

# The HVAC growth guide.

A guide to growing your HVAC business in 2024.



2024

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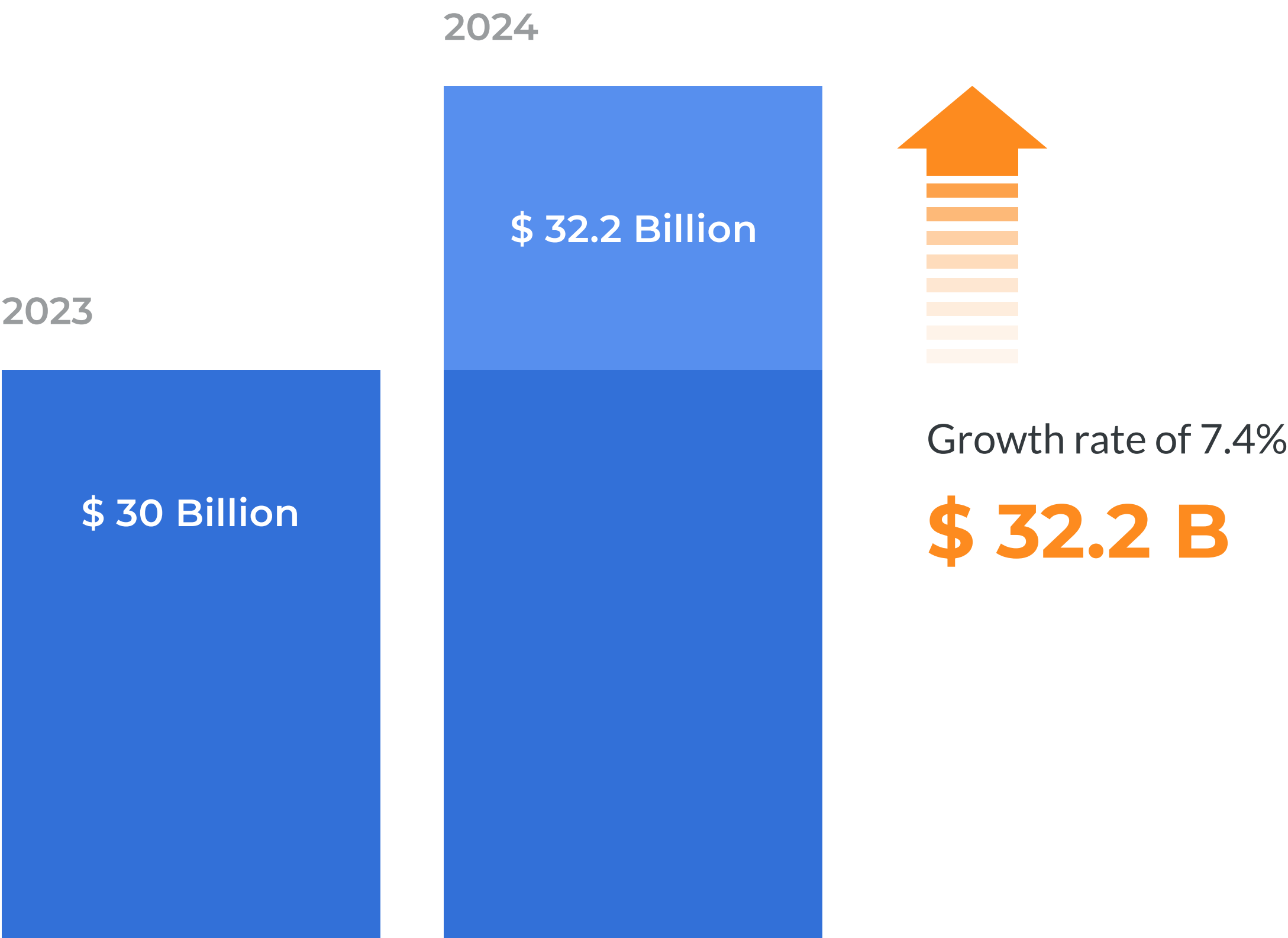
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# Introduction.

