THE 3 REVENUE LEAKS

Costing HVAC & Plumbing Contractors $100K+ Per Year

A Practical Breakdown for Residential Service Companies

INTRODUCTION

Why Most Contractors Stay Busy — But Never Stable

Two HVAC companies.

Same city.
Same trucks.
Same services.

One grows steadily every year.
The other grinds through seasonal chaos.

The difference isn't skill.
It isn't pricing.
It isn't advertising.

It's what happens **after the job closes.**

Most service companies invest heavily in generating the call.

Very few invest in what happens next.

That's where the hidden money is.

REVENUE LEAK #1

No Automated Review System

The Problem

Satisfied customers rarely leave reviews unless asked.

Technicians “try to remember.”
Office staff “mean to follow up.”

Manual systems fail.

Without reviews:

• You lose map pack rankings
• Close rates stay flat
• Paid ads become necessary
• Competitors with 300+ reviews outrank you

The Revenue Impact

If your close rate improves just 5% because of stronger review presence:

2,000 annual leads
× 5% lift
= 100 additional jobs

At $350 average ticket =
$35,000/year from better positioning alone

And that doesn’t include the compounding visibility effect.

The Fix (Simple Infrastructure)

Trigger:
Job marked “Completed”

Wait:
3-hour delay

Send:
Short review email + link

Add one guardrail:

If job is flagged as callback → suppress review request.

That's it.

Contractors installing this properly typically see:

- 12–18% review conversion
- 3–4x monthly review growth
- Significant local ranking improvement

Reviews are not marketing.

They are infrastructure.

REVENUE LEAK #2

No Structured Reminder System

The Problem

Most repeat business is reactive.

Customer calls when something breaks.

Nothing prompts them in between.

That means:

- Slow months require discounting
- Technicians sit idle in shoulder seasons
- Revenue resets every month

The Math Most Contractors Ignore

Annual completed jobs: 2,000
Reminder booking rate: 15%

2,000 × 15% = 300 repeat bookings

At $300 average ticket =
$90,000 in repeat revenue

From customers you already paid to acquire.

Zero ad spend.
Zero new lead cost.

The Fix (3-Touch Reminder System)

For most contractors, two intervals are enough:

- 180 days (maintenance-type jobs)
- 365 days (repairs & installs)

Sequence:

Touch 1 – Email
Touch 2 – SMS (if no booking)
Touch 3 – Final email

Stop sequence when booking occurs.

The key variable:

Frictionless booking link.

If customers must call and wait on hold, conversion drops sharply.

If booking is one click, rates rise into 12–20% range.

Retention is your most underused revenue source.

REVENUE LEAK #3

No Recurring Membership Revenue

The Problem

Most service companies rely entirely on:

- Breakdowns
- Seasonality
- New installs

That creates predictable stress:

Summer peaks.
Winter slowdowns.
January panic.

The Stabilization Model

Offer simple membership:

$29/month
Includes:

- Annual tune-up
- Priority scheduling
- 15% repair discount
- No diagnostic fee

Conservative Example

Annual installs: 300
Enrollment rate: 30%

300 × 30% = 90 members

90 × $29 = $2,610/month recurring
= $31,320/year base revenue

That alone covers multiple technician payroll weeks annually.

And members:

- Approve repairs at higher rates
- Book maintenance more consistently
- Refer more often

Recurring revenue changes decisions.

WHAT HAPPENS WHEN ALL 3 RUN TOGETHER

Reviews → More inbound calls
Reminders → Repeat bookings
Memberships → Recurring stability

This creates a **revenue floor** before new marketing begins.

Companies implementing all three commonly stabilize:

$100,000–$300,000 in additional annual revenue.

Not from more leads.

From better infrastructure.

WHY MOST CONTRACTORS DON'T INSTALL THESE

Because:

- They focus on marketing first
- They underestimate backend revenue
- They never formalize follow-up
- They rely on memory instead of automation

Infrastructure beats hustle.

Every time.

NEXT STEP

This breakdown showed you:

• Where the money leaks
• The math behind each leak
• The structural fix at a high level

What it did not include:

• Exact setup steps
• Copy-paste email templates
• Technician enrollment scripts
• Tracking spreadsheets
• 90-day implementation calendar
• ROI calculator worksheet

Those are inside the full implementation manual.

INSTALL THE COMPLETE SYSTEM

If you run a residential HVAC, plumbing, or electrical company doing $500K–$5M annually:

The full guide gives you:

• Step-by-step automation setup
• Exact review request templates
• Reminder email + SMS scripts
• Membership enrollment language
• Tech training script
• 90-day launch plan
• Revenue floor tracking sheets

Install once.
Let it compound.

Get the full implementation guide here:

👉 [Fix The Leak]

Stop leaking revenue you've already earned.
Install the systems.
Stabilize the business.