Grow That Local

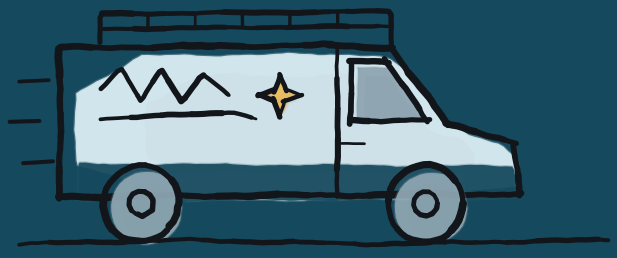
a free guide

What marketing should cost an HVAC company in 2026

Real 2026 prices for every kind of heating and cooling marketing, what each price should buy you, and the red flags, so nobody overcharges you.

For HVAC business owners who've been quoted by agencies.

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



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Contents

Before you start: how this guide works 3

Part 1 **Your budget and the price list** 3

1 How much an HVAC company your size should spend 3

2 The whole price list on one page 4

Part 2 **Be found and trusted** 7

3 Website 7

4 Google profile management 8

5 Review requests 9

Part 3 **Stay in touch between jobs** 11

6 Email newsletter 11

7 Win-back texts 12

8 Social media posts 13

Part 4 **Search, ads and lead sites** 15

9 SEO 15

10 Local Services Ads 16

11 Google Ads 17

12 Shared leads: Angi and Thumbtack 18

Part 5 **Out on the street** 20

13 Neighborhood postcards 20

14 Yard signs and van wraps 21

Your first 24 hours, in one list 22

Where to go next 23

What we charge 24

If you'd rather hand it off 25

Sources 26

GTL estimates 27

Before you start

If an agency has quoted you for "heat wave marketing" and you couldn't tell whether the price was fair, this guide is for you. It covers 12 kinds of marketing an HVAC company can buy, from the website to the van wrap. For each one you get the going price in 2026, what that price should buy, the red flags, and how much an HVAC company usually puts into it.

Section 2 puts every price on one table, so you can check a quote in a minute. After that, each kind of marketing gets its own short section with a checklist you can do in the next 24 hours.

Two free calculators go with it at growthatlocal.com/free: one works out how many leads you need each month, the other whether Google Ads would pay for your trade.

Three rules we kept while writing it:

- Every market price links to the public page it came from, checked on November 12, 2026, and listed at the end. When there's no public number, we say so. When something is our judgment, we say "GTL estimate" and tell you why.
- Every example is made up to show the idea, including every dollar figure in an example. None of them are real businesses or results.
- Our own prices aren't in the sections or the table. They're at the end, pulled from our pricing page.



Part 1

Your budget and the price list

1 How much an HVAC company your size should spend

The rule of thumb. The most quoted guideline is an SBA blog post: businesses under $5 million in revenue, with margins of 10 to 12%, should put 7 to 8% of revenue into marketing. The same post says many businesses spend 2 to 3% just to keep running, and that the budget splits between building your name (website, signs) and promoting it (ads, mail) (SBA, webarchive.library.unt.edu).

For an HVAC company. HVAC has two peaks and two quiet shoulders. The phone rings by itself in a heat wave, so the budget does the most in spring and fall: booking tune-ups, selling maintenance plans and filling the shoulder months (GTL estimate). Every household you keep on a plan is worth years of calls.

Example (sample numbers). A made-up HVAC company brings in $800,000 a year. At 7 to 8%, that's $56,000 to $64,000 a year, or about $4,700 to $5,300 a month on average. They spend more of it in March and September, when tune-ups and plans need selling.

Do it in 24 hours

- [ ] Find last year's total revenue.
- [ ] Add up everything you spent on marketing in the last 12 months: ads, leads, printing, the website, any agency.
- [ ] Divide the second number by the first. That's your share today.
- [ ] Pick your share for next year: lower to hold steady, 7 to 8% to grow, higher to push into a new town.

2 The whole price list on one page

The idea. Here's every kind of marketing in this guide, with what it costs to do yourself and what the market charges to have it done. Each price links its source. Hold any quote you get up against this table.

