
FREE HVAC PLAYBOOK
How to get more HVAC customers.
The 90-day plan to fill your schedule.
More Calls. More Jobs. Bigger Profits.
HEATING COOLING BETTER HOMES
COMFORT TODAY A BRIGHTER TOMORROW
Attract high-intent homeowners.
Generate more calls and quotes.
Fill your schedule (not just your calendar).
Grow a more profitable HVAC business.
01
Get found
Show up where homeowners are searching.
02
Turn clicks into calls
Use proven messaging and offers.
03
Book more jobs
Make it easy for homeowners to say yes.
04
Scale & repeat
Keep the pipeline full year-round.
Less Hustle. More HVAC Business.

START HERE

Seven plays, in the order they pay.

Busy HVAC shops get jobs from three places: the customers they already have, homeowners who find them on Google, and ads they control. This plan works all three, starting with the cheapest jobs you will ever get and finishing with ads that ring the phone.

PLACE 1

Customers you have

Past customers, old estimates, people who called and never booked.

PLACE 2

Homeowners who find you

Your Google profile, your reviews and the neighbors who see your truck.

PLACE 3

Ads you control

The only one you can turn up on a slow Monday. Your ads, your leads.

01 **Text the customers you already have** p.3
Five texts, and who gets which one.

02 **Stop losing the calls you already get** p.4
Missed-call text, the greeting, the five-minute rule.

03 **Fix your Google profile and ask for reviews** p.5
The 10-step tune-up and the ask your techs can say.

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Five numbers every Monday and what to do about them.

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Tick it off by the dispatch board.

WHO DOES WHAT

Plays 1 to 4 you do: an afternoon of texting, a Google profile cleanup and a few new habits for the techs. **Plays 5 to 7, the ads, ReBoost Ads has already built**: the offers, the ads, the matching pages, instant lead alerts and the weekly numbers.

PLAY 1 · DAYS 1 TO 7

Your customer list is the fastest money in the building.

A homeowner who already let your tech in the house is far easier to book than a stranger. Export the last two years of customers from your software and send these, one group at a time, over a week so the phones don't flood.

Who gets which text

1. **Had a tune-up last year, none this year.** Text A.
2. **Had a repair on a system 12+ years old.** Text B.
3. **Got a replacement quote and never bought.** Text C.
4. **Called or filled a form and never booked.** Text D.
5. **Everyone else from the last two years.** Text E, in week two.

How to send: from your business line or texting tool, not a personal cell. Use the tech's first name when you can. Answer every reply the same day. Stop texting anyone who asks you to, and only text people who gave you their number as customers.

What to expect

Replies come in over two or three days, mostly in the first few hours. Have one person on the office phone that afternoon to turn "yes" into a time slot before the homeowner forgets.

One afternoon of texting can put a week of work on the board.

TEXT A · TUNE-UP DUE

Hi {First name}, it's {Your company}. Your {AC / furnace} is due for its yearly tune-up. We have openings next week. Want me to grab you a spot? Just reply with a day that works.

TEXT B · OLDER SYSTEM

Hi {First name}, {Tech name} from {Your company} here. We fixed your system back in {month}. At its age it's worth a quick check before the {summer / winter} rush. Want us to look it over while we're in your area?

TEXT C · OPEN QUOTE

Hi {First name}, it's {Your name} at {Your company}. Checking in on the new system we quoted. Any questions I can answer? Happy to walk through the options again, no pressure.

TEXT D · NEVER BOOKED

Hi {First name}, this is {Your company}. You reached out a while back about your {heating / cooling}. Did it get taken care of? If not, we can come out this week.

TEXT E · EVERYONE

Hi {First name}, {Your company} here. Thanks for being a customer. If anything in the house isn't heating or cooling right, reply here and we'll get you on the schedule.

PLAY 2 · DAYS 1 TO 14

Before you pay for one more lead, stop losing the ones you get.

A call that hits voicemail on a busy afternoon may go to the next company on Google. Fix these three leaks before you spend a dollar on ads.

7x Businesses that reached a web lead within an hour were nearly seven times as likely to have a real conversation with the buyer as those that waited even one more hour.

Leak 1: missed calls

Set your phone system to text back the moment a call is missed. It buys you time while the crew is on a roof.

MISSED-CALL TEXT

Hi, this is {Your company}. Sorry we missed you, we're on a job. What's going on with your system? Reply here and we'll get right back to you.

