Grow That Local

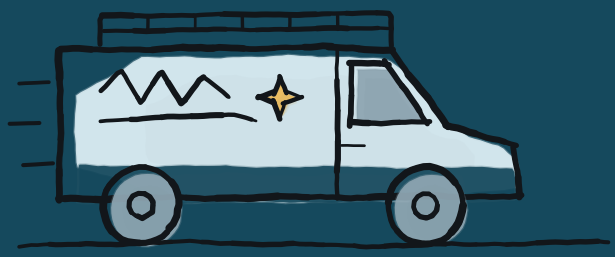
a free guide

Is HVAC growing? The 2026 numbers for heating and air companies

How many heating and air companies the US has, how fast they've grown, where the growth is, why the government projects HVAC jobs to grow faster than most, and what bigger competitors mean for your marketing.

For HVAC business owners planning ahead.

- 13 short sections in 6 parts
- 39 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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Before you start

HVAC owners hear two stories at once: "everyone needs techs" and "there's a new company on every corner". Both can be true. We went to the government's own counts to see.

We used three free public sources:

- **Census County Business Patterns** counts every heating and air business location with paid employees, and how many people work there, every year. The newest year is 2023 (Census Bureau, census.gov).
- **Census Nonemployer Statistics** counts businesses with no paid employees, mostly one-person firms. The newest year is 2024 (Census Bureau, census.gov).
- **Bureau of Labor Statistics Employment Projections** says how many HVAC tech jobs the government expects in 2035 (BLS, bls.gov).

We pulled the US, all 50 states and DC, and 10 Southeast metro areas. We also added our own Google search data to show demand.

One thing to know first. The Census counts heating and air-conditioning contractors together with plumbers, under one industry code: 238220, Plumbing, Heating, and Air-Conditioning Contractors. There's no separate HVAC-only count. So every business count in this report includes plumbing companies, and many shops do both. The BLS outlook in section 8 is for HVAC techs alone.

The headline findings:

- The US had 111,207 plumbing, heating and air-conditioning businesses with paid employees in 2023, up 7% in five years. All businesses grew 6%.
- Their payroll grew 14% in five years, to 1,214,761 people. Shops are getting bigger.
- Firms with 50 or more employees grew 20% from 2018 to 2023. Firms with fewer than 5 grew 6%.
- HVAC tech jobs are projected to grow 11% from 2025 to 2035, the fastest of the six home trades we studied and about three times the rate for all jobs. That's a projection, not a fact.
- July, June and August are the top search months. HVAC has a bigger seasonal swing than plumbing.

The limits, in plain words:

- **Census counts lag.** The newest business counts are for 2023. Nothing here shows 2025 or 2026.
- **Two kinds of business.** County Business Patterns counts locations with paid employees. One-person businesses are counted separately (section 7).
- **HVAC and plumbing share one count,** as above.
- **Small cities have small numbers.** Montgomery had 100 plumbing and HVAC businesses in 2023.
- **Projections are not facts.** We say "projected" every time.

Every example is made up to show the idea. Where a checklist says to text customers, text only people who've agreed to hear from you by text, and stop when they ask. Our free texting rules guide has the details.



Part 1

How big HVAC is

1 How many heating and air businesses and workers there are

The idea. In 2023, the US had 111,207 plumbing, heating and air-conditioning business locations with paid employees. Together they had 1,214,761 people on the payroll in March (Census County Business Patterns 2023, census.gov). That's about 33 for every 100,000 people.

Measure	2013	2018	2023
Plumbing and HVAC businesses with paid employees	93,508	103,616	111,207
People on their payroll	840,511	1,067,543	1,214,761
Employees per business	9.0	10.3	10.9
People in the US per business	3,380	3,154	3,029

Source: Census County Business Patterns, 2013, 2018 and 2023; population from Census population estimates.

The number of shops grew slowly. The size of shops grew fast: from 9.0 employees per business to 10.9 in ten years. The competitor you face is more likely to have a dispatcher, a sales team and a fleet.

Example (sample numbers). A made-up HVAC owner in a town of 60,000 does the sum. At the national rate, that's about 20 plumbing and HVAC businesses with staff. They count 14 HVAC companies in the map, and four of them run a call center. Fewer names than average, but bigger ones.

