SC Scales

HVAC GROWTH PARTNERS

An owner's self-check

The 7 Revenue Leaks in HVAC Shops

A 30-minute self-check to find the jobs you're already losing, and how to fix each one.

7
Leaks that cost good shops jobs

30 min
To check your whole shop

1
Scorecard to see where you stand

BEFORE YOU START

Most HVAC shops don't have a lead problem. They have a leak problem.

Good shops grow on word of mouth and great work, but jobs slip away in the gaps: calls nobody answers, leads nobody calls back, and past customers nobody reminds.

Each leak in this guide has a quick check you can do yourself this week, and what to do about it. No software to buy and nothing to sign. Just find where the money is going.

HOW TO USE THIS GUIDE

i.

Check it

Run the quick check under each leak using your own phone log, website, and Google profile.

ii.

Fix it

Each leak comes with a plain fix your team can start on this week.

iii.

Score it

Use the scorecard at the end to see which leaks are costing you the most.

THE SEVEN LEAKS

01	Missed and after-hours calls	p. 3
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01 Missed and after-hours calls

A homeowner with no heat calls, nobody picks up, and they call the next shop on Google. That job is gone in two minutes.

CHECK IT

Pull your phone log for the last 30 days. Count missed calls, calls after 5pm and on weekends, and how many got a call back the same day.

FIX IT

Make sure every call gets answered and booked, day or night, and that missed calls get an instant text back.

~1 in 2 calls to home service businesses were answered by a person. Invoca, 2026 home services benchmarks

02 Slow response to new leads

Web forms and texts sit for hours. By the time you reply, they've booked someone else.

CHECK IT

Look at your last 10 web form or text inquiries. How long until someone replied? How many booked?

FIX IT

Reply to every new lead within minutes, even with a quick "got it, here are two times that work." Speed wins the job.

~1 in 10 HVAC owners said they reply to new leads within an hour. Jobber, 2026 survey of 1,050 home service owners

03 A Google profile that undersells you

Shops with fewer reviews outrank better shops because their Google Business Profile is set up more completely.

CHECK IT

Search "AC repair [your town]" on your phone. Are you in the top 3? Is your profile complete: services, service area, hours, photos, and recent replies to reviews?

FIX IT

Fill out every section, add real job photos monthly, list every service you do, and reply to every review.

> “Missed calls and slow replies are jobs you already paid to get. Closing those leaks comes before spending another dollar on ads.

04 No easy way to book

A homeowner on your website at 10pm can't book, so they find a shop where they can.

CHECK IT

Open your website on your phone. Can someone book a visit or request a time in under a minute without calling? Is financing mentioned anywhere?

FIX IT

Add online booking or a simple request form at the top of your site, with your phone number one tap away.

05 Not knowing where jobs come from

Money goes into Google, Facebook, or lead services with no idea which ones actually turn into booked jobs.

CHECK IT

For your last 20 booked jobs, can you say where each customer found you? If not, you can't tell what's working.

FIX IT

Ask every new caller "how did you hear about us?" and write it down, or use tracking numbers per source. Then cut what doesn't book jobs.

06 Past customers you never reach out to

You already earned these customers. If you don't remind them about tune-ups, the next shop that knocks gets the replacement job.

CHECK IT

How many customers from 12 to 24 months ago haven't booked since? When did you last contact them?

FIX IT

Send a simple tune-up reminder before each season. It's the cheapest way to fill slow weeks.

59% of home service owners said repeat customers are one of their top sources of work. Jobber, 2026 survey

07 Reviews that stopped coming in

Great work with no recent reviews looks like a shop that's slowing down. Homeowners check how recent reviews are, not just the star rating.

CHECK IT

How many Google reviews did you get in the last 90 days? Who on your team asks for them, and when?

FIX IT

Ask after every finished job with a direct link to your review page, the same day. Don't offer rewards for positive reviews.

74% of consumers look for reviews written in the last three months. BrightLocal, 2026 consumer review survey

YOUR SCORECARD

Where does your shop stand?

Check each one your shop already has working every week, without you having to remember.

	SYSTEM	LEAK IT CLOSES
☐	Every call answered and booked, including after hours	01 Missed calls
☐	New web and text leads get a reply within minutes	02 Slow response
☐	Google profile complete and updated monthly	03 Google profile
☐	Homeowners can book online, and financing is visible	04 Booking
☐	You know which source every booked job came from	05 Tracking
☐	Past customers get seasonal tune-up reminders	06 Past customers
☐	Every finished job gets a same-day review request	07 Reviews

6 to 7

Your systems are solid. Ads and new channels will pay off, because you'll catch what they bring in.

3 to 5

You're losing some jobs you already earned. Fix these before spending more on advertising.

0 to 2

Most of your growth depends on word of mouth. Closing even two leaks can add jobs without a single new lead.

Want help closing the leaks?

Everything in this guide can be done in-house. If you'd rather have it set up and running for you, that's what we do: we build these systems first, before running a dollar of ads, so the money you spend later actually turns into booked jobs.

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Sources: Invoca, Home Services Lead Conversion Benchmarks Report 2026. Jobber, 2026 Home Service Trends Report, survey of 1,050 U.S. home service business owners December 2025. BrightLocal, Local Consumer Review Survey 2026. Survey figures are self-reported and may not reflect every market.