Marketing	Doing it yourself	Paying for it
Website (section 3)	Builder plan, $19 to $29 a month (Squarespace, squarespace.com)	$614 to $1,817 for a site (Thumbtack, thumbtack.com)
Google profile management (section 4)	Free, about 2 to 4 hours a month (GTL estimate)	About $100 to $400 a month: 2 to 4 hours (GTL estimate) at $50 to $100 an hour (Thumbtack, thumbtack.com)
Review requests (section 5)	Free: your review link and your phone	No public price survey. Sending 100 texts costs under $1.50 (Twilio, twilio.com)
Email newsletter (section 6)	Free up to 250 contacts (Mailchimp, mailchimp.com)	About $50 to $300 an email: 1 to 3 hours (GTL estimate) at $50 to $100 an hour (Thumbtack, thumbtack.com)
Win-back texts (section 7)	Free from your phone, one at a time	No public price survey. Texting 300 people costs about $4 (Twilio, twilio.com)
Social media posts (section 8)	Free, about an hour a week (GTL estimate)	$399 to over $5,000 a month (Thumbtack, thumbtack.com)
SEO (section 9)	Free tools and your time	$1,557 a month, the local average (Ahrefs, ahrefs.com)
Local Services Ads (section 10)	Pay per lead; Google doesn't publish prices (Google, support.google.com)	The same lead costs, plus any management fee
Google Ads (section 11)	Your click budget; Google sets click prices by auction (Google Ads Help, support.google.com)	A management fee on top: get it in writing (GTL estimate)
Shared leads: Angi and Thumbtack (section 12)	You set a price per lead and a weekly budget (Thumbtack Help, help.thumbtack.com)	HomeAdvisor: $287.99 a year plus each lead, per the FTC in 2023 (FTC, ftc.gov)
Neighborhood postcards (section 13)	$0.260 postage a card, plus printing (USPS, pe.usps.com)	Design $116 to $315 (Thumbtack, thumbtack.com), plus postage and printing
Yard signs and van wraps (section 14)	$20.13 a yard sign (BuildASign, buildasign.com)	Wrap $3,000 to $4,500 for a small van (Kelley Blue Book, kbb.com)

For an HVAC company. The rows that usually pay first are the website, the Google profile and the email list, because maintenance customers book again every year (GTL estimate).

Our own prices are in the price list at the end of this guide.

Do it in 24 hours

- [ ] Write down every marketing bill you pay today, next to its row in the table.
- [ ] Circle any bill well above the "paying for it" range, and ask that company what you get for the difference.
- [ ] Circle any row you pay nothing for. Those are the ones to look at first.

or we can do it for you

Free sample: Your first report card, this month

So you can see where your marketing money is going. The monthly report card is free.

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



Part 2

Be found and trusted

3 Website

The idea. Your website is where a Google search, a yard sign or a neighbor's tip turns into a call. You pay once to build it, then a little each month to keep it online.

The going rate. Thumbtack's cost guide puts the national average for a website developer at $1,057, with most jobs between $614 and $1,817 and hourly rates of $25 to $85 (Thumbtack, thumbtack.com). The same guide puts hosting at about $8 a month and a domain at about $15 a year.

Doing it yourself. A website builder costs its plan fee plus your evenings. Squarespace lists Basic at $19 a month and Core at $29 a month, billed yearly (Squarespace pricing, squarespace.com).

What that price should buy you.

- The domain and the hosting login in your name, not the designer's.
- A site that loads fast on a phone, with your number and a call button on the first screen.
- A page for each job you want more of, and the towns you serve.
- Real photos of your work, and your Google reviews.
- A contact form that reaches your phone, tested before launch.

Red flags.

- The designer registers your domain in their own name.
- A "free" site you lose the day you stop paying, with no copy of your words and photos.
- A long contract for a template site.
- Nobody shows you the site on a phone before it goes live.

For an HVAC company. Make the first screen match the weather: AC repair in a heat wave, no-heat calls in a cold snap. Add a tune-up booking form so maintenance customers can book without calling, and a plain page on repair or replace with two prices side by side.

Example (sample numbers). A made-up HVAC company pays $1,800 for a site with cooling and heating pages, a tune-up booking form and a maintenance plan page. The designer swaps the first-screen photo and headline twice a year as part of the price, so the site always matches the weather.

Do it in 24 hours

- [ ] Look up who your domain is registered to, and write it down.
- [ ] Ask any designer for a written quote that lists pages, who owns the domain and what happens if you leave.
- [ ] Write down which page you'd want on the first screen in July, and which in January.

4 Google profile management

The idea. Your Google Business Profile is free. What you pay for is the upkeep: hours and services kept right, new photos and posts, every review answered, and anything a stranger or Google changes put back.

