FREE HVAC SCORECARD

Hire an agency or run your own ads?

COMPARE
COSTS
CONTROL
RESULTS

The honest scorecard for HVAC owners.
12 questions, 10 minutes.



A QUICK LOOK AT HOW THEY COMPARE	AGENCY	DIY
Time available	Low (they handle it)	High (you handle it)
Need for expertise	Not required	Required
Control	Shared	Full control
Speed to launch	Faster	Slower

WEIGH THE PROS & CONS

GET A CLEAR ANSWER

MAKE THE RIGHT MOVE

STRATEGY FOR A STRONGER TOMORROW

START HERE

There are three ways to run your ads. None is right for everyone.

Most "should I hire an agency?" guides are written by agencies. This one isn't trying to sell you a retainer. Answer 12 questions and the scorecard points you to the path that fits your shop.

PATH 1

Hire an agency

Someone else builds and runs the ads. You pay a monthly fee on top of the ad spend.

PATH 2

Do it yourself

You learn the ad platforms, write the ads, build the pages and check the numbers.

PATH 3

A mix

You own the accounts and decide; software or a helper does the building and the busywork.

What agencies charge, from published price guides

TYPE OF PLAN	MONTHLY FEE	PLUS
Basic ads management	**$1,000 to $1,500**	Your ad spend
Mid-tier ads management	**$2,500 to $5,000**	Your ad spend
High-end ads management	**$7,500 and up**	Your ad spend
Percent-of-spend pricing	**10% to 20%** of ad spend	Often a minimum fee

THE PERCENT-OF-SPEND CATCH

At 15% of spend, a $3,000 month costs you $450 in fees. Tell them to "scale up" to $6,000 and the fee doubles to $900, whether or not you booked one more job. The fee rewards spending, not booked jobs. Ask for a flat fee, or at least tie the conversation to cost per booked job.

01 The 12-question scorecard p.3

02 Read your score p.4

03 The account ownership check p.5

04 10 questions to ask an agency, and the red flags p.6

05 How to leave an agency without losing your history p.7

Source: ClicksGeek, "Marketing Agency Retainer Pricing: What You'll Actually Pay and Why It Matters" (general pay-per-click management ranges, not HVAC only). The 15% example is round numbers.

Check the one answer in each row that sounds most like you.

QUESTION	AGENCY	DIY	MIX
1. Hours a week you can give ads	☐ Almost none	☐ 5 or more	☐ About 15 minutes
2. Have you run Google or Facebook ads?	☐ Never	☐ Yes, for a while	☐ A little
3. Monthly budget for fees on top of ad spend	☐ $1,500 or more	☐ $0	☐ Under $300
4. Who should own the ad accounts?	☐ Don't mind	☐ Me	☐ Me
5. Can someone answer a new lead in 5 minutes?	☐ Agency should	☐ Yes, us	☐ With auto-text
6. Do you enjoy writing ads and tweaking them?	☐ No	☐ Yes	☐ Not really
7. Can you build a landing page for each ad?	☐ No	☐ Yes	☐ If it's ready-made
8. How fast do you want to change an offer?	☐ Next month is fine	☐ Same day	☐ Same day
9. Do you want to see spend and leads yourself?	☐ Monthly report is fine	☐ Any time	☐ Any time
10. Number of services and towns to advertise	☐ Many, many towns	☐ One or two	☐ A handful
11. Been burned by an agency or lead site?	☐ No	☐ Yes	☐ Yes
12. Where do you want your time to go?	☐ Only on the trucks	☐ Learning marketing	☐ Trucks, plus a Monday check

Count your checks

Agency	**DIY**	**Mix**

Type an X in a box, or print it and tick with a pen. The column with the most checks is your starting point. A tie? Read both on the next page.

What each path really looks like in a normal week.

MOSTLY AGENCY

You're paying for time

Your week: a monthly call and a report. Leads come in; your office answers them.

Works when you have the fee budget, you pick an agency that works in your own accounts, and they report on booked jobs, not just clicks.

Watch for long contracts, accounts in their name and reports that stop at "impressions".

MOSTLY DIY

You're paying with hours

Your week: answer leads fast every day, a Monday numbers check, and a few hours a month on search terms, new ads, photos and page updates.

Works when you like it, you have the hours, and you start with one service and one campaign.

Watch for the slow slide: busy season hits and nobody touches the ads for two months.

MOSTLY MIX

You own it, something else builds it

Your week: about 15 minutes. Pick the offer, approve the changes, answer the leads.

Works when you want control and low fees, without learning ad software.

Watch for tools that still leave you writing ads and building pages by hand.

The weekly jobs, whoever does them

JOB	HOW OFTEN	AGENCY	DIY	MIX
Answer new leads inside 5 minutes	Every day	You	You	You, with an instant lead alert
Check spend, leads and cost per lead	Every Monday	Agency report	You	You, 15 minutes
Block bad search terms	Weekly	Agency	You	Built-in lists, you approve
Swap the offer when the weather turns	Each season	Ask them	You	Pick the next ready ad
Build a landing page per ad	Each new ad	Agency	You	Ready-made
Cut what's wasting money	Monthly	Agency	You	You approve a suggestion

REBOOST ADS DOES THIS FOR YOU

This is the mix path. ReBoost Ads runs in your own Google and Facebook ad accounts, with ready-made HVAC ads and pages and an instant alert for every new lead. Plans start at $97 a month, a flat price that stays the same whatever you spend on ads.