Leak 2: the greeting

SAY THIS

"Thanks for calling {Your company}, this is {name}. Is your system not heating or cooling right now, or are you looking to set up a visit?"

THEN THIS

"Got it. I can get a tech out {day}. Can I grab the address and the best number to reach you?"

The 5-minute rule for the office

- ✓ New leads ping one named person, not a shared inbox.
- ✓ After hours, the automatic text goes out and the call-back is first thing in the morning.
- ✓ Every lead gets three tries before it's marked lost.

Leak 3: slow follow-up on forms

A web form or ad lead should hear from you within five minutes during business hours. Homeowners with no cooling often contact more than one company.

MINUTE 0 · AUTOMATIC

Hi {First name}, it's {Your company}. Got your request about your {service}. What time today works for a quick call?

HOUR 2 · IF NO ANSWER

Hi {First name}, still happy to help with your {service}. We have an opening {day}. Want it?

NEXT MORNING · LAST TRY

Morning {First name}, {Your company} here. Just checking you got taken care of. If not, reply and we'll get you in.

REBOOST ADS DOES THIS FOR YOU

Every new lead from your ads is captured and you get an instant alert, so you can call first even when the crew is on a roof. Add ReBoost Phone for automatic lead text-back, calling and messaging.

Source: Oldroyd, McElheran and Elkington, "The Short Life of Online Sales Leads", Harvard Business Review, March 2011 (a study of 1.25 million web leads across all industries, not HVAC only).

PLAY 3 · DAYS 8 TO 30

Your Google profile is a free storefront. Treat it like one.

When a homeowner searches "AC repair near me", the map results show up before most websites. Google says local results are mainly based on three things: **relevance, distance and popularity**. You can't move your shop. You can fix the other two.

The 10-step profile tune-up

1. **Primary category:** "HVAC contractor". Add "Air conditioning repair service" and "Furnace repair service" if you do them.
2. **Services:** every service you want calls for, each with a one-line description.
3. **Service area:** the towns you really want to drive to.
4. **Hours:** real hours. Wrong hours cost calls and trust.
5. **Photos:** your trucks, your crew, real installs. A few every week.
6. **Description:** what you fix and where, in plain words.
7. **Booking link:** your booking page or quote form.
8. **Posts:** one a week with this season's offer.
9. **Questions:** answer the common ones yourself.
10. **Reviews:** reply to every one, good or bad, within a few days.

87% of homeowners in a 2026 survey said they won't hire a home services business rated below 4 stars.

The review ask that works

Ask the moment the house is comfortable again, then send the link while the homeowner still has their phone out.

> TECH SAYS, AT THE END OF THE JOB
> "You're all set. We're a local company and reviews are how neighbors find us. If we did right by you today, would you leave us a quick one on Google? I'll text you the link."

REVIEW TEXT, RIGHT AFTER

Thanks for having us out today, {First name}. If you have a minute, a quick Google review helps a lot: {review link}. {Tech name}, {Your company}

REMINDER, 3 DAYS LATER (ONCE)

Hi {First name}, hope everything's running great. If you get a chance, here's that review link: {review link}. Thank you!

Keep it fair: ask every customer the same way, never offer a reward for a review, and never write your own. Google can remove reviews that break its rules.

Sources: Google Business Profile Help, "Tips to improve your local ranking on Google". Scorpion, 2026 State of Home Services Marketing Report (survey of 2,000 homeowners, released Feb 2026).

PLAY 4 · DAYS 15 TO 45

Happy customers know your next customers. Give them a reason to send them.

Most homeowners are glad to recommend a contractor who treated them well. They just forget. A simple referral offer, asked for at the right moment, turns that goodwill into booked calls.

A ready-made referral offer

GIVE {X}, GET {X}

Send a neighbor our way. When they book, they get {$50 off their first service} and you get {a $50 credit or a free filter change}.

Pick a reward you can afford on your smallest job. A service credit costs you less than cash and brings the customer back.

Where to ask

- ✓ **At the end of a job** the homeowner is happy with (same moment as the review ask).
- ✓ **On the invoice** and the thank-you text.
- ✓ **On a leave-behind card** the tech hands over with the receipt.
- ✓ **In maintenance plan reminders** twice a year.

Pay the referral out fast. The customer who gets a credit right away sends the next one.