Do it in 24 hours

- [ ] Write down your town's population.
- [ ] Divide it by 3,029. That's how many plumbing and HVAC businesses an average US town that size has.
- [ ] Search "ac repair near me" on your phone. Count the companies, and note which ones run big fleets.

2 Ten years of growth, year by year

The idea. Plumbing and HVAC businesses grew 19% from 2013 to 2023, ahead of all businesses (12%). Payroll grew 45% (Census County Business Patterns, census.gov).

Year	Plumbing and HVAC businesses	People on payroll
2013	93,508	840,511
2014	95,201	882,906
2015	97,181	933,870
2016	98,434	992,233
2017	102,455	1,015,585
2018	103,616	1,067,543
2019	103,359	1,099,138
2020	104,367	1,116,145
2021	106,854	1,124,239
2022	109,601	1,176,759
2023	111,207	1,214,761

Source: Census County Business Patterns, 2013 to 2023. Industry code 238220 means the same thing in every year shown.

Payroll rose every year, even in 2020 and 2021. Heating and cooling don't stop for a slow economy.

Example (sample numbers). A made-up HVAC owner has competed with the same handful of shops for a decade. Each of them now runs more trucks and more ads. The owner sees the same names but fewer calls, because the bigger shops are buying the searches.

Do it in 24 hours

- [ ] Write down your three biggest local competitors.
- [ ] Check how many trucks or techs they show on their website and Google photos.
- [ ] Write down what you can offer that a big shop can't, such as the same tech every visit.



Part 2

Where HVAC is growing

3 The fastest and slowest growing states

The idea. The West and northern New England grew fastest. The Northeast corridor and the northern Plains shrank. Of the 50 states with at least 100 plumbing and HVAC businesses in 2018, 8 had fewer in 2023 (Census County Business Patterns, 2018 and 2023, census.gov).

	State	Change, 2018 to 2023	Businesses, 2023
Fastest	Arizona	+22%	2,567
	Idaho	+22%	904
	New Hampshire	+21%	776
	Utah	+19%	1,443
	Maine	+18%	781
Slowest	Wyoming	-6%	315
	Maryland	-4%	1,986
	Massachusetts	-3.5%	3,069
	New Jersey	-3%	3,454
	North Dakota	-2%	336

Source: Census County Business Patterns, 2018 and 2023, industry 238220 (plumbing and HVAC together). Only states with at least 100 businesses in 2018 are ranked. The other three states that shrank were New York, Illinois and Nebraska.

In the six states around our metro areas: Tennessee +17%, Arkansas +17%, Alabama +17%, Kentucky +10%, Oklahoma +7% and Mississippi +3%. The US grew 7%. Arizona tops the list, probably because hot summers, fast-growing cities and new homes all need cooling.

Example (sample numbers). A made-up HVAC owner in Alabama sees +17%. New shops are opening around them, many of them plumbing shops adding heating and air. They decide to own the searches a plumbing-first shop doesn't cover well: heat pumps, mini splits and replacement quotes.

Do it in 24 hours

- [ ] Find your state in the table, or in the full list in our data report.
- [ ] If your state grew more than 7%, expect new names in the map before next summer.
- [ ] If it shrank, your competitors are fewer but bigger. Read section 6.

4 How crowded your state is

The idea. We counted plumbing and HVAC businesses per 100,000 people, and HVAC searches per business, to see where demand is spread thinnest.

Most businesses per 100,000 people: Montana (63), Maine (56), New Hampshire (55), Wyoming (54) and Vermont (47). Fewest: West Virginia (23), Mississippi (24), Ohio (25) and Michigan (26). The US average is 33 (Census County Business Patterns 2023, census.gov and Census population estimates (census.gov)).

Now demand. Across the US, people make about 1,817,199 heating and air searches a month on the searches we track. That's about 16 a month for every plumbing and HVAC business. Since that count includes plumbing shops, the real number per HVAC company is higher.

State	HVAC searches a month per business
US	16.3
Kentucky	18.8
Tennessee	15.5
Alabama	14.5
Mississippi	13.5
Oklahoma	13.1
Arkansas	10.0

Source: GTL analysis of Google Ads search estimates, November 2022 to September 2026, divided by Census County Business Patterns 2023 plumbing and HVAC businesses. Searches aren't jobs.