The going rate. There's no public price list for this work. Our estimate is 2 to 4 hours a month for one location (GTL estimate). At Thumbtack's national rate for social media marketing help, $50 to $100 an hour, that's about $100 to $400 a month (Thumbtack, thumbtack.com).

Doing it yourself. It costs nothing but time: about the same 2 to 4 hours a month, in short bursts from your phone.

What that price should buy you.

- You stay the owner. They're added as a manager, and only owners can add or remove people (Google Business Profile Help, support.google.com).
- Photos from real jobs, added every week or two.
- Every review answered within a few days, good or bad.
- Hours, holiday hours and services kept right.
- A short monthly note: what they changed, and what moved (calls, direction requests, website taps).

Red flags.

- They ask for your Google password, or to be made the owner.
- They stuff keywords or town names into your business name. Google's guidelines don't allow it, and it can get a profile suspended (Google Business Profile guidelines, support.google.com).
- Stock photos, or photos from someone else's jobs.
- A promise of the top spot on the map by a date.

For an HVAC company. Use posts as your weather board: heat wave tips, tune-up season, cold snap warnings. Set special hours before every holiday. For most HVAC companies this upkeep is worth paying for, because the no-AC call often starts on the map (GTL estimate).

Example (sample numbers). A made-up HVAC company pays $300 a month for profile upkeep. Before a forecast heat wave, the manager posts "AC checklist before the heat" and adds the company's extra hours. Calls from the profile that week double.

Do it in 24 hours

- [ ] Open "People and access" on your profile and check you are the primary owner.
- [ ] Answer every review from the last month that has no reply.
- [ ] Write a post you could publish the morning a heat wave is forecast.

5 Review requests

The idea. Getting reviews is mostly asking: at the right moment, with a link that opens straight to the review box. Your review link is free from your Google profile.

The going rate. We couldn't find an independent public price survey for review-request services, so we don't print a market number.

What it really costs to send. The texts themselves are cheap. Twilio, a texting platform, charges $0.0083 a text plus a carrier fee of $0.0035 to $0.005 (Twilio pricing, twilio.com). So 100 review requests cost under $1.50 to send. Nearly everything you pay a service for is the setup, the timing and the reminders.

What that price should buy you.

- A request sent soon after each job, with your direct review link.
- One polite reminder, not five.
- Every customer asked, not only the happy ones. Google's policy says you can't ask selectively or discourage bad reviews (Google Maps policy, support.google.com).
- A monthly count: requests sent, reviews received.

Red flags.

- A discount or gift in exchange for a review. Google's policy bans incentives (Google Maps policy, support.google.com).
- "Review gating": unhappy customers steered to a private form, happy ones to Google.
- Anyone offering to write or buy reviews. The FTC's rule against fake reviews has been in effect since October 21, 2024 (FTC, ftc.gov).
- A long software contract just to send texts.

For an HVAC company. Ask once the house feels right again: when the air runs cold or the heat comes back on. Tune-up season is a steady source of reviews when emergency calls are slow (GTL estimate).

Example (sample numbers). A made-up HVAC company runs 300 tune-ups in spring and sends a review text after each one. Sending costs about $4 for the whole season through a texting app. Reviews come in through the quiet months, when nobody's calling about a broken unit.

Do it in 24 hours

- [ ] Copy your review link from your Google profile and save it in your phone.
- [ ] Text it to every customer from the last 30 days who agreed to hear from you by text. The FCC explains consent and opt-out (FCC, fcc.gov).
- [ ] Add your review link to the text that goes out after every tune-up.

or we can do it for you

Free sample: A preview of your new site

Built before you pay anything. Websites start at $1 a month, with a 7-day full refund.

Websites: growthatlocal.com/services/websites



Part 3

Stay in touch between jobs

6 Email newsletter

The idea. An email to past customers once a month or once a season keeps you the name they call next time. It's the cheapest channel on this list to run.

Doing it yourself. Mailchimp's free plan covers up to 250 contacts and 500 sends a month, and its paid plans start at $13 a month on its pricing page (an offer price for the first 12 months when we checked) (Mailchimp pricing, mailchimp.com).

Paying for the writing. Thumbtack's national rate for social media help, $50 to $100 an hour, is a fair guide for email writing too (Thumbtack, thumbtack.com). A short monthly email takes 1 to 3 hours to write and send (GTL estimate), so expect about $50 to $300 an email.