In 2024, knowing how to make money in HVAC while maintaining high-quality customer service is crucial to your success.

The HVAC market in the US was worth **\$30 billion** last year, and that’s set to rise another **7.4%** in 2024<sup>1</sup>.

With a resurgent real estate market, changes in climate, and incentives for greener energy, there are endless opportunities for ambitious HVAC businesses.



<sup>1</sup> Grand View Research

# The HVAC landscape.

Understanding the market is the first step to finding your opportunities. There are many different areas that are going to factor into the national market this year, and it's likely that there are more local to you.



## **Behavior changes**

We live in a world of instant information and reviews. This is as true for HVAC businesses.

## **Smart HVAC technology**

Smart and automated HVAC systems are here - and consumer awareness is increasing rapidly.

## **Energy-efficient solutions**

Growing demand for HVAC systems due to increasing environmental concerns and energy costs.

## **Regulatory changes**

From refrigerants to fuel type, change is everywhere this year.

# What are your competitors doing?

To really stand out and grow you need to forge your own path, but being aware of what your competition is doing is always useful.

## Profitability

Research which businesses are profitable and where they're making their money.

## Strategy

What are your competitors doing right? They might have a specific niche or run marketing campaigns. Knowing this can help you find your unique market position.

## Quality

A look at competitors' reviews will let you know what's going well and where there are opportunities for you to stand out.



# Top growth strategies for 2024.



# Customer service.

Be the HVAC business that answers every customer. Develop a reputation as the HVAC business with the most reliable service.

## Answer when they call

When a customer's AC breaks in the middle of summer, they're not going to wait until you're available. Answer the call or lose their business.

## Schedule the next step on the call

Ensure your team knows what comes next so you've got it scheduled before the initial call is over.

## Speed to lead matters

When someone submits an inquiry through your website, call them back in **10 minutes** or less.



# Reviews.

New customers are looking at your reviews before they call. Every growing HVAC business today needs to be collecting and sharing reviews.

## **Ask for the review**

On every successfully completed job, get your techs to take photos and ask the homeowner to give you a review. Be specific and say where you'd like them to review you.

## **Follow up quickly**

Use invoices and courtesy follow-up calls to remind customers to leave you a review and include a link.

## **Respond to every review**

Show you're listening and reply to every review. Even replying to negative reviews helps by proving to future customers you're dedicated to solving customer issues.



