FREE HVAC PLAYBOOK

4
CALCULATORS
INSIDE

What should an HVAC lead cost?

The cost-per-lead and ad budget calculator, so you can know your numbers and scale profitably.

- [x] Cost per lead
- [x] Budget calculator
- [x] Break-even point
- [x] ROI targets

LEADS
COSTS
PROFIT
GROWTH

Know Your Numbers



START HERE

The internet says an HVAC lead costs $128. Or $153. Or $30. They're all right.

Every published number measures something different: a different ad platform, different cities, a lead only you get or one shared with other shops. None of them is your number. This worksheet gets you yours, from things you already know.

PUBLISHED NUMBER	WHAT IT MEASURED	WHO PUBLISHED IT
$127.74 per lead	Google Search ads for AC installation and repair, 3,200+ campaigns, April 2024 to March 2025	LocaliQ, 2025 Search Ad Benchmarks for Home Services
$153 per lead	An HVAC industry average across marketing channels	WebFX, 2026 HVAC Marketing Benchmarks
$30 to $80 per lead	Angi leads for HVAC, often shared with 3 to 5 contractors	WorkZen, Angi and Thumbtack in 2026
$25 to $65 per lead	Thumbtack leads for HVAC, also shared	WorkZen, Angi and Thumbtack in 2026

WHY THEY DISAGREE

- ✓ A no-heat call in January costs more than a tune-up form in April.
- ✓ Big cities cost more than small towns.
- ✓ A shared lead is cheaper because you're not the only one calling.
- ✓ Some count every call as a lead. Some count only forms.

What you need instead

Not "what do leads cost?" but **"what can a lead cost me and still make money?"** That number comes from your job prices, not the internet. It takes 10 minutes on the next page.

01 **Your break-even cost per lead** p.3

02 **Your monthly and daily ad budget** p.4

03 **Last month's real numbers** p.5

04 **Keep it, fix it or cut it** p.6

05 **The missed-call leak** p.7

Sources: LocaliQ, "2025 Search Ad Benchmarks for Home Services". WebFX, "2026 HVAC Marketing Benchmarks". WorkZen, "Should You Buy Leads? Angi & Thumbtack in 2026".

WORKSHEET 1 · YOUR BREAK-EVEN

The most one lead can cost, job by job.

Three questions you can answer without looking anything up. The gray numbers under each box are examples, so you can see the math. Type in the white boxes, or print and write.

QUESTION	TUNE-UP	REPAIR	REPLACEMENT
A **Your average price** for this job	e.g. $129	e.g. $450	e.g. $11,000
B **What you keep** out of every $100, after parts and labor	e.g. $50	e.g. $40	e.g. $30
C **Out of 10 people who call** about this job, how many book?	e.g. 7	e.g. 5	e.g. 2.5 (1 in 4)
Break-even per lead **A × B ÷ 100 × C ÷ 10**	e.g. $45	e.g. $90	e.g. $825
Your target per lead **Break-even ÷ 2**	e.g. $23	e.g. $45	e.g. $413

HOW TO READ IT

At **break-even**, the ad eats everything you keep on the job. You work for free. Aim for the **target**, half of break-even, so the job still pays you. Only go near break-even on work that brings the customer back: a repair customer who joins your plan, or a tune-up that finds a replacement.

Worked example, repair

$450 job. You keep $40 of every $100, so $180. Half of callers book, so each lead is worth $180 × 5 ÷ 10 = **$90**. Pay under $45 a lead and the repair still makes good money.

Don't know C? Count last month's calls for that job on your call log or software, and how many booked.

> **Tune-ups rarely pay for a lead on their own. That's why tune-up ads work best as a door-opener for plans, repairs and replacements.**

Other jobs you want more of

JOB (E.G. HEAT PUMP INSTALL, DUCTLESS)	A PRICE	B KEEP PER $100	C BOOK OUT OF 10	BREAK-EVEN

Round numbers to show the math, not averages. Use your own.

WORKSHEET 2 · YOUR BUDGET

How much to spend, worked back from the jobs you want.

Start with how many extra jobs you want next month, not with a dollar figure you picked out of the air.

STEP	EXAMPLE (REPAIRS)	YOURS
D **Extra jobs you want next month** from ads	10	
C **Out of 10 callers, how many book** (from worksheet 1)	5	
E **Leads you need** D × 10 ÷ C	20	
F **Cost per lead to plan on**. Use your target, or a published average if you've never run ads	$45	
Monthly ad budget E × F	$900	
Daily ad budget monthly ÷ 30	$30	

If the budget looks too big

- ✓ Lower D: start with 5 jobs, not 20.
- ✓ Raise C: faster call-back books more of the same leads (page 7).
- ✓ Pick a bigger job: one replacement can carry far more lead cost than ten tune-ups.