What that price should buy you.

- One useful email a month or a season, about what the season needs.
- Your list stays yours, and you can export it any day.
- An unsubscribe link and your postal address in every email, as the CAN-SPAM Act requires (FTC, ftc.gov).
- Opens, clicks and replies reported, plus any jobs that came from it.

Red flags.

- They won't give you a copy of your own list.
- They add bought email lists.
- No unsubscribe link.
- A sales blast every week.

For an HVAC company. Split your list by last service date and send what the season needs: book your AC tune-up, change your filter, get ready for the first cold night. For HVAC, email sits high on the list, because maintenance customers book again every year (GTL estimate).

Example (sample numbers). A made-up HVAC company sends a "book your spring tune-up" email to 1,500 past customers. A writer charges $150 for it, and the email plan costs less than a tank of gas. Sixty-two tune-ups book in the first week.

Do it in 24 hours

- [ ] Export the emails of every customer from the last two years into one sheet.
- [ ] Write down one tip your customers need this month.
- [ ] Sort your customer list by the month of their last service.

7 Win-back texts

The idea. Past customers already know your work. A short text at the right time brings back jobs you'd otherwise lose to whoever knocks first.

The going rate. We couldn't find an independent public price survey for win-back text services, so we don't print a market number.

What it really costs to send. Through Twilio, a texting platform, each text costs $0.0083 plus a carrier fee of $0.0035 to $0.005 (Twilio pricing, twilio.com). Texting 300 past customers once costs about $4. What you pay a service for is the list work, the timing, the replies and the follow-up.

What that price should buy you.

- Texts only to customers who agreed to hear from you, saying who they're from, with a way to opt out.
- Timed to your trade's calendar, not sent all at once.
- Replies routed straight to your phone.
- A count of replies and booked jobs.

Red flags.

- Texting people who never gave consent. The FCC explains the consent and opt-out rules (FCC, fcc.gov).
- No way to opt out.
- Bought phone lists.
- A promise of a set number of jobs.

For an HVAC company. Equipment age is your calendar. A system you put in years ago is close to replacement, and every customer who skipped last year's tune-up is a plan you can win back. Text before the season, not during it.

Example (sample numbers). A made-up HVAC company texts 600 customers who agreed to texts and missed last year's tune-up. It costs about $8 to send. Seventy book, and nine sign up for a maintenance plan on the visit.

Do it in 24 hours

- [ ] Export every past customer with a phone number into one sheet.
- [ ] Mark the ones who said yes to texts.
- [ ] List every customer who didn't book a tune-up last year.

8 Social media posts

The idea. Posts keep your name in front of neighbors between jobs. What you pay for is the photos turned into posts, every week, without you thinking about it.

The going rate. Thumbtack puts social media help at $50 to $100 an hour nationally, and monthly packages anywhere from $399 to over $5,000 (Thumbtack, thumbtack.com).

In a 2026 poll of almost 100 social media agencies and freelancers, 31% charged under $1,000 a month and 49% charged $1,000 to $2,499 (HeyOrca, heyorca.com).

Doing it yourself. Free apart from time: about an hour a week if you already take job photos (GTL estimate).

What that price should buy you.

- Posts made from your real job photos, not stock pictures.
- A set number each week, written down in the agreement.
- Your town and the job named in each post.
- Posted where your customers look: Facebook, Instagram, Nextdoor or your Google profile.
- The page stays in your name, and you can see every post.

Red flags.

- Stock photos, or posts any business in any town could use.
- Follower counts and "reach" as the only results.
- Paid ads mixed into the fee without a separate budget you can see.
- They create the page in their name.

For an HVAC company. Post the weather before it hits, with one plain tip, and show real work: the clean coil, the new install, the tech at the door. Most HVAC companies put social lower in the budget, after email and search (GTL estimate).

Example (sample numbers). A made-up HVAC company is quoted $1,200 a month for daily posts. They take a $350-a-month offer instead: three posts a week from tech photos, plus a weather post the day before each heat wave or cold snap.

Do it in 24 hours

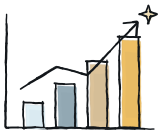
- [ ] Make a phone album called "Posts" and drop 10 recent job photos in it.
- [ ] Count how many posts you made last month on each page.
- [ ] Ask each tech to photograph one clean install or coil this week.

or we can do it for you

Free sample: Your first newsletter, written

Written for your customers this season. Email newsletter is $50 a month, with a 7-day full refund.