The most searches per business are in Indiana (27.7), Ohio (24.6), West Virginia (22.4), Texas (22.0) and Arizona (20.2). The fewest are in Alaska (4.1), Maine (5.1) and Vermont (5.3), probably because fewer homes there have central air (GTL estimate).

Example (sample numbers). A made-up HVAC owner in Kentucky sees nearly 19 searches a month per business, above the US. Demand is there in a heat wave. Their problem is answering it: when it hits 95 degrees, every shop's phone rings at once.

Do it in 24 hours

- [ ] Find your state in the table or the lists above.
- [ ] If it's above 16.3, plan how you'll answer every call during the first hot week.
- [ ] If it's below, put more into maintenance plans and past customers. Google alone won't fill the board.

5 The 10 Southeast metro areas

The idea. Plumbing and HVAC grew in 9 of the 10 metro areas we checked. Huntsville grew fastest, +35%. Louisville was the only one that shrank.

These are Census metro areas: the city plus the counties around it, using the same counties in both years.

Metro area	Plumbing and HVAC businesses, 2018 to 2023	Change	People on payroll, 2023	Per 100,000 people	All businesses, change
Huntsville	127 to 171	+35%	2,100	32	+11%
Little Rock	254 to 305	+20%	3,329	40	+5%
Nashville	491 to 589	+20%	9,440	28	+15%
Montgomery	82 to 98	+20%	1,157	25	+4%
Birmingham	364 to 431	+18%	5,374	36	+5%
Lexington	163 to 184	+13%	2,287	35	+8%
Tulsa	387 to 424	+10%	3,918	40	+4%
Memphis	333 to 348	+5%	5,311	26	+2%
Jackson, MS	163 to 166	+2%	1,719	27	+3%
Louisville	460 to 449	-2%	6,592	33	+4%

Source: Census County Business Patterns, 2018 and 2023, summed by county using the July 2023 Census metro area county lists. People on payroll is from the Census 2023 metro file. Per 100,000 people uses Census population estimates for 2023.

Tulsa and Little Rock are the most crowded, about 40 businesses per 100,000 people. Nashville's shops are the biggest on average, about 16 employees each.

Example (sample numbers). A made-up HVAC owner in Nashville faces 589 plumbing and HVAC businesses, up from 491, and the biggest shops in the region. They can't outspend a 60-tech company on ads. They build a maintenance plan list instead, so their summer starts with booked tune-ups, not an empty board.

Do it in 24 hours

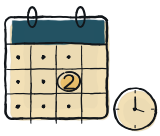
- [ ] Find your metro area in the table, or the nearest one.
- [ ] Compare its change with the "All businesses" column.
- [ ] Look up your own county in section 12 for an exact count.

or we can do it for you

Free sample: A preview of your new site

With online tune-up booking and a page for each job you want, so you can see how you'd stand out before you pay anything. Websites start at $1 a month, with a 7-day full refund.

Websites: growthatlocal.com/services/websites



Part 3

Solo techs and big shops

6 Bigger shops are growing fastest

The idea. Of the 111,207 plumbing and HVAC businesses with staff in 2023, 64,871 (58%) had fewer than 5 employees (Census County Business Patterns 2023, census.gov). But the growth is at the top.

Employees	Businesses, 2023	Share	Change since 2018
Fewer than 5	64,871	58%	+6%
5 to 9	20,587	19%	+7%
10 to 19	13,148	12%	+7%
20 to 49	8,384	8%	+12%
50 or more	4,217	4%	+20%

Source: Census County Business Patterns, 2018 and 2023, industry 238220.

Shops with 50 or more employees grew more than three times as fast as the smallest. Big shops often sell maintenance plans in bulk, run financing offers and answer the phone all night. A small shop wins on the same tech every visit, honest repair-or-replace advice and the owner's cell number.

Example (sample numbers). A made-up HVAC owner with 5 techs keeps losing replacement quotes to a 70-person company with a slick sales visit. They change their quote: a written repair option next to the replacement, photos of the old unit, and a follow-up text two days later. Homeowners who felt pushed elsewhere start calling back.

Do it in 24 hours

- [ ] Find your row in the size table.
- [ ] Write down the one thing customers like about calling you instead of a big shop.
- [ ] Put that line on your home page and in your Google profile description.

