The HVAC slow season playbook.

7 STRATEGIES INSIDE

Keep the trucks busy in spring and fall with proven strategies that work.

Off-season opportunity = more profit.

Stay top of mind.



- Stay top of mind
- Drive off-season leads
- Smooth revenue
- Build a stronger year

START HERE

The phone goes quiet because nobody's uncomfortable. Here's how to make it ring anyway.

In the shoulder months nothing is broken, so nobody calls. But homeowners still have systems due for tune-ups, plans waiting to be sold and old equipment one hot day from quitting. The shops that stay busy go get that work on purpose, before the weather does it for them.

THE SLOW-SEASON RULE

Book the work you'll need in July and January now, while you have the crews to do it.

Start six weeks early

Load the first plays about six weeks before your own slow stretch begins, so the board is full when the phone goes quiet.

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The offer, three texts and the email.

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Google and Facebook copy, ready to paste.

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For when the board is empty tomorrow.

PLAY 1 · THE TUNE-UP PUSH

Your list is full of tune-ups nobody has booked yet.

Every customer who had a visit in the last two years is a tune-up waiting to be scheduled. Send the offer in waves of 50 to 100 so the office can keep up with replies.

The offer

SPRING (FOR AC) OR FALL (FOR HEAT)

{Season} tune-up for {$price}. Book by {date} and pick any open weekday.

A deadline gives people a reason to reply this week. Pick a tune-up price that still makes money on a quick visit; the value is the full calendar and the repairs you find.

Who gets it first

1. Customers who had a tune-up last year and none this year.
2. Customers who had a repair in the last two years.
3. Everyone else on the list.

Pace it: send wave 1 on a Monday morning. Watch replies for two days. Send the next wave when the first one is mostly booked.

TEXT 1 · THE OFFER

Hi {First name}, it's {Your company}. {Summer / Winter} is coming. Book your {AC / furnace} tune-up by {date} for {$price} and skip the rush. Reply with a day that works.

TEXT 2 · 4 DAYS LATER, IF NO REPLY

Hi {First name}, still have a few tune-up spots before {date}. Want one? Just reply with a day.

TEXT 3 · AFTER BOOKING

You're booked for {day} between {window}. Your tech is {Tech name}. Reply here if you need to change it.

THE EMAIL VERSION

Subject: Your {AC / furnace} tune-up, before the rush

Hi {First name}, it's that time again. A tune-up now means your {AC / furnace} is checked and cleaned before you need it most, and you pick the day instead of waiting in line when everyone else calls. Book by {date} for {$price}: {booking link}. Thanks for being a customer.
{Your name}, {Your company}

The replies you'll get, and what to send back

"HOW MUCH?"

It's {$price} for the full tune-up: we clean it, test it and check the safety controls. Want {day} or {day}?

"NOT RIGHT NOW"

No problem, {First name}. Want me to text you again in {month}, before it gets busy?

"ALREADY HAD IT DONE"

Great, thanks for letting us know! We'll update your file. If anything comes up, text us here.

PLAY 2 · THE TUNE-UP SPECIAL AD PACK

Ads that run only when you need them.

In peak season the phone rings without ads. In the shoulder months ads are how you fill the gaps. Run them for six to eight weeks, then turn them down when the weather turns.

Google Search, spring

Sponsored · yourcompany.com/ac-tune-up

AC Tune-Up in {City} | Book Before Summer

Get your AC checked and cleaned before the first heat wave. Pick your day. Book online.

`"ac tune up"` `"ac maintenance"` `"ac service near me"` `"ac check up"`

Google Search, fall

Sponsored · yourcompany.com/furnace-tune-up

Furnace Tune-Up in {City} | Ready for Winter

Make sure your heat starts on the first cold night. Local techs, easy online booking.

`"furnace tune up"` `"furnace maintenance"` `"heating service near me"` `"furnace inspection"`

Facebook and Instagram, both seasons

Summer in {City} is closer than it feels. Book your AC tune-up now, pick a day that works for you, and skip the wait when everyone's AC quits at once.

SPRING TUNE-UP

Beat the first heat wave

First cold night coming up. Our furnace tune-up checks the burners, the safety controls and the airflow so your heat starts when you need it. Openings this month.

FALL TUNE-UP

Is your furnace ready?

Thinking about replacing an older system? Do it while it's calm: compare options, pick your install day and never wait in a heat wave. Local {City} team.

SHOULDER-SEASON REPLACEMENT

Replace it on your schedule

Use "Openings this month" only when you have them.

REBOOST ADS DOES THIS FOR YOU

Seasonal HVAC ads come ready for Google and Facebook, with your logo, phone and offer, and each one lands on a matching page.

Headlines to mix in (30 characters or less)

`Spring AC Tune-Up Special` `Book by {date}` `Skip the Summer Rush` `Fall Furnace Tune-Up` `Be Ready for Winter` `Heat Pump Check-Up` `Pick Your Day Online`

Two tune-ups a year, priority when it's busy and a discount on repairs. Join the {Your company} Comfort Club this month and your first tune-up is on the schedule right away.

PLAN SIGN-UP, BOTH SEASONS

Never forget a tune-up again

Three plans, ready to copy. Pick what fits your shop.

Keep it simple: one plan is fine to start, three gives people a choice. These are the benefits HVAC plans commonly include. Only offer what your shop can deliver every time.

	BASIC	COMFORT	TOTAL CARE
Tune-ups	1 a year (AC or heat)	2 a year (spring AC, fall heat)	2 a year, every system in the home
Priority scheduling	Yes	Yes	Yes, first in line
Repair discount	Small	Bigger	Biggest
Diagnostic or trip fee	Standard	Reduced	Waived
Filter changes	No	At each visit	At each visit, filters included
Extras	None	Reminder texts	Reminder texts, drain line treatment, thermostat check

Names that work

"{Your company} Comfort Club", "Care Plan", "Peace of Mind Plan", "Home Comfort Membership". Short, friendly, easy to say on the phone.