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



Part 4

Search, ads and lead sites

9 SEO

The idea. SEO is the work that helps you show up in Google's regular results and the map for the searches that bring jobs. It's slow, and it's the one most often sold with fog.

The going rate. In a poll of 439 SEO providers, Ahrefs found local SEO averaged $1,557 a month, and 23% of providers charged $500 to $1,000 a month (Ahrefs, ahrefs.com).

The same poll found freelancers averaged $1,348 a month and agencies $3,209, with an average hourly rate of $111 (Ahrefs, ahrefs.com).

What that price should buy you.

- A written list of the searches you want to win, checked every month.
- Fixes to your site and Google profile you can see.
- Your listings on other sites made to match (name, address, phone).
- A page for each main job and town, written for your customers.
- A plain report: what they did, what moved, what's next.

Red flags.

- A promise of the top spot by a date.
- Bulk links bought from other sites.
- Reports that show only "impressions" and never calls.
- They won't name the searches they're working on.
- A 12-month lock-in before you've seen a single fix.

For an HVAC company. Name the searches you want in both seasons: "AC repair [town]" and "furnace repair [town]", plus "heat pump installation." Pages for each service and each town do the heavy lifting.

Example (sample numbers). A made-up HVAC company pays $1,500 a month. The monthly report shows "AC repair" in the map's top three in two towns and not yet in the third, the pages written, and calls from search. They stay because they can see the climb.

Do it in 24 hours

- [ ] Write down five searches you want to win, in the words your customers use.
- [ ] Search each one on your phone and note where you show up.
- [ ] Write down your top search for summer and your top search for winter.

10 Local Services Ads

The idea. These are the ads at the very top of Google with the Google Verified badge. You pay per lead, not per click.

Who can run them. Google's page for the ads lists roofing, plumbers, HVAC, house cleaning, painters, landscapers and lawn care among the US trades that can (Google, business.google.com).

What leads cost. Google doesn't publish a price list. It says lead prices depend on your location, the job type, the kind of lead and your bidding mode, and message leads usually cost less than calls (Google Local Services Help, support.google.com).

What gets charged. Answered calls, texts, voicemails and booking requests. A missed call is charged only if it comes during your business hours and the caller stays on for more than 20 seconds. You set a weekly budget, and the month can't go past your weekly budget times the average weeks in a month (Google Local Services Help, support.google.com).

What that price should buy you.

- Your own account and badge, in your name.
- Only the job types you want switched on.
- Someone who answers every ad call in business hours.
- Bad leads reported for a credit, every week.

Red flags.

- Someone else's account running your ads.
- Job types you lose money on left switched on.
- Missed calls in business hours, each one charged.
- Nobody checking the leads against booked jobs.

For an HVAC company. HVAC can run these ads, with extra screening, including background checks on the people who go into homes (Google Local Services Help, support.google.com). In a heat wave, every unanswered call in business hours can still be charged, so staff the phone before you raise the budget.

Example (sample numbers). A made-up HVAC company sets a weekly budget of $150 and gets 18 leads in 30 days, spending $620. They book 7 jobs, about $89 each. Their average repair leaves $210 of profit, so the ads pay.

Do it in 24 hours

- [ ] Search your main job and town and note who's in the ad row at the top.
- [ ] Set the ad account's business hours to the hours someone really answers.
- [ ] Write down who answers ad calls during a heat wave.

11 Google Ads

The idea. You pay Google for each click on your ad. Two costs matter: what goes to Google, and what you pay anyone to run it.

What clicks cost. Prices are set by auction, and Google doesn't publish them by trade. Its free Keyword Planner shows, for your searches and your area, a low and a high range of what advertisers paid to show at the top, about the 20th and 80th percentile of past bids (Google Ads Help, support.google.com).

To see what a click on a heating or cooling search costs in the US, the Southeast and 10 Southeast cities, read What a Google Ads Click Costs an HVAC Company, by City.

How the budget works. Your daily budget is an average. Google can spend up to twice it on one day, but not more than 30.4 times it in a month (Google Ads Help, support.google.com).

Paying someone to run it. We couldn't find an independent public survey of management fees. Ask for the fee in writing, apart from what goes to Google (GTL estimate).

What that price should buy you.