7 One-person HVAC techs

The idea. One-person shops are rarer in heating and air than in most trades. In 2024, the US had 189,085 plumbing, heating and air-conditioning businesses with no paid employees, up 9% from 2022 (Census Nonemployer Statistics 2022 and 2024, census.gov). In 2023 there were 1.6 of them for every business with staff. In landscaping it was 4.4. The average one took in $78,607 in 2024, per the same source.

The BLS says about 6% of HVAC techs are self-employed, the lowest share of the six trades we studied (BLS Employment Projections 2025-35, bls.gov).

In our metro areas, Memphis (2.9) and Jackson, MS (2.7) have the most one-person plumbing and HVAC businesses per business with staff. Louisville (1.3) and Huntsville (1.4) have the fewest (Census Nonemployer Statistics 2023 and County Business Patterns 2023).

Example (sample numbers). A made-up solo HVAC tech in Jackson does mostly repairs. They can't sell 5,000 maintenance plans like a big shop. So they keep a list of their 300 customers by unit age and text each one before the summer rush.

Do it in 24 hours

- [ ] Put your license number, insurance and your own photo on your website and Google profile.
- [ ] Start a simple list of every unit you've serviced, with its age.
- [ ] If you work alone, pick one other small shop to swap overflow calls with during heat waves.



Part 4

The next ten years

8 What the government projects for HVAC techs

The idea. The Bureau of Labor Statistics projects heating, air conditioning and refrigeration tech jobs will grow from 440,900 in 2025 to 489,100 in 2035. That's 11%, which the BLS calls "much faster than average": jobs overall are projected to grow 3.5% (BLS Employment Projections 2025-35, bls.gov). It's the fastest of the six home trades we studied. The BLS expects about 40,600 openings a year. The median HVAC tech earned $61,010 in 2025, per the same table.

The BLS says new commercial buildings, including data centers, and new homes will drive the growth, and that "the growing number of sophisticated climate-control systems is also expected to increase demand" (BLS Occupational Outlook Handbook, HVAC Mechanics and Installers, bls.gov). Repairs and replacements of older systems add more work.

These are projections, not facts. They count HVAC tech jobs in any business, including commercial and factory work.

Example (sample numbers). A made-up HVAC owner loses a good tech to a commercial contractor building a data center. The projection says that pull will keep growing. They start training an apprentice each year and offer a set schedule, which residential work can give and commercial jobs often can't.

Do it in 24 hours

- [ ] Add a "Careers" page to your website with your training path and schedule.
- [ ] Call your local trade school and ask about taking on a student.
- [ ] Write down how many techs you'll need by June.

9 Demand: when and how much people search

The idea. Across the US, people make about 1,817,199 heating and air searches a month on the searches we track, like "ac repair" and "furnace repair". Searches peak in July, June and August and are quietest in November, December and April. The swing is 1.63: the top month gets about 1.6 times the searches of the slowest. That's more seasonal than plumbing (1.42).

We don't quote whether searches went up or down from one year to the next. Google's yearly totals fall for almost every trade. That reflects how Google reports searches, and searches moving to Maps and chat assistants, not fewer customers.

Source: GTL analysis of Google Ads search estimates, November 2022 to October 2026. Our HVAC busy season calendar has your region and metro area.

Example (sample numbers). A made-up HVAC owner in Little Rock sees more shops and the same summer peak. They book spring tune-ups in March and April, the quiet months, so their techs know every unit before July.

Do it in 24 hours

- [ ] Circle your area's busiest and quietest search months.
- [ ] Put a tune-up offer on your calendar for the quiet month before summer.
- [ ] Compare with last year's invoices. Your own phone is the final word for your town.



Part 5

What it means for your business

10 Bigger competitors: what to change in your marketing

The idea. In HVAC, the threat isn't many new shops. It's bigger ones, with call centers, financing and membership plans. Homeowners pick the company that answers in a heat wave and that they trust not to oversell. Four things matter most.

- **Sell the plan right after the repair.** A maintenance plan customer calls you first, every season. Big shops sell plans hard. You need yours.
- **Let people book a tune-up online.** Many people would rather not call.
- **Be the honest second opinion.** Put repair-or-replace advice in writing. "They tried to sell me a new system" is the review no owner wants. Make sure it's never about you.
- **Answer the first hot week.** Turn on missed-call text-back that asks the right question: no cooling at all, or not cooling enough?

