Grow That Local

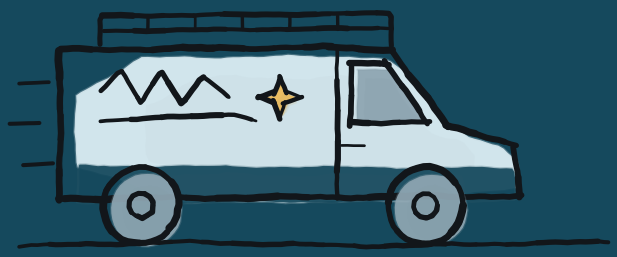
a free guide

What customers love and hate about HVAC companies

We studied 11,141 Google reviews of 48 heating and cooling companies in 10 Southeast cities. Here's what earns five stars, what earns one, and a fix for each you can put in place this week.

For HVAC business owners writing ads or a website.

- 16 short sections in 5 parts
- 49 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

Happy HVAC customers write about the technician who explained the problem and got the house comfortable again. Angry ones write about the bill, the wait in a heat wave, and the feeling they were sold a system they didn't need. We counted which topics show up in each, so you can fix the ones that cost you stars before the next hot week.

What we did: in November 2026 we pulled 55,042 Google reviews of 265 local trade businesses in 10 Southeast cities: Nashville, Tulsa, Louisville, Huntsville, Lexington, Birmingham, Memphis, Little Rock, Montgomery and Jackson, Mississippi. This guide uses the 11,141 reviews of the 48 HVAC companies among them, 9,123 of which have text. We picked companies from the map's top 3, from spots 4 to 20 and from below 20 in each city. Then we tagged 14 topics, such as price, communication and warranty, in every review with text. We cite it as "GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026."

How to read the numbers:

- **"Share of bad reviews"** means the share of 1- and 2-star reviews with text that mention a topic. **"Share of 5-star reviews"** is the same for 5-star reviews. A topic in a bad review is almost always a complaint. In a 5-star review it's praise.
- Bad reviews are rare. Only 3.8% of the newest HVAC reviews we pulled were 1 or 2 stars, and 93.1% were 5 stars. We pulled extra bad reviews on purpose so we'd have enough to study, so we never give a share "of all reviews."
- We checked the tags by reading 1,200 reviews by hand. 96.2% of the tags were right, and they caught 90.6% of the topics a person would spot. So the shares run slightly low, most of all for quality and communication.
- Part 5 has the full method and its limits. The short version: Southeast only, and only businesses that show up on Google Maps.

Some fixes below are texts about a customer's own job. Send them only to customers who gave you their number for that job, say who's texting, and follow the US texting rules in our texting rules guide.

Two rules we kept while writing it:

- Every number comes from our review study or a public source, listed at the end. When we give our own opinion, we say "GTL estimate" and tell you why we think it.
- We never name a business, a reviewer or a staff member. Where we show what customers say, it's our own paraphrase of a pattern we saw many times, never a real review. Every example is made up.



Part 1

What HVAC customers praise

1 The praise, in one table

The idea. Here's what 5-star HVAC reviews talk about most (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026):

Topic	Share of 5-star HVAC reviews
The technician and staff	56.5%
Know-how and explaining the work	39.9%
The quality of the work	33.3%
Scheduling and speed	30.2%
Showing up on time	14.2%
Price and value	12.1%
Communication	11.8%

Know-how came up in 39.9% of 5-star HVAC reviews, the highest share of the six trades we studied. Customers can't see inside a condenser. They remember the technician who showed them the bad capacitor and told them what it meant.

Example. A made-up HVAC company reads their last 20 five-star reviews. Thirteen talk about the technician, nine say "explained" or "knowledgeable," and four mention a same-day repair in July. One mentions the price. That tells them to sell their technicians' know-how.