- The ad account in your name, paid with your card.
- Only the searches you want, with a list of the ones to block.
- Calls tracked, and ads paused in hours you can't answer.
- The search terms report, shared every month.

Red flags.

- The account is in the manager's name.
- They won't show you what people searched before clicking.
- The fee is hidden inside "ad spend."
- Ads running on every loosely related search.

For an HVAC company. Clicks cost the most when everyone's AC breaks at once (GTL estimate). Set a budget you can live with on the worst day: Google can spend twice the daily budget on one day. Pause ads when the schedule is full.

Example (sample numbers). A made-up HVAC company sets $50 a day. On the first 100-degree day Google spends $100, but the month can't pass $1,520. When the schedule fills by noon, they pause the ads for the afternoon.

Do it in 24 hours

- [ ] Ask anyone who would run your ads whose name the ad account will be in.
- [ ] Write down your top budget for a 30-day test before you start.
- [ ] Decide the schedule level at which you'd pause ads for the day.

12 Shared leads: Angi and Thumbtack

The idea. You pay for each lead, and other businesses may get the same one. The price that matters is what each booked job costs you, not what each lead costs.

How Angi prices. Angi says each request is matched with no more than five pros, and lead fees change with the task, the homeowner's location and demand (Angi pro help, intercom.help).

How Thumbtack prices. You set the price you'll pay per lead for each service and a weekly budget. Thumbtack says prices vary with the type and size of the job, how many pros are available and your market (Thumbtack Help, help.thumbtack.com).

The one firm number on record. Neither platform publishes a price list. The FTC said in 2023 that pros on HomeAdvisor, part of Angi, generally paid a yearly membership fee of $287.99 plus a fee for each lead. The FTC also alleged the company misled pros about lead quality, and the order required up to $7.2 million in payments (FTC, ftc.gov).

What that price should buy you.

- Leads only for the jobs and towns you chose.
- A credit when a lead is wrong, and a way to ask for it.
- Your own count: leads, replies, quotes and booked jobs.

Red flags.

- A membership that renews by itself.
- Leads outside your area or for jobs you don't do.
- Paying for months without checking which leads booked.
- Replying slowly. With up to five pros on a lead, the first good reply usually wins.

For an HVAC company. Shared HVAC leads can work for repairs if you answer in minutes. For new systems, they're expensive, because the homeowner is collecting quotes from everyone (GTL estimate).

Example (sample numbers). A made-up HVAC company pays $1,000 in a month for 25 leads and books 6 repairs and one system. That's about $143 per booked job. The tune-up email cost less and booked more, so they cap lead spend in peak months.

Do it in 24 hours

- [ ] Add up last month's lead charges and the jobs they booked.
- [ ] Divide the charges by the booked jobs to get your cost per booked job.
- [ ] Count last month's lead-site leads that turned into booked jobs.

or we can do it for you

Free sample: A ranking check and 10 fixes

For the searches you named. SEO is $400 a month, with a 7-day full refund.

SEO: growthatlocal.com/services/seo



Part 5

Out on the street

13 Neighborhood postcards

The idea. A postcard lands in every mailbox on the streets you pick. It works best around the jobs you've just done, and it works over several mailings, not one.

Postage. USPS Every Door Direct Mail retail costs $0.260 a card for flats up to 3.3 ounces, on the price list effective October 4, 2026 (USPS Notice 123, pe.usps.com).

Design. Thumbtack puts the national average for hiring a graphic designer at $116 to $315 (Thumbtack, thumbtack.com). Printing varies with size and count, so get two quotes.

What that price should buy you.

- A card made for your trade, with a real photo of your work.
- Routes picked around your jobs and the homes you want.
- A phone number or link you can count calls from.
- More than one mailing, planned up front.

Red flags.

- One mailing, then giving up.
- No way to count the calls it brings.
- A promise of a set number of calls.
- Every home in the county instead of your routes.

For an HVAC company. Mail neighborhoods whose systems are the same age: homes built in the same years often got their systems at the same time. Spring and fall cards for tune-ups do well (GTL estimate).

Example (sample numbers). A made-up HVAC company mails 800 homes in a neighborhood built the same decade: about $208 in postage, plus printing. The card offers a tune-up and a free second opinion on replacements.

Do it in 24 hours

- [ ] Ask two printers to quote the same card size and count.
- [ ] Look up how many homes are on those routes in the USPS EDDM tool.
- [ ] Pick one neighborhood built in the same decade as your best recent installs.