Example (sample numbers). A made-up HVAC owner in Tulsa sees 424 plumbing and HVAC businesses, up from 387, and the big shops winning the ads. They add online tune-up booking and offer a plan at the end of every repair visit. By spring they have 150 plan customers who get a reminder text in March.

Do it in 24 hours

- [ ] Write a one-page maintenance plan: two visits a year, what's included, the price.
- [ ] Add an online booking link for tune-ups to your website and Google profile.
- [ ] Turn on missed-call text-back that asks "no cooling at all, or not cooling enough?"
- [ ] Text your last five customers asking for a review, if they've agreed to texts.

11 Fast-growing or shrinking: two plans

The idea. Read your state and metro numbers from Part 2, then pick a plan.

If HVAC grew fast where you work (like Huntsville, Little Rock or Nashville): many newcomers are plumbing shops adding heating and air. Own the work they're new at: heat pumps, mini splits, duct work and system replacements. Build a page for each and get reviews that mention them.

If your area is flat or shrinking (like Louisville, Jackson or Memphis, or states like New Jersey and Maryland): fewer competitors, but bigger ones. Keep your past customers. Use unit age as your calendar: a system you put in 12 or more years ago is worth a check-up call. Mail the neighborhoods built in the same years.

Example (sample numbers). A made-up HVAC owner in Louisville sees the count drop from 460 to 449. They pull every system they installed 12 or more years ago, about 200 homes, and mail a check-up offer before summer. Thirty book, and six turn into replacements.

Do it in 24 hours

- [ ] Decide which plan fits your town, using sections 3 to 5.
- [ ] Pull a list of systems you installed 12 or more years ago.
- [ ] Write one page for the job newcomers are worst at in your area.

12 Check your own county

The idea. Our metro areas are wide. Your county may differ. The Census publishes the same count for every county, free, on data.census.gov (data.census.gov).

1. Open the County Business Patterns 2023 table on data.census.gov.
2. Under Geography, choose your county.
3. Under Industry, search "238220" (Plumbing, Heating, and Air-Conditioning Contractors).
4. Read "Number of establishments". For an earlier year, change the table year to 2018 and repeat.

Remember: this count includes plumbing companies. Counties with very few businesses may be left out to protect privacy.

Example (sample numbers). A made-up HVAC owner finds 75 plumbing and HVAC businesses in their county and 12 in the growing county next door, where new subdivisions are going up. They add that county to their service area and their website.

Do it in 24 hours

- [ ] Look up your county for 2023 and 2018.
- [ ] Do the same for the next county over.
- [ ] Add the less crowded county to your service area and website.

or we can do it for you

Free sample: A preview of your new site

With your maintenance plan, online tune-up booking and your techs' photos, ready before summer. Websites start at $1 a month, with a 7-day full refund.

Websites: growthatlocal.com/services/websites



Part 6

How we did it

13 What we counted, and the limits

The idea. These are the facts behind every number in this report.

- **Businesses with staff:** Census County Business Patterns, 2012 to 2023, industry code 238220 (Plumbing, Heating, and Air-Conditioning Contractors). HVAC and plumbing share this code. A "business" is one location with paid employees. People on payroll are counted in the week of March 12.
- **Same code every year:** the Census code lists for 2012, 2017 and 2022 map 238220 one to one (Census NAICS concordances, census.gov), so 2013 and 2023 compare like for like.
- **Metro areas:** the counties in each Census metro area as of July 2023, used for every year. Since 2017, the Census leaves out county counts under 3 businesses, so our metro totals can run a few below the official metro figure.
- **One-person businesses:** Census Nonemployer Statistics, 2022 to 2024, industry 23822 (the same plumbing and HVAC group). The Census changed its method in 2018 and its cutoffs in 2022, so we only compare 2022 onward.
- **The outlook:** BLS Employment Projections 2025-35, for the occupation "Heating, air conditioning, and refrigeration mechanics and installers".
- **Demand:** GTL analysis of Google Ads search estimates, November 2022 to October 2026. Searches, not jobs.

Limits: the Census counts lag one to two years. Small metro numbers swing a lot. Projections can be wrong.

Example (sample numbers). A made-up local reporter quotes: "HVAC tech jobs are projected to grow 11% from 2025 to 2035, according to the Bureau of Labor Statistics, as cited by Grow That Local."