Whatever you decide, make sure you own these seven things.

If an agency or a freelancer set up your marketing, some of it may sit in their name. When you part ways, anything they own leaves with them, including years of ad history. Check each one this week.

	WHAT	HOW TO CHECK	IF IT'S NOT YOURS
☐	**Google Ads account**	Sign in at ads.google.com with your email. Admin → Access and security. You should be listed as an admin.	Ask them to add you as admin, today.
☐	**Meta Business account and ad account**	business.facebook.com → Settings → Business info. Your business, your name as admin.	Ask them to share the ad account to your business as owner.
☐	**The Meta pixel**	Events Manager in your own Meta business. The pixel on your site should live there.	Create your own pixel and have it put on your pages.
☐	**Billing card**	The card on both ad accounts is yours, so you see exactly what was spent.	Switch it to your card.
☐	**Google Business Profile**	business.google.com with your email. You should be the primary owner.	Request ownership through Google.
☐	**Website and domain**	The domain is registered to you, and you have a login for the site and the landing pages.	Ask for a transfer and a copy of the pages.
☐	**Phone numbers and your lead list**	Tracking numbers are in your account, and you can export every lead with name, phone and date.	Ask for the numbers to be moved to you and the list exported.

THE RULE

You pay for it, you own it. Give helpers access. Never give them ownership.

TEXT TO SEND YOUR AGENCY TODAY

Hi {name}, housekeeping on our side: can you make sure I'm listed as admin on our Google Ads account and owner on our Meta ad account, and send me our lead list export? Thanks, {Your name}

Menu names in Google and Meta change from time to time. If a step doesn't match, search the help center for "add admin to Google Ads account" or "add people to Meta Business account".

Ten questions to ask any agency, and the answers that should worry you.

ASK	RED FLAG ANSWER
1. Whose name are the ad accounts in?	"Ours. We manage everything in our account."
2. Is your fee flat, or a percent of my ad spend?	Percent with no cap, and a push to raise spend in month one.
3. How long is the contract, and how do I cancel?	12 months, with a fee to leave.
4. What do you report every month?	Clicks and impressions only. Nothing on leads or cost per lead.
5. Can I log in and see spend any day?	"We'll send you a report."
6. Where do the ads send people?	Your homepage, for every ad.
7. Who writes the ads, and can I approve them?	No approval step.
8. How many HVAC shops do you run ads for in my area?	A competitor down the road, and no answer on how they keep you separate.
9. What happens to my pages, pixel and lead list if I leave?	"They stay with us."
10. Can you guarantee results?	Yes. Nobody can honestly guarantee leads or jobs from ads.

Green flags

- ✓ Works inside your own accounts, your card.
- ✓ Month-to-month, or a short trial period.
- ✓ Reports leads and cost per lead, and asks you for booked jobs.
- ✓ A page per service, and asks how fast you answer leads.

Get it in writing

Fee, contract length, cancellation, account ownership, and what you get back when you leave. If it's not in the agreement, it's not a promise.

How to leave without losing your ad history.

Your ad accounts hold months or years of what worked: which searches booked jobs, which ads got cheap leads. If the account is yours, that history stays with you. Leave in this order.

1. **Read the contract.** Notice period, cancellation fee, who owns what.
2. **Run the ownership check** (page 5) before you give notice, while everyone is friendly.
3. **Download your data:** a lead list export, and screenshots or exports of the last 12 months of campaign results.
4. **Get copies of the ads and landing pages**, or at least the words and photos.
5. **Give notice in writing** with the email on the right.
6. **On the last day, remove their access** from Google Ads, Meta and your Google Business Profile. Don't delete the campaigns.
7. **Change passwords** on anything they logged into.
8. **Keep the ads running** or restart them yourself within days, so leads don't dry up.

THE NOTICE EMAIL, READY TO SEND

Subject: Ending our ads agreement

Hi {name},

Thanks for your work on our ads. We've decided to bring them in-house, and this is our {30}-day notice under our agreement, effective {date}.

Before then, please: confirm I'm admin on our Google Ads and Meta ad accounts; send our lead list export and copies of our landing pages; and move our tracking numbers to our account. Please leave all campaigns in place.

Thanks, {Your name}, {Your company}

DON'T DO THIS

Don't let anyone delete campaigns "to clean up", and don't start a brand-new ad account if the old one is yours. The history is worth keeping.

Your first week after the handover

- [ ] Log in to both ad accounts and confirm the card and spend.
- [ ] Check that leads still reach your phone and inbox.
- [ ] Pause anything sending clicks to your homepage.
- [ ] Run your own Monday check: spend, leads, cost per lead.

REBOOST ADS DOES THIS FOR YOU

Connect the ad accounts you now own and ReBoost Ads builds in them, so your history stays put. Pick the service, pick a ready-made ad and page, add your offer, and you're running again.

TOO BUSY TO DO ALL THIS BY HAND?

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

You don't need an agency retainer to have ads done for you, and you don't need to learn ad software to own them. 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