If you've never run ads

You don't know your real cost per lead yet. Plan with a published average for F, for example LocaliQ's $127.74 for AC install and repair search ads, and run it for a full month before you judge it. Then fill in worksheet 3 with what really happened.

SANITY CHECK

WebFX puts typical HVAC marketing spend at about 7% of yearly revenue. That's a benchmark, not a rule. A shop that's growing on purpose may spend more for a while; a shop that's booked solid may spend less. Your worksheet number is the one to trust.

Sources: LocaliQ, "2025 Search Ad Benchmarks for Home Services". WebFX, "2026 HVAC Marketing Benchmarks". The example column is round numbers to show the math.

WORKSHEET 3 · LAST MONTH'S REAL NUMBERS

What did you actually pay for a lead, and for a job?

Once an ad has run a full month, pull these from your ad account and your schedule. One column per ad or lead source.

FROM YOUR AD ACCOUNT AND SCHEDULE	SOURCE 1	SOURCE 2	SOURCE 3
Name (Google ad, Facebook ad, lead site...)	e.g. Google, AC repair		
G **Spent last month**	e.g. $1,200		
H **Leads**: calls and forms	e.g. 16		
J **Jobs booked** from those leads	e.g. 7		
Cost per lead G ÷ H	e.g. $75		
Cost per booked job G ÷ J	e.g. $171		

COMPARE IT TO WORKSHEET 1

Cost per lead under your **target**: that source is working. Between target and **break-even**: fix it (next page). Over break-even: each lead loses money until something changes.

The example, read out loud

$1,200 bought 16 leads at $75 each and booked 7 repairs, $171 each. On a $450 repair where you keep $180, the ad took almost all of it. Leads are fine. Booking is the problem: fix follow-up first.



REBOOST ADS DOES THIS FOR YOU

Spend, leads and cost per lead for every campaign, filled in for you, in one place. No exporting, no spreadsheet.

KEEP IT, FIX IT OR CUT IT

Three simple rules for every ad, every Monday.

Most owners either never touch their ads or change everything every week. Both waste money. Use the numbers from your worksheets and one of three moves.

MOVE	WHEN	WHAT TO DO
KEEP	Cost per lead is under your target and leads are booking.	Leave it alone. If the schedule has room, raise the budget about a fifth and check again in two weeks.
FIX	Leads come in but few book. Or cost per lead sits between target and break-even.	Fix in this order: call-back speed, the landing page, the offer. Change one thing, wait a week.
CUT	It has spent two times your target per lead with no leads. Or it's been over break-even for a month after fixes.	Pause it. Move the money to the ad that's booking jobs.

Before you cut, check the follow-up

1. **Were leads called inside five minutes?** If not, the ad isn't the problem.
2. **Does the page match the ad?** A tune-up ad should land on a tune-up page with the phone at the top.
3. **Is the offer right for the season?** A furnace ad in May won't book.
4. **Did it run long enough?** Give an ad a full month before you judge cost per booked job.

Your Monday note

Ad	Move

REBOOST ADS DOES THIS FOR YOU

The ReBoost AI marketing manager watches every ad for you and says in plain words what to do next: cut the ad that's wasting money, move budget to the one that's booking jobs. You tap Approve.

One change a week. Then let it run.

WORKSHEET 4 · THE MISSED-CALL LEAK

Before you buy more leads, count the ones you drop.

A missed call isn't free. It's a lead you already paid for, in ads, in your truck lettering or in years of reviews, that may now call the next shop.

FROM YOUR PHONE LOG, LAST WEEK	EXAMPLE	YOURS
K **Missed calls** that never got a call back the same day	6	
C **Out of 10 callers, how many book** (worksheet 1)	5	
A **Average job price**	$450	
Money that walked away this week K × C ÷ 10 × A	$1,350	
In a month weekly × 4	$5,400	

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

56% of homeowners in a 2026 survey want 24/7 scheduling or a way to reach a business after hours.

Plug the leak this week

- ✓ Turn on an automatic text for every missed call.
- ✓ Give new leads to one named person, not a shared inbox.
- ✓ Call every form inside five minutes in business hours.
- ✓ After hours: text now, call first thing in the morning.

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.

REBOOST ADS DOES THIS FOR YOU

Every new lead from your ads is captured, with an instant alert the moment it comes in. Add ReBoost Phone for automatic lead text-back, calling and messaging. ReBoost's AI Voice Receptionist, an available add-on, answers every call 24/7 and books the appointment.

Sources: Oldroyd, McElheran and Elkington, "The Short Life of Online Sales Leads", Harvard Business Review, March 2011. Scorpion, 2026 State of Home Services Marketing Report (2,000 homeowners). Example is round numbers.

TOO BUSY TO DO ALL THIS BY HAND?

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

This worksheet tells you what a lead should cost. ReBoost Ads shows you what each one really costs, every week, without the spreadsheet. 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