14 Yard signs and van wraps

The idea. Your work vehicle and your signs work every day you're on a job. You pay once, and the cost per day falls the longer they last.

Yard signs. BuildASign lists an 18 by 24 inch yard sign at $20.13 each, with stakes sold separately and lower prices on bigger orders (BuildASign, buildasign.com).

Wraps. Kelley Blue Book puts a full wrap at $3,200 to $5,000 for a pickup and $3,000 to $4,500 for a small van, and says a wrap lasts about five to seven years with good care (Kelley Blue Book, kbb.com).

What that price should buy you.

- Your name, what you do and your phone number, readable from across the street.
- A design proof on paper, or on screen at real size, before anything prints.
- Good film from a shop that shows you wraps it did three years ago.
- A sign the customer said yes to, taken down when the job ends.

Red flags.

- Ten lines of text nobody can read from a moving car.
- A QR code as the main way to reach you.
- The cheapest film, which fades and peels early.
- Signs left on lawns without the owner's okay, or against HOA rules.

For an HVAC company. Put your sticker on every unit you touch, with your phone number, so the next call comes to you and not the last name they searched. Your vans are parked in driveways all day, so wrap them.

Example (sample numbers). A made-up HVAC company wraps three vans at $3,500 each and prints 500 unit stickers for $120. The stickers cost about a quarter each and sit on the equipment for years.

Do it in 24 hours

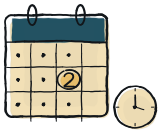
- [ ] Stand across the street from your work vehicle and check you can read the phone number.
- [ ] Count the jobs you finished last month where a sign could have gone up.
- [ ] Order stickers for your units, with your phone number big.

or we can do it for you

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

So you can see the card before any postage. Neighborhood postcard is $400 a month, with a 7-day full refund.

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



Your first 24 hours, in one list

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

- [ ] Work out your yearly marketing budget, and how much lands in spring and fall (section 1).
- [ ] Check that your domain and Google profile are in your name (sections 3 and 4).
- [ ] Sort your customer list by last service date (section 6).
- [ ] List every customer who skipped last year's tune-up (section 7).
- [ ] Decide who answers ad calls during a heat wave (section 10).

Next month, hold your bills up against the table in section 2 again.



Where to go next

Every price here pairs with The HVAC Marketing Playbook, our free 36-section guide to doing each of these well: your website, your Google profile, reviews, posts, email, search, follow-up, heat waves and cold snaps, maintenance plans, repair or replace and tracking.

If you only fix one thing this month, make it the tune-up email: your past customers are the cheapest calls you'll get.

or we can do it for you

Free sample: Your first newsletter, written

Written for your customers this season. Email newsletter is $50 a month, with a 7-day full refund.

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



What we charge

Our prices are listed below.



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: Websites. Free sample: a preview of your new site. Websites start at $1 a month, with a 7-day full refund.

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 market price and rule above, with where to check it (all checked 2026-11-12):