# Local SEO.

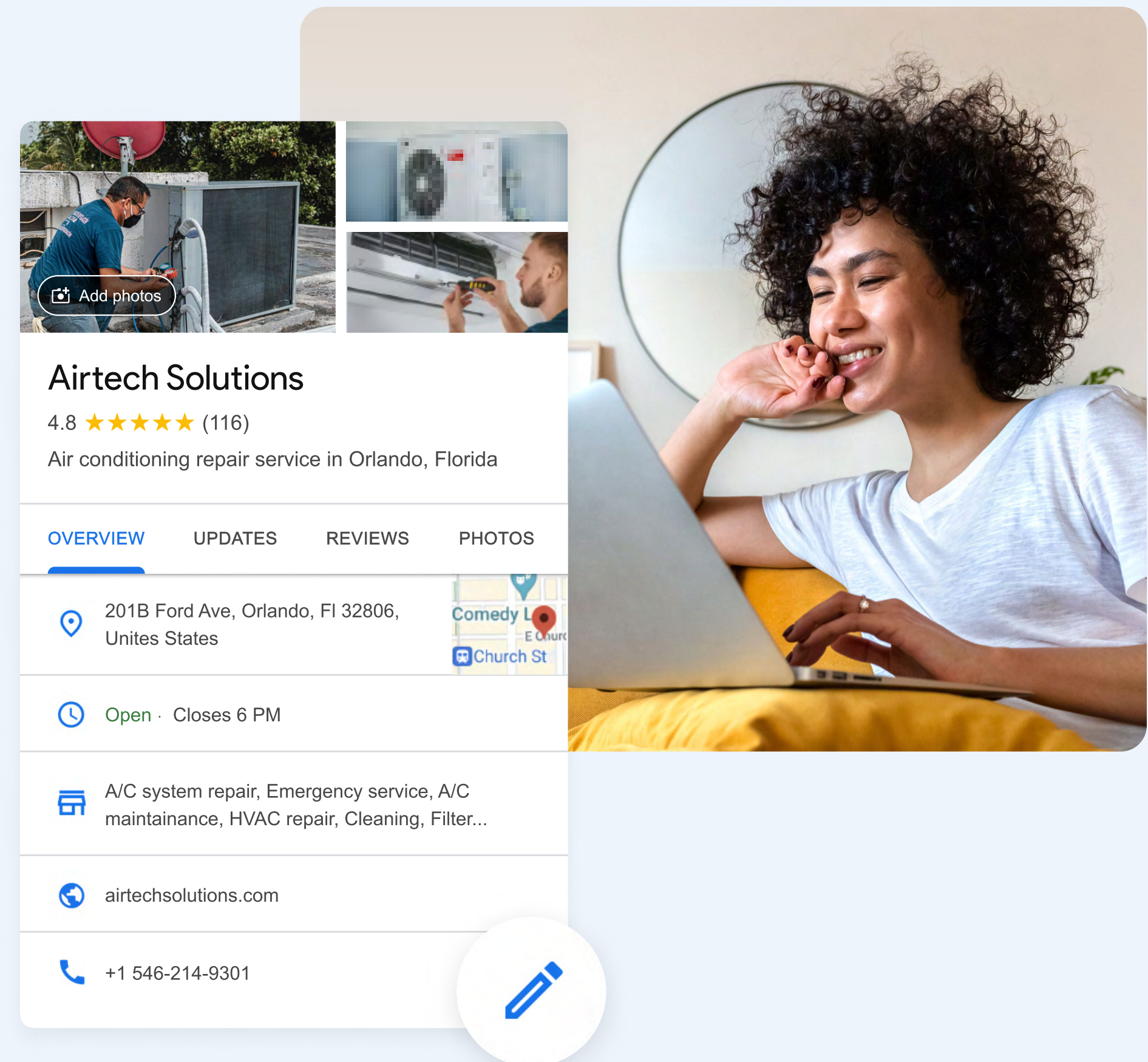
Optimizing your online presence for your local community makes a huge difference, and lots of HVAC businesses are missing out on this.

## Claim your Google My Business profile

Add some photos and contact information, this is often the information that shows up when someone searches 'AC repair near me'.

## Optimize your website

Make it clear on your website what your service area is. Include your town or city name in the headings of your main pages.



# Be part of the community.

Your community is the foundation of your business. To gain awareness in your local market, be a part of it.

## Support community events

Do you have a town homecoming day or a 4th July Parade? Volunteer to take part. One of your trucks towing a float is an amazing way to get your business in front of your community.

## Share your knowledge

Building your network in the local business owner community is a great way to build relationships that can generate referral work.



# Offer HVAC memberships.

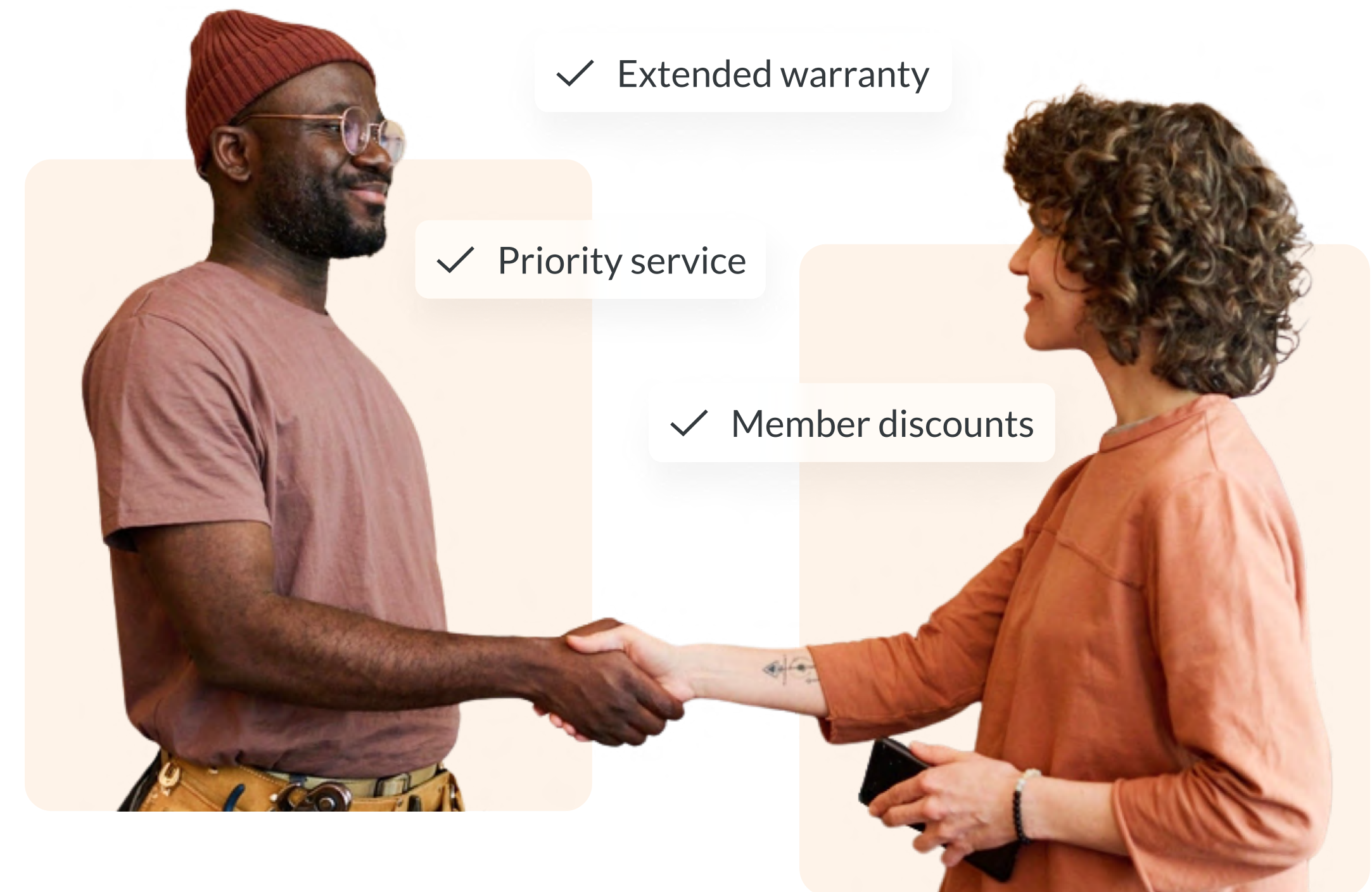
## See what's out there

Look at what others are including in theirs - you can always add more later, but you also need to be competitive.

## Add additional value

You can easily add priority access to techs for repairs, services, and discounts on new installs and upgrades.

HVAC memberships are a great way to grow recurring revenue. With more opportunities to upsell than traditional service agreements, they're a great way to build customer loyalty. Plus, they give you data on the age and condition of units.



# Invest in soft skills.

The skills of your techs and installers are more than just technical today. They're the ones in homes and businesses with your customers, so invest in training.

## Communication

Can your techs explain what they're doing in ways customers actually understand? (just nodding their head doesn't count!)

## Sales skills

Some people can naturally sell an upgrade. Others need a bit more help. A little extra training goes a long way.

## Positive impression

Being able to leave a property with a smile on the owner's face is as important as a good first impression.



# Green revolution.

HVAC has been changing rapidly recently, and customers are looking for greener solutions. Be an expert for your community.

## Be the expert

You know more than almost anyone in the community - keep yourself up to date with technologies, tax incentives, and local initiatives.

## Share your knowledge

Share what you know with the community. You'll be seen as an expert and the 'go-to' person for those looking for new systems.



# Be the change.



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