Do it in 24 hours

- [ ] If you quote a business count, say it covers plumbing and HVAC together, and name the source and year.
- [ ] If you're an owner, check your county (section 12). Your own count beats ours for your town.



Your first 24 hours, in one list

If you do these today, you'll know who you're up against and what to do about it:

- [ ] Divide your town's population by 3,029 and compare with the shops you see in the map (section 1).
- [ ] Find your state and metro area in sections 3 to 5.
- [ ] Look up your county on data.census.gov (section 12).
- [ ] Write a one-page maintenance plan and add online tune-up booking (section 10).
- [ ] Pull your list of systems 12 or more years old (section 11).



Where to go next

For the whole job of getting more heating and air calls, read The HVAC Marketing Playbook. To see when your town searches for HVAC, read When Your Town Searches for HVAC. To see what it takes to beat the shops around you on reviews, read How many reviews an HVAC company needs to win.

To see how HVAC compares with 24 other local trades, read Which Local Trades Are Growing: 2026.



If you'd rather hand it off

Grow That Local does this work for HVAC companies every month. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: 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 statistic above, with where it comes from:

1. US Census Bureau, County Business Patterns, 2013 to 2023, industry 238220 Plumbing, Heating, and Air-Conditioning Contractors, for the US, every state and the counties of 10 metro areas: census.gov (data files: census.gov). (sections 1 to 6, 10 to 13)
2. US Census Bureau, County Business Patterns, all industries, same years, for the "all businesses" comparisons. (sections 2, 5)
3. US Census Bureau, Nonemployer Statistics, 2022 to 2024, industry 23822, US and metro areas; industry 56173 for the comparison with landscaping: census.gov (section 7)
4. US Bureau of Labor Statistics, Employment Projections 2025-35, occupational projections and worker characteristics, Heating, air conditioning, and refrigeration mechanics and installers (49-9021), and the five other occupations compared: bls.gov (sections 7, 8)
5. US Bureau of Labor Statistics, Occupational Outlook Handbook, Heating, Air Conditioning, and Refrigeration Mechanics and Installers: bls.gov (section 8)
6. US Census Bureau, population estimates for 2013, 2018 and 2023 (states, counties and the US): census.gov (sections 1, 4, 5)
7. US Census Bureau, metro area county lists, July 2023: census.gov (section 5)
8. US Census Bureau, NAICS concordances 2022 to 2017 and 2017 to 2012: census.gov (section 13)
9. GTL analysis of Google Ads search estimates, November 2022 to October 2026: 28 heating and air searches, and 28 plumbing searches for the comparison, for the US and every state. (sections 4, 9)

Tools cited (not statistics), checked on 2026-11-13:

- data.census.gov, County Business Patterns 2023 table: data.census.gov (section 12)

GTL estimates

These are our own judgment, not measured facts:

1. Shops are getting bigger faster than new shops are opening (sections 1, 2, 6). Reasoning: from 2013 to 2023, businesses grew 19% while payroll grew 45%, and firms with 50 or more employees grew 20% from 2018 to 2023 against 6% for the smallest.
2. Many newcomers in fast-growing metros are plumbing shops adding heating and air (sections 3, 11). Reasoning: the Census count joins the two trades, HVAC jobs are projected to grow faster than plumbing jobs (BLS 11% against 7%), and adding a second trade keeps techs busy year-round.
3. Arizona grew fastest because of heat, population growth and new homes (section 3). Reasoning: cooling demand rises with hot summers and new construction, and the BLS names new homes as a driver of HVAC work.
4. States with few searches per business, like Maine and Vermont, have fewer homes with central air (section 4). Reasoning: their summers are mild, and their HVAC searches are among the lowest per business in the country.
5. A maintenance plan customer calls you first (section 10). Reasoning: plan customers already have your name, your sticker on the unit and a visit booked, so they don't need to search when something breaks.

6. Systems installed 12 or more years ago are worth a check-up call (section 11). Reasoning: older systems break down more and many owners start thinking about replacement around that age, so an offer before failure reaches them before they search in a hurry.
7. Commercial work, including data centers, will keep pulling techs from residential shops (section 8). Reasoning: the BLS names commercial construction and data centers as growth drivers, so commercial contractors will be hiring from the same pool.

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