TECH SAYS

"If you know anyone whose system is acting up, send them to us. They get {$50} off, and we'll put a {$50} credit on your account."

THANK-YOU TEXT WITH THE OFFER

Thanks again for choosing {Your company}, {First name}. If a friend or neighbor needs heating or cooling help, have them mention your name. They save {$50} and you get a {$50} credit.

LEAVE-BEHIND CARD, FRONT

Know someone who's too hot or too cold?

BACK

Give them this card. They get {$50} off their first visit and you get a {$50} credit. Call or text {phone} and mention {Customer name}.

Track it so you pay it

Add a "referred by" line to your booking screen. Every Friday, look at who referred someone who booked, and send the credit that day with a thank-you text.

PLAY 5 · DAYS 31 TO 45

Pick two offers. The season picks them for you.

"We do heating and cooling" is not an ad. One service, for one reason, right now, is. Pick the offer for this month and the next, so the next ad is ready when the weather turns.

WHEN	OFFER TO RUN	HEADLINE, READY TO USE	BEST FOR
March to May	AC tune-up before summer	"Beat the first heat wave. Book your AC tune-up in {City}."	Filling spring gaps
May to August	AC repair	"AC not keeping up? {Your company} can be out {day}."	Calls from people ready to book
Summer, old systems	AC replacement options	"Tired of repairing an old AC? See your replacement options."	Big tickets
Sept to October	Furnace tune-up before winter	"Make sure your furnace starts on the first cold night."	Filling fall gaps
Nov to February	Furnace and heat pump repair	"No heat? {Your company} is on it. Call or book online."	Calls from people ready to book
Any calm month	Maintenance plan	"Two tune-ups a year and priority scheduling. Join our comfort club."	Money every month

A good offer names one service and the town, gives a reason to act now, and has a price or a clear next step. Only promise what your shop does every time.

Two ads, ready to run this season

Summer's coming to {City}. Is your AC ready for it? Book a tune-up now and we'll check it, clean the coils and test everything before the first heat wave, so you're not waiting in line when it hits.

{YOUR COMPANY} · FACEBOOK AND INSTAGRAM

AC tune-up in {City}: book before the rush

First cold night is closer than you think. Our fall furnace tune-up checks the burners, the safety controls and the airflow so your heat starts when you need it. Local techs, easy online booking.

{YOUR COMPANY} · FACEBOOK AND INSTAGRAM

Furnace tune-up in {City}: get ready for winter



REBOOST ADS DOES THIS FOR YOU

Every offer on this page is a ready-made ad in ReBoost Ads, for Google and Facebook, with your logo, phone and offer already on it.

PLAY 6 · DAYS 31 TO 60

Run one ad, send it to a page that books, and answer fast.

Ads are the only lead source you can turn up on a slow week. They work when the platform fits the offer, the budget is steady and the page matches the ad.

Which platform for which job

Google Search	People searching right now: repairs, "no heat", "AC not cooling".
Facebook and Instagram	People who aren't searching yet: tune-ups, plans, replacement shoppers.
Both	Replacements. Search catches the shopper; Facebook keeps your name in front of them while they compare.

The budget ladder

1. **Weeks 1 to 4:** one campaign, one offer, a daily budget you can hold for the full month.
2. **Weeks 5 to 8:** judge it on booked jobs, not clicks. Keep what books, cut what doesn't.
3. **Then:** raise the budget on the winner in steps, or add the second offer.

Never send ad clicks to your homepage. A tune-up ad lands on a tune-up page.

The page, top to bottom

1. A headline that repeats the ad's offer, word for word.
2. Your phone number, tap-to-call, at the top.
3. A short form: name, phone, what's going on.
4. Photos of your own team and trucks.
5. Three reasons to pick you, in plain words.
6. Your Google reviews.
7. The towns you serve.

REBOOST ADS DOES THIS FOR YOU

Pick the service and the ad comes ready, on Google or Facebook, with your logo, phone and offer, sending clicks to its own matching HVAC page, and you get an instant alert for every new lead.

HOW MUCH CAN ONE LEAD COST YOU? THE QUICK MATH

Average job, times what you keep of it, times how many leads you book. That's the most one lead can cost before the job stops making money. Stay well under it.

Repair: $450 × keep 40% × book 1 in 2	**$90**
Tune-up: $129 × keep 50% × book 7 in 10	**$45**
Replacement: $11,000 × keep 30% × sell 1 in 4	**$825**

Round numbers to show the math, not averages. Use your own: the free "What Should an HVAC Lead Cost?" worksheet walks you through it.