Do it in 24 hours

- [ ] Open your Google profile and read your last 20 five-star reviews.
- [ ] Tally how many mention the technician, explaining, quality, speed and price.
- [ ] Circle the topic that comes up most. That's what your website should lead with.

2 The technician is the review, so introduce them first

The idea. The technician came up in 56.5% of 5-star HVAC reviews, and "technician," "polite," "courteous" and "friendly" were among the most typical 5-star words. 42.3% of 5-star HVAC reviews mention a staff member by first name, against 14.8% of bad ones (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026).

You can't ask for names in reviews. Google's review rules ban asking customers for reviews with specific content, including content that names a staff member, and ban review quotas for staff (Google Maps user-contributed content policy, support.google.com). So earn it. A customer who knows who's coming, and why to trust them, remembers the name.

Paraphrase, not a real review: Patient with all our questions and kind to our pets.
On-my-way text:
"Hi [first name], it's [business]. [tech name] is on the way and should be there by [time]. Photo attached so you know who's at the door. Questions? [phone]"

At the door (made-up example, use your own words):
Before stepping in:
"Hi, I'm [tech name] with [business]. I'll put on shoe covers. Can you tell me what the system's been doing, and show me the thermostat and the unit?"

Example. A made-up HVAC company adds each tech's photo to the on-my-way text and puts the tech's first name on the invoice. Nobody asks for names in reviews. Over the next season, more reviews mention the tech on their own.

Do it in 24 hours

- [ ] Take a clear, friendly photo of each technician in uniform.
- [ ] Save the on-my-way text with a slot for the photo.
- [ ] Put the tech's first name on every invoice.
- [ ] Check your review ask: an honest review, no names or words requested, no staff targets.

3 "Explained": show the reading, the part and the photo

The idea. Know-how and explaining came up in 39.9% of 5-star HVAC reviews, and "explained," "knowledgeable," "thorough" and "questions" were among the most typical 5-star words (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026).

Paraphrase, not a real review: Explained the problem in plain words and showed photos of what they found.

The fix is a show-then-fix rule on every call.

1. Find the problem.
2. Show it: a photo of the part, the reading on your gauge, the clogged filter.
3. Say what it is in one plain sentence, with no trade words.
4. Give the price before you start (section 7).
5. After the repair, show the new part and the new reading, and hand back the old part.

Example. A made-up HVAC tech holds the swollen capacitor next to the new one and says, "This little part starts your outdoor fan. It's worn out. That's why it was humming and not starting." The review says "explained everything."

Do it in 24 hours

- [ ] Make "photo before, photo after" a rule for every technician.
- [ ] Practice saying the five most common problems in one plain sentence each.
- [ ] Add the photos to the invoice or text them with it.

4 Speed: give an honest wait, even in a heat wave

The idea. Scheduling and speed came up in 30.2% of 5-star HVAC reviews, and "quickly," "quick" and "efficient" were among the most typical 5-star words (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). Getting the house cool the same day earns a review. So does being told the truth about when you can come.

Paraphrase, not a real review: Fit us in fast when it was an emergency.

Paraphrase, not a real review: Called ahead and arrived when they said they would.

The fix is an honest wait time on the phone, every time, with what to do until you get there.

The booking line (use your own words):
In a heat wave:
"We're running about [number] hours behind today because of the heat. The earliest we can be there is [time]. Until then, close the blinds, set the thermostat to [temperature], and check that the breaker hasn't tripped."

Example. A made-up HVAC company posts its real wait on its Google profile every morning of a heat wave. Customers who call already know, and the reviews say "told us the truth and showed up."

Do it in 24 hours

- [ ] Write the booking line with your own words and hold-over tips.
- [ ] Decide who updates the wait time on busy days, and where (phone, website, Google post).
- [ ] Use the booking line on your next call.