Before you launch

- ✓ Write the benefits in one short list, no fine print.
- ✓ Decide how discounts and priority work when the board is full.
- ✓ Set up monthly billing in your software.
- ✓ Check any state rules for service agreements where you work.

A plan nobody can explain in one breath won't sell. Keep it to five lines.

Price it so every member makes money, even if they never need a repair.

A plan should pay for its visits on its own. The repairs, the loyalty and the replacements are the bonus. Here's the math, worked out on a Comfort plan.

COST OF SERVING ONE MEMBER FOR A YEAR	AMOUNT
Two tune-up visits (tech time, truck, travel)	$150
Filters and small materials	$25
Reminders, billing and admin	$15
Total yearly cost	**$190**

PLAN PRICE	PER YEAR	PROFIT PER MEMBER
$19 a month	$228	$38
$24 a month	$288	$98
$29 a month	$348	$158

WHY IT'S WORTH MORE THAN THE PROFIT LINE

200 members at $24 a month is $4,800 coming in every month, 400 visits you schedule in your slow months, and 200 homeowners who call you first. Add the repairs found on those visits and the replacements a few years from now, and the plan list becomes one of the most valuable things your shop owns.

Monthly or yearly?

Offer both. Monthly is easier to say yes to; yearly brings cash up front. Many shops give a small discount for paying yearly.

Should the price go up later?

Review it once a year with your real costs. Tell members ahead of time, and keep the benefits clear so the price feels fair.

Round numbers to show the math. Swap in your own visit time, labor cost and materials.

Every plan you sell now is two visits you won't have to chase later.

Plan members fill the shoulder months automatically: their visits land in spring and fall by design. The slow season is when the office and the techs have time to sell them.

OFFICE SAYS, WHEN BOOKING THE TUNE-UP

"Quick question before I let you go: have you heard about our plan? It covers this tune-up and your next one, and plan members get priority when it's busy. Want me to tell you what it costs?"

TECH SAYS, AFTER THE TUNE-UP

"Everything looks good today. If you want to stop thinking about this, our plan covers both tune-ups a year and puts you at the front when it's busy. I can set it up before I leave."

IF THEY SAY "I'LL THINK ABOUT IT"

"No problem. I'll have the office text you the details so you have them. It covers today's visit if you sign up this week."

Only offer today's visit credit if your plan pricing allows it.

Keep them renewing

WELCOME TEXT, DAY OF SIGN-UP

Welcome to the Comfort Club, {First name}! Here's what you get: {benefits}. We'll text you when your first tune-up is due. Save this number.

VISIT REMINDER, SPRING AND FALL

Hi {First name}, it's time for your {spring / fall} Comfort Club tune-up. Reply with a day that works and we'll lock it in. It's covered by your plan.

RENEWAL, 30 DAYS BEFORE

Hi {First name}, your Comfort Club renews on {date}. This year you got {2 tune-ups and $X in repair savings}. Nothing to do if you'd like to stay.

PLAN TEXT TO YOUR WHOLE LIST

Hi {First name}, {Your company} here. Our comfort plan covers two tune-ups a year and priority scheduling for {$price} a {month / year}. Want the details? Reply YES.

REPLY TO A YES

Great! Here's what's included: {list}. Sign up here: {link}, or reply with a good time and we'll call you.

Make the plan easy to say yes to

- ✓ One clear name ("Comfort Club", "Care Plan").
- ✓ Monthly billing option, not just yearly.
- ✓ Three to five benefits, no fine print.
- ✓ Sign-up on a phone in under a minute.

PLAN EMAIL TO YOUR WHOLE LIST

Subject: Never remember a tune-up again

Hi {First name}, thanks for trusting {Your company} with your home. We started the Comfort Club for customers like you: spring AC and fall furnace tune-ups, priority scheduling when it's busy and a discount on repairs. It's {$price} a month. We remind you, you pick the day. Join here: {link}

{Your name}, {Your company}

PLAY 4 · OLDER SYSTEMS

Replacements are easier to sell before the system dies.

A homeowner shopping for a new system in a heat wave is stressed and in a hurry. The same homeowner in April has time to compare options calmly, and your install crew has time to do it right.

Find them in your records

1. Systems 12 years or older (from install dates or equipment notes).
2. Customers with two or more repairs in the last 18 months.
3. Anyone whose tech notes say "recommend replacement".
4. Old replacement estimates that never closed.

TEXT TO OLDER-SYSTEM CUSTOMERS

Hi {First name}, it's {Your company}. Your {AC / furnace} is {age}+ years old. If you'd like to see replacement options before it quits, we can walk you through them. No pressure. Want a visit?

TEXT TO OLD ESTIMATES

Hi {First name}, {Your name} at {Your company}. Checking in on the system we quoted last {season}. It's our quieter time of year, so installs can be scheduled on your timeline. Any questions?

Why the shoulder months are the best time to install

- ✓ The homeowner can pick the day instead of taking the first opening.
- ✓ Your best installers aren't split across emergency calls.
- ✓ The old system is still running, so nobody is too hot or cold while they decide.
- ✓ Manufacturer and utility promotions often run in spring and fall. Check what's current in your area.

SAY THIS ON THE VISIT

"Your system still runs, so there's no rush today. Here are three options, from keep-it-running to top of the line. Take your time. The nice thing about doing it now is you pick the install day."

Only mention rebates or promotions you've confