

Mastermind Business

Demographic HVAC Profile



Buyer Type: This niche calls a buyer a Customer.
Most customers need HVAC 2 times a year

Top Selling 1x Services

Service	Low	High	Profit %	Service Use
Refrigerant Leak	\$200	\$1500	75%	1 time (1-5y)
Thermostat Replacement	\$80	\$300	30%	1 time (1-10y)
Replace Air Conditioning	\$2000	\$4000	30%	1 time (10-15y)
Replace Furnace	\$3000	\$4000	30%	1 time (10-30y)

Top Selling Residual Services

Service	Low	High	Profit %	Service Use
Tune Up	\$69	\$200	75%	2 times
Replace Filters	\$10	\$70	35%	2 times
Clean Coils	\$45	\$95	78%	2 times
Breakers or Fuses	\$10	\$80	30%	1 time



Ecom Product / Services Opportunities: There are plenty of HVAC parts online for discounts on tune up parts
Client Education Training Opportunities: Courses, training series and webinars for repairing HVAC systems and Furnace systems.

The Value Of A Client Are As Follows

Average Yearly Value: **\$450**

Average Life Time (5 year) Value: **\$2250**

Client Referral Value: **\$4500**

Active Yearly Buyer Types Based On Business Income

\$1M Income: 2223 \$450 Active Yearly Customers or 37 a month

\$5M Income: 11,115 \$450 Active Yearly Customers or 927 a month

How can HVAC companies service 927+ Customers a month? Raise the Average Value of a Customer + Lower Yearly Client Attrition

Average Marketing Costs

Average Costs Per Click: The average of an Adwords click is around: \$2.00-\$6.00

Average Cost Per Opt-in Lead: The average cost of an opt-in lead that gives their name and information is: \$20-38

Average Cost Per Call: The average cost for call or a "Hot Lead Transfer" is: \$60-78

Average Cost Per Acquisition: Average cost to acquire a new customer through marketing is: \$250-\$300

Marketing Seasons

Busiest Months: June, July and August or the first heatwave in the summer and first deep freeze in the winter

Slowest Months: September, October, November, March April and May

Best Selling Times: , typically the best time of day is when the weather is peaking its hi-low point 5pm

Marketing Strategy Insights

Best Marketing Strategies: Explanation Paid traffic on Google and Facebook, social media marketing, reputation marketing, solo direct mail postcards

Newspaper, Groupon, Yellow pages, not managing bad reputation, lack of social media, discount coupon books,

Best Strategic Referral Sources: Yelp, Customer's

Who does the selling: Sales person and Tech's

Income Insights

Average Income:

The United States Labor of Bureau Statistics explains that the median wage of a HVAC technician sways between \$14.94 and \$24.84 an hour, though the top 10% makes as much as \$30.58 per hour. However, Indeed.com breaks down the pay of HVAC mechanics by salary, claiming the average HVAC technician makes \$43,000 a year.

Average Business Revenue: A HVAC Technician at Self Employed earns an average of \$81929, ranging from \$69278 at the 25th percentile to \$92531 at the 75th percentile, with top earners (the top 10%) earning more than \$105402. Compensation is derived from fewer than 20 profiles, including base salary, equity and bonus.

Average Profit Of The Business: . The average net profit for our industry is, by some estimates, as low as 2.5%, or as high as 3.5%

Top Struggles HVAC Companies Have With Growing Their Business: Focusing on discounts, not value propositions Ignoring New Marketing Tactics
Focusing on the wrong tasks

Education And Credentials

Education For The Owner And Staff: Explanation. While bachelor's programs can vary, you may take the following courses as you pursue a four-year HVAC degree: System Controls and Design.
HVAC Manufacturing.
Advanced Refrigeration.
Energy Efficiency Evaluations.
Industrial HVAC.

Credentials For The Owner And Business:

Top Associations For HVAC: Air Movement and Control Association (AMCA)... American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE)... Refrigeration Service Engineers Society (RSES)...
Indoor Environment Energy Efficiency Association (ACCA)

Regulation Organizations:

National and state level regulation depending on state