5 Use their words on your website and in your ads

The idea. These were the words most typical of 5-star HVAC reviews, and of 1-star ones (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026):

Most typical of 5-star HVAC reviews	Most typical of 1-star HVAC reviews
professional, knowledgeable, friendly, explained, quickly, thorough, helpful, polite, courteous, efficient, technician	never, called, another, charge, charged, money, fee, manager, cost, quoted, second, replace

The 1-star list has the money words (charge, charged, fee, cost, quoted) and two trust words: "second" and "replace." That's the customer who got a second opinion and found they didn't need a new system.

Don't paste the 5-star adjectives onto your site. Every HVAC company says "knowledgeable." Show the proof.

- **"Explained":** "We show you a photo of the problem before we fix anything."
- **"Thorough":** list what's in your tune-up, step by step.
- **"Technician":** a photo and first name of each tech on your site.
- **Against "replace" and "second":** "You'll always get a repair price next to any replacement price."

Example. A made-up HVAC company swaps "Knowledgeable, professional HVAC service" for "We show you the problem, then give you a repair price and a replacement price. You choose." The new line answers the 1-star worry head on.

Do it in 24 hours

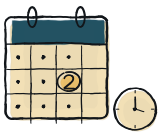
- [ ] Read your homepage and cross out every adjective a competitor could also use.
- [ ] Replace each one with a fact, a photo or a rule you keep.
- [ ] Add "repair price next to replacement price" to your homepage.

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 2

What HVAC customers complain about

6 The complaints, in one table

The idea. Here's what bad HVAC reviews talk about most (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026):

Topic	Share of bad HVAC reviews	Share of 5-star HVAC reviews
Price, quotes and value	69.1%	12.1%
Scheduling and speed	48.2%	30.2%
Communication	31.4%	11.8%
The technician and staff	26.9%	56.5%
Honesty and sales pressure	25.6%	7.1%
Know-how	23.1%	39.9%
Showing up on time	16.8%	14.2%
The quality of the work	15.3%	33.3%
Payment, deposits and refunds	14.6%	0.9%
Follow-through	14.3%	4.5%
Warranty	12.1%	1.4%
Damage to the property	3.3%	0.2%
Cleanup	3.0%	2.4%

HVAC leads the six trades on three complaints: scheduling (48.2% of bad reviews), honesty and sales pressure (25.6%) and warranty (12.1%). Price is close to the top too, at 69.1%. "Price" here includes fees, quotes, refunds and billing, not only "too expensive."

Damage is hard for our tags to spot, so its real share is probably higher than 3.3%. Think of the ceiling stain from a clogged drain line, or the tracks in the attic insulation.

Do it in 24 hours

- [ ] Read your own 1- and 2-star reviews, and the 3-star ones too.
- [ ] Mark each with the topics in the table.
- [ ] Pick the topic that shows up most. Start with its section below.

7 Price: the diagnostic fee on the phone, the price before the repair

The idea. Price came up in 69.1% of bad HVAC reviews. "Charge," "charged," "fee," "cost" and "quoted" were all among the most typical 1-star words (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). The story is a surprise: a fee nobody mentioned, or a bill far from what the customer expected.

Paraphrase, not a real review: Was charged a service fee just for the visit, then quoted far more than other companies for the same repair.

Paraphrase, not a real review: Gave a clear price up front and the bill matched it.

The phone script (use your own words):
When they book:
"Our diagnostic fee is [amount]. That covers the tech coming out and finding the problem. If you go ahead with the repair, [it's applied to the job / it's separate]. Before any work starts, you'll get the full price and you decide."
For plan members:
"You're on our [plan name], so [your fee is lower / you're first in line / there's no diagnostic fee]."
Price approval text:
"Hi [first name], here's the price for today: [repair] for [amount], parts and labor included. Reply YES to go ahead, or call [phone] with questions."

How to explain price (script):
When they say it's too much:
"I understand. Here's what's in it: the part, the labor, and our [length] warranty on the repair. If you'd like a second opinion, that's fine. Today's diagnostic covers the visit either way."

