): covers property placed in service through December 31, 2025. irs.gov (section 33)
- IRS, Residential Clean Energy Credit (25D), including geothermal heat pumps: not available for property placed in service after December 31, 2025. irs.gov (section 33)

- U.S. Department of Energy, Home Energy Rebates: "available in select states"; contact your state energy office. energy.gov (section 33)
- Federal Register, May 26, 2026, EPA final rule reconsidering Technology Transitions provisions (effective July 27, 2026): removes the installation deadline for residential and light commercial AC and heat pump systems made or imported before January 1, 2025. federalregister.gov (section 31)
- ACCA, on the R-410A installation deadline being lifted and possible refrigerant price rises: hvac-blog.acca.org (section 31)
- EPA, Refrigerant Sales Restriction (Section 608 certification): epa.gov (section 5)
- ENERGY STAR, Maintenance Checklist (spring cooling check, fall heating check, monthly filter check): energystar.gov (sections 16, 28)
- U.S. Fire Administration, Heating Fire Safety (space heaters 3 feet from anything that can burn, plug directly into the wall): usfa.fema.gov (sections 16, 27)
- EPA, Ozone Generators that are Sold as Air Cleaners: epa.gov (section 34)
- EPA, Wildfires and Indoor Air Quality (MERV 13 or higher if the system can take it; a technician may need to check): epa.gov (section 34)
- National Weather Service HeatRisk forecast: wpc.ncep.noaa.gov (section 25)
- Google Business Profile guidelines (business name, service-area address, no P.O. boxes): support.google.com (sections 7, 9)
- Google Business Profile Help, special hours: support.google.com (section 9)
- Google Maps content policy (no incentives for reviews): support.google.com (section 12)
- FCC, unwanted robocalls and texts, consent and STOP: fcc.gov (section 22)
- FTC Cooling-Off Rule: three business days to cancel many sales of $25 or more made at the buyer's home. ftc.gov (section 31)
- CFPB, Regulation Z 1026.24, what credit ads must disclose: consumerfinance.gov (section 32)

GTL estimates

These are our own judgment, not measured facts:

1. Aim for at least two new reviews a month, more in tune-up months (section 12). Reasoning: most shoppers look at the last three months, so you need fresh ones in every three-month window.
2. Reply to new leads within five minutes in work hours (section 20). Reasoning: a family with no heat or AC often calls two or three companies in a row, and the first real reply usually books the visit.
3. Three follow-ups over a month on quiet replacement quotes, plus one before the next season (section 21). Reasoning: one message is easy to miss, more than three in a month feels pushy, and the first heat or frost makes people think again.
4. A single postcard mailing brings only a few calls per thousand cards (section 23). Reasoning: a new system is a rare purchase, so only the few homes with a dying unit that month act.
5. In a heat wave, no-AC calls pile up fastest on the second and third hot day (section 26). Reasoning: houses hold some cool on day one, and units that have run nonstop for two days are the ones that quit.

6. Start booking tune-ups four to six weeks before the first usual hot or cold week (section 29). Reasoning: reminders need a few weeks to work, and once the weather turns, repair calls crowd tune-ups off the schedule.

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