PLAY 7 · DAYS 61 TO 90

Fifteen minutes every Monday. Five numbers. One decision.

By now the free plays and one ad are running. The shops that keep growing look at the same few numbers every week and make one change. Not ten. One.

NUMBER	WHERE TO FIND IT
1. Leads in, by source	Calls and forms: past customers, Google profile, referrals, ads.
2. Leads nobody called back	Your inbox, missed-call log, form alerts. Should be zero.
3. Jobs booked, by source	Your scheduling software.
4. Ad spend and cost per lead	Your Google and Facebook ad accounts.
5. Cost per booked job	Ad spend ÷ jobs booked from ads.

THE ONE NUMBER THAT MATTERS MOST

Cost per booked job, by service. If a $450 repair costs $60 in ads to win, keep going. If it costs $300, fix the follow-up, the page or the offer before you spend more.

When the number is bad, check in this order

1. **Follow-up.** Were leads called inside five minutes?
2. **The page.** Does it match the ad, with the phone at the top?
3. **The offer.** Is it right for the season?
4. **The budget.** Only change it after the first three are right.

Make each customer worth more

TECH SAYS, AFTER THE TUNE-UP

"We can put you on our plan so you never have to remember this. It covers both tune-ups each year and you get priority when it's busy. Want me to set it up?"

TEXT TO OLDER-SYSTEM CUSTOMERS

Hi {First name}, {Your company} here. Your system is getting up there in years. If you'd like to see what a replacement would cost before it quits, we can show you options. Want a visit?

REBOOST ADS DOES THIS FOR YOU

Spend, leads and cost per lead for every campaign in one place, and a plain-words note on which ad to cut and where to move the money. You tap Approve.

THE 90 DAYS ON ONE PAGE

Tick it off by the dispatch board.

☐	WEEK 1	Export your customer list. Send texts A, B, C and D (page 3). Turn on the missed-call text. Set the phone greeting.
☐	WEEK 2	Send text E to everyone else. Start the 5-minute rule on every lead. Google profile steps 1 to 5.
☐	WEEK 3	Profile steps 6 to 10. Techs start the review ask at every job. Review text goes out the same day.
☐	WEEK 4	Launch the referral offer: tech line, thank-you text, leave-behind cards. First Google post with the season's offer.
☐	WEEK 5	Pick your two offers (page 7). Build the matching page. Load the three follow-up texts.
☐	WEEK 6	Turn the ad on with a budget you can hold for a month. Answer every lead inside five minutes.
☐	WEEKS 7 AND 8	Leave the ad alone except the Monday check. Keep asking for reviews and referrals on every job.
☐	WEEK 9	Judge the ad on cost per booked job. Keep it, fix it or swap the offer. Techs start the plan pitch.
☐	WEEK 10	Send the older-system text. Add the second offer if the first one is booking.
☐	WEEKS 11 AND 12	Look back: which place brought the most booked jobs? Put more time and money there. Ready next season's offer.
☐	EVERY WEEK	The 15-minute Monday check. One Google post. Photos from real jobs. Reply to every review.

You don't need all seven plays perfect. You need them running.

TOO BUSY TO DO ALL THIS BY HAND?

Don't want to do it yourself? ReBoost Ads does it for you.

Plays 1 to 4 cost you an afternoon a week. Plays 5 to 7, the ads, are where most owners stall. ReBoost Ads sets up your HVAC ads inside your own Google and Facebook ad accounts, so you can get back to the trucks.

1. **Pick the service** you want more jobs for
2. **Pick a ready-made ad** and its matching page
3. **Add your offer** like a free estimate
4. **Hit submit** and you're done

Set up in about 5 minutes. No ads expert needed.

THE JOB	BY HAND	WITH REBOOST ADS
Write the ads	Hours on headlines, copy and photos	**Ready-made, with your logo, phone and offer**
Build the landing page	A page per offer, with a form that works on phones	**A matching HVAC page for every ad**
Answer new leads	Someone watching the inbox all day	**An instant alert the moment a lead comes in**

Start your 14-day free trial

reboosthub.com/hvac-ads-builder

Plans start at $97/mo. Cancel anytime. Your ad spend is paid to Google and Facebook separately.

SCAN TO START