Example (sample numbers). A made-up HVAC company says "$99 diagnostic, applied to the repair if you go ahead" on every call. A customer approves a $285 repair by text. The invoice says $285. The review says "price was exactly what they said."

Do it in 24 hours

- [ ] Write your diagnostic fee and after-hours fee on a card by every phone.
- [ ] Put the diagnostic fee on your website.
- [ ] Save the price approval text and make it a rule before every repair.
- [ ] Practice the "too much" script once out loud.

8 "They tried to sell me a new system": two prices and a photo

The idea. Honesty and sales pressure came up in 25.6% of bad HVAC reviews, the highest share of the six trades, against 7.1% of 5-star ones. "Second," "another" and "replace" were among the most typical 1-star words (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). The customer called about a repair, heard "you need a new system," got a second opinion, and wrote the review.

Paraphrase, not a real review: Felt pushed to replace the whole system when only a small part was needed.

Paraphrase, not a real review: Honest about what we did not need and did not try to upsell.

The fix is one rule for every technician: when you mention replacement, give the repair price next to it, with a photo of what's wrong and an honest guess at how long the repair lasts.

The two-price script (use your own words):
Repair or replace:
"You have two choices, and both are fair. I can replace the [part] today for [amount]. On a [age]-year-old system, I'd expect that to get you through [time]. Or a new system is [amount], with [warranty]. Here's the photo of what I found. Take your time."

GTL estimate: this rule costs you a few replacement sales and wins you more reviews than it costs. Our reasoning: the pushy-upsell review is one of the most damaging an HVAC company can get, and a customer who picks the repair today often comes back to you for the replacement later.

Example. A made-up HVAC company adds a second price line to its quote form, and the owner reviews every replacement quote that has no repair price. The "they tried to sell me a new system" reviews stop.

Do it in 24 hours

- [ ] Make "repair price next to replacement price" a rule for every tech, starting today.
- [ ] Add a second price line and a photo slot to your quote form.
- [ ] If you pay techs on sales, check whether it pushes replacements a customer didn't need.

9 Waiting: priority rules you say out loud

The idea. Scheduling and speed came up in 48.2% of bad HVAC reviews, the highest share of the six trades. Showing up on time came up in 16.8% (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). In a heat wave or a cold snap, everyone needs you at once. The bad reviews come from customers who were told one thing and got another.

Paraphrase, not a real review: Took a day off work for the appointment window and they cancelled at the last minute.

Paraphrase, not a real review: No call or text to say the tech was running hours late.

The fix is to say your priority order out loud and text the minute a window slips.

Your priority order (example, set your own): no heat or no cooling with someone elderly, very young or unwell at home; then plan members; then everyone else, in the order they called.
Running late:
"Hi [first name], it's [business]. I'm sorry, [tech name] is running behind on an emergency. New time: [time]. If that doesn't work, reply and we'll set another."

Can't come today:
"Hi [first name], it's [business]. I'm sorry, we can't make it today. The first time we can be there is [day, time]. Reply YES to keep it. Until then, [hold-over tip]."

Example. A made-up HVAC company puts its priority order on its website and says it on the phone during a heat wave. Customers who wait still aren't happy, but they don't write "they lied about when they'd come."

Do it in 24 hours

- [ ] Write your priority order and put it on your website.
- [ ] Save the two texts as shortcuts on the dispatch phone.
- [ ] Make it a rule: nobody waits past their window without a text.

10 Warranty: write what's covered, and register the equipment for them

The idea. Warranty came up in 12.1% of bad HVAC reviews, the highest share of the six trades, and in only 1.4% of 5-star ones. Follow-through came up in 14.3% of bad ones (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). The story: the part failed again, and the customer was told it wasn't covered.

Paraphrase, not a real review: Charged for work that should have been covered.

Paraphrase, not a real review: Stood behind their work and fixed it under warranty.

The fix is a one-page warranty card with every repair and every new system.