- US Small Business Administration blog, "How to Set a Marketing Budget that Fits your Business Goals" (Caron Beesley, June 4, 2012, archived by the University of North Texas): businesses under $5 million in revenue with 10 to 12% margins should put 7 to 8% of revenue into marketing; many businesses spend 2 to 3% to keep running. webarchive.library.unt.edu (section 1)
- Thumbtack, "How much will your web design cost?" (published February 2025): average $1,057, typical range $614 to $1,817, hourly $25 to $85, hosting about $8 a month, a domain about $15 a year. thumbtack.com (sections 2 and 3)
- Squarespace pricing page: Basic $19 a month and Core $29 a month, billed yearly. squarespace.com (sections 2 and 3)
- Thumbtack, "How much will your social media marketing cost?" (page first published August 2020, shown as a current cost guide): $50 to $100 an hour; monthly packages from $399 to over $5,000. thumbtack.com (sections 2, 4, 6 and 8)
- HeyOrca, "How to Price Social Media Services 2026" (poll of almost 100 agencies and freelancers, published October 20, 2026): 31% charge under $1,000 a month, 49% charge $1,000 to $2,499. heyorca.com (section 8)
- Ahrefs, "SEO Pricing: How Much Does SEO Cost?" (439 SEO providers polled, updated August 15, 2024): local SEO averages $1,557 a month; 23% charge $500 to $1,000; freelancers average $1,348 and agencies $3,209; average hourly rate $111. ahrefs.com (sections 2 and 9)
- Mailchimp pricing page: free plan up to 250 contacts and 500 sends a month; paid plans from $13 a month (an offer price for the first 12 months). mailchimp.com (sections 2 and 6)
- Twilio US SMS pricing: $0.0083 per outbound text segment, plus carrier fees of $0.0035 to $0.005 per text. twilio.com (sections 2, 5 and 7)
- Federal Communications Commission, "Stop Unwanted Robocalls and Texts" (consent and opt-out for texts): fcc.gov (sections 5 and 7)
- Federal Trade Commission, "CAN-SPAM Act: A Compliance Guide for Business" (unsubscribe link and a postal address in every marketing email): ftc.gov (section 6)
- USPS Notice 123 price list (effective October 4, 2026): Every Door Direct Mail retail, $0.260 a piece for flats up to 3.3 ounces. pe.usps.com (sections 2 and 13)
- Thumbtack, "How much does a graphic designer cost?" (updated October 28, 2026): national average $116 to $315. thumbtack.com (sections 2 and 13)
- BuildASign yard signs page: 18 by 24 inch yard sign $20.13 each, stakes sold separately, volume discounts. buildasign.com (sections 2 and 14)
- Kelley Blue Book, "How Much Does It Cost to Wrap a Car?" (October 9, 2025): full wraps from around $2,000 to $10,000 or more; pickup truck $3,200 to $5,000, small van $3,000 to $4,500, large van $3,200 to $4,500; a wrap lasts about five to seven years with good care. kbb.com (sections 2 and 14)
- Angi pro help, "Opportunities and leads frequently asked questions": each request matched with no more than five pros; fees change with task, location and demand; lead credits in some cases. intercom.help (section 12)
- Thumbtack Help, "What are leads, preset jobs, and opportunities?": you set the price you pay per lead for each service and a weekly budget; prices vary with job type and size, how many pros are available and your market. help.thumbtack.com (sections 2 and 12)

- Federal Trade Commission press release, January 2023: HomeAdvisor service providers "generally pay an annual membership fee of $287.99" plus a fee for each lead; the order requires up to $7.2 million in payments and bars misleading claims about lead quality. ftc.gov (sections 2 and 12)
- Google Ads Help, "About Keyword Planner forecasts": low and high top-of-page bid ranges, about the 20th and 80th percentile of past bids, for your location. support.google.com (sections 2 and 11)
- Google Ads Help, average daily budget: up to twice the daily budget on one day, no more than 30.4 times it in a month. support.google.com (section 11)
- Google Local Services Help, how leads are charged: per lead, prices vary by location, job type, lead type and bidding mode; weekly budget with a monthly cap. support.google.com (sections 2 and 10)
- Google Business Profile Help, owners and managers: support.google.com (section 4)
- Google Business Profile guidelines (no extra keywords in the business name): support.google.com (section 4)
- Google Maps prohibited and restricted content (bans incentives for reviews and asking only happy customers): support.google.com (section 5)
- Federal Trade Commission, questions and answers on its rule against fake reviews (in effect since October 21, 2024): ftc.gov (section 5)
- Google, Local Services Ads page (eligible US trades include Roofing, Plumber, HVAC, House cleaning, Painter, Landscaper and Lawn care): business.google.com (section 10)
- Google Local Services Help, screening and verification (extra checks for some trades, including background checks for plumbing and HVAC): support.google.com (section 10)

GTL estimates

These are our own judgment, not measured facts:

1. Google profile upkeep takes about 2 to 4 hours a month for one location (section 4). Reasoning: weekly photos and posts, review replies and a monthly check of hours and services each take minutes, and they add up over a month.
2. Posting yourself takes about an hour a week if you already take job photos (section 8). Reasoning: three short posts from photos already on your phone take 15 to 20 minutes each.
3. A short monthly email takes 1 to 3 hours to write and send (section 6). Reasoning: one useful tip, one photo and one offer; most of the time goes into picking the photo and checking the list.
4. Ask for any ad management fee in writing, apart from what goes to Google (section 11). Reasoning: there is no independent public survey of these fees, and a fee mixed into "ad spend" is the hardest cost to check.
5. The "For an HVAC company" notes on what usually pays first and where the budget goes (sections 1 to 14). Reasoning: they follow the order we see pay first for this trade: be found and trusted first (site, Google profile, reviews), then the channel that suits how HVAC companies win work.

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