Your warranty card (fill in your own terms):

- **Parts:** who covers them, for how long, and whether the equipment has to be registered.
- **Labor:** what your company covers, and for how long.
- **Registration:** "We registered your equipment with the manufacturer on [date]."
- **What's not covered:** in plain words.
- **How to claim:** who to call, and how fast you'll answer.

Check whether each brand you install needs the equipment registered for its full parts warranty. If it does, register it for the customer and tell them you did. Your distributor can confirm what each brand needs.

Example. A made-up HVAC company hands every new-system customer a warranty card with the registration date filled in. Three years later, a part fails. The customer finds the card, and the warranty call is easy.

Do it in 24 hours

- [ ] Write your warranty card using the five lines above.
- [ ] Check every system you installed this year is registered with the manufacturer.
- [ ] Give every tech the same one-sentence answer to "is this covered?"

11 Silence: a call-back rule, and a manager who calls first

The idea. Communication came up in 31.4% of bad HVAC reviews. "Called," "call," "calls," "tried" and "manager" were among the most typical 1-star words (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). The customer has a complaint, calls, asks for a manager, and doesn't hear back.

Paraphrase, not a real review: Left several messages and nobody ever called back.

Paraphrase, not a real review: Answered every call and question quickly.

The fix is a rule: every complaint gets a call from the owner or a manager the same day.

After a complaint:

"Hi [first name], it's [your name], the owner at [business]. I heard about [problem]. I'm sorry. I'd like to make it right. When's a good time today for a quick call?"

Example. A made-up HVAC company logs every complaint on a board the owner checks at noon and 4 p.m. Every one gets a call by 5. A customer who planned to post a review gets a visit the next morning instead.

Do it in 24 hours

- [ ] Decide who calls back complaints, and by when.
- [ ] Save the complaint text for when you can't call right away.
- [ ] Call back every complaint from the last two weeks that didn't get an answer.

12 Plans, financing and refunds: put the money rules on one page

The idea. Payment, deposits and refunds came up in 14.6% of bad HVAC reviews and only 0.9% of 5-star ones (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). In HVAC this is maintenance plans that renew and charge without warning, financing terms the customer didn't understand, and refunds that never came.

Paraphrase, not a real review: Kept charging the card after the service was cancelled.

Paraphrase, not a real review: Financing and payment were simple and clear.

Your money page (fill in your own terms):

- **Maintenance plan:** price, what's included, when it renews, and "we'll text you two weeks before it renews."
- **Cancelling a plan:** how, and when the last charge is.
- **Financing:** the lender, the term, the rate, and what the monthly payment is, in writing.
- **Deposits:** how much, when, and what's refunded if they cancel.
- **Billing questions:** who to call, and a call back within one business day.

Before a plan renews:

"Hi [first name], it's [business]. Your [plan name] renews on [date] for [amount]. It includes [two tune-ups / priority service]. To cancel, just reply here."

Example. A made-up HVAC company starts texting two weeks before every plan renews. A few customers cancel. The rest stay, and the "they charged my card without asking" reviews stop.

Do it in 24 hours

- [ ] Write your money page using the five lines above.
- [ ] Set up the renewal text for every plan member.
- [ ] Check every open refund and call each customer today.

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 3

Answering bad reviews

13 How HVAC companies reply, and how fast

The idea. HVAC companies reply to bad reviews less than any other trade we studied. In our reply sample, they answered 78.9% of 5-star reviews but only 53.7% of 1- and 2-star ones, and 50.5% of 1-star ones. The typical reply came 14 days after the review, and 27.0% came within a week (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026).

Customers expect faster. In BrightLocal's 2026 survey, 81% of consumers said they expect a reply within a week, and 19% expect one the same day (BrightLocal Local Consumer Review Survey 2026, brightlocal.com). Google tells the reviewer when you reply, and they can still edit their review after reading it (Google Business Profile Help, support.google.com).

So about half of bad HVAC reviews sit there with no answer. The next customer reads that silence. Reply to every bad one, within a day.

A note on these reply numbers: they come from the first 50 reviews per business in Google's "most relevant" order, which tends to show reviews with replies. Only 229 of them were bad HVAC reviews. Treat the numbers as a direction, not an exact rate.

Example. A made-up HVAC company turns on review alerts and makes the owner reply to bad reviews the same day, after calling the customer. In peak season, the office manager drafts and the owner approves.

Do it in 24 hours

- [ ] Turn on review alerts in your Google profile, so new reviews reach your phone.
- [ ] Reply to every unanswered 1-, 2- and 3-star review, oldest first.
- [ ] Put a daily 15-minute reply slot on your calendar, and keep it in heat waves.

14 Angry HVAC reviews are the longest, so your reply must be specific

The idea. The typical bad HVAC review ran 100 words, the longest of the six trades. The typical 5-star one ran 22 (GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026). The angry customer lists the fee, the quote, the second opinion and every call. A two-line "Sorry, please call us" tells the next reader you didn't read it. And 50% of consumers say templated replies put them off (BrightLocal Local Consumer Review Survey 2026, brightlocal.com).

The fix is a four-part reply. Our guide How to Answer a Bad Review goes deeper.

1. Thank them, and name the specific problem.

2. Own what's fair, without blaming the customer.
3. Explain calmly, so the next reader understands, then say what you're doing about it.
4. Take it offline, with a name and a number.

Example. A made-up reply to a 1-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. That didn't happen here, and I've talked with the team. I'd like to look at what happened and call you today. [your name], owner**

Never mention the customer's address, equipment details or bill amount in a reply. Keep private facts private.

Do it in 24 hours

- [ ] Pick your oldest unanswered bad review and rewrite your reply with the four parts.
- [ ] Call the customer before you post it.
- [ ] Read How to Answer a Bad Review before the next one lands.

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 4

Your own review audit

15 Read your last 30 reviews the way we did

The idea. Our numbers are an average of 48 HVAC companies. Yours will be different. In 20 minutes you can run the same check on your own profile and know which fix to do first.

The audit (a sheet of paper is enough):

1. Write the topics down the side: the technician, know-how, quality, speed, on time, price and fees, honesty and upselling, communication, warranty, follow-through, payment and plans, damage, cleanup.
2. Read your last 30 reviews, plus every 1-, 2- and 3-star review you have.
3. Mark each topic a review talks about. Use one column for 5-star and one for the rest.
4. Circle the topic with the most marks in the bad column. Its section in Part 2 is your first fix.
5. Circle the topic with the most marks in the 5-star column. Put proof of it on your website (section 5).

Example. A made-up HVAC company's audit: the technician in most of their 5-star reviews, and upselling in three of their five bad ones. They start with the two-price rule in section 8.

Do it in 24 hours

- [ ] Run the audit tonight.
- [ ] Pick one fix from Part 2 and start it tomorrow.
- [ ] Put a reminder to run it again in 90 days, and once before each peak season.



Part 5

How we got these numbers

16 The method and its limits

The idea. Here's exactly what's behind every figure, so you know how far to trust it.

- **The businesses:** 265 local trade businesses in 10 Southeast cities, from Google Maps results we gathered in November 2026. In each city and trade we took the two most-reviewed in the map's top 3, the two most-reviewed in spots 4 to 20, and one below spot 20. HVAC: 48 (19 top-3, 20 from spots 4 to 20, 9 below 20).
- **The reviews:** for each business, the newest 180 reviews plus the 70 lowest, or every review if it had fewer than 250. HVAC: 11,141 reviews, 9,123 with text, 1,765 of them 1- or 2-star and 6,644 5-star.
- **The topics:** a word-pattern dictionary of 14 topics. We read 1,200 reviews by hand to check it, 200 per trade. For HVAC reviews, 97.9% of tags were right and they caught 93.0% of topics.
- **Owner replies:** the first 50 reviews per business in Google's "most relevant" order, 2,400 HVAC reviews in all.

The limits:

- **Southeast only,** and only businesses that show up on Google Maps. Not a national random sample.
- **Bad reviews were oversampled on purpose.** That's why every share is "of bad reviews" or "of 5-star reviews," never "of all reviews."
- **Tags slightly undercount,** most for quality and communication. Damage is the weakest: our tags caught only about 60% of damage stories in the hand check.
- **"Price" means the review talks about money,** including fees, quotes, refunds and billing, not only "too expensive."
- **Reply figures are directional.** Google's "most relevant" order favors reviews with replies, and the sample had only 229 bad HVAC reviews.
- **Staff names are an estimate,** from a list of first names with unclear words removed.

To quote a figure, credit "GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026." Our cross-trade report, What 55,000 Reviews Say About Local Trades, has the same study for all six trades.

Do it in 24 hours

- [ ] Compare your audit from section 15 with the tables in sections 1 and 6.
- [ ] Where your numbers differ from ours, trust yours.



Your first 24 hours, in one list

If you only do five things today, do these:

- [ ] Run the review audit on your own profile (section 15).
- [ ] Make "repair price next to replacement price" a rule for every tech (section 8).
- [ ] Put your diagnostic fee by every phone and on your website, and start the price approval text (section 7).
- [ ] Write your priority order and save the running-late text (section 9).
- [ ] Turn on review alerts and reply to every unanswered bad review with the four parts (sections 13 and 14).

Tomorrow, write your warranty card and check this year's installs are registered (section 10). Run the audit again before your next peak season.



Where to go next

When a bad review lands, How to Answer a Bad Review has replies for the six most common cases. To get more 5-star reviews from the calls you already run, 50 Review Request Texts That Get Replies gives you the words, with lines written for HVAC. The HVAC Marketing Playbook covers the rest: your website, your Google profile, heat waves, tune-ups and plans.

For the same study across all six trades, read What 55,000 Reviews Say About Local Trades.



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: Review requests. Free sample: your first 10 requests sent. Review requests is $100 a month, with a 7-day full refund.

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

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.

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. GTL analysis of 55,042 Google reviews, 10 Southeast cities, November 2026. 265 local trade businesses in Nashville, Tulsa, Louisville, Huntsville, Lexington, Birmingham, Memphis, Little Rock, Montgomery and Jackson MS, picked from three map bands per city. HVAC figures come from the 11,141 reviews of 48 HVAC companies (9,123 with text; 1,765 1- or 2-star and 6,644 5-star with text). Topic tags checked by hand on 1,200 reviews (96.2% of tags right, 90.6% of topics caught overall; HVAC 97.9% and 93.0%). Owner replies from the first 50 reviews per business in Google's "most relevant" order (2,400 HVAC reviews, 229 of them 1- or 2-star). Totals only; no business, reviewer or staff member named. (before you start, sections 1 to 16)
2. BrightLocal Local Consumer Review Survey 2026 (1,002 US adults, published Feb 11, 2026): 81% expect a reply to their review within a week; 19% expect one the same day. brightlocal.com (section 13)
3. Same survey: 50% are put off by generic or templated replies. (section 14) (brightlocal.com)

Rules and guidance cited (not statistics), checked on 2026-11-12:

- Google Maps user-contributed content policy (bans asking for reviews with specific content, including naming a staff member; bans staff review quotas, incentives and asking only happy customers): support.google.com (section 2)
- Google Business Profile Help, "Manage customer reviews" (the reviewer is notified when you reply and can still edit their review): support.google.com (section 13)

GTL estimates

These are our own judgment, not measured facts:

1. Giving a repair price next to every replacement price costs a few replacement sales and wins more reviews than it costs (section 8). Reasoning: the pushy-upsell review is one of the most damaging an HVAC company can get, and a customer who picks the repair today often comes back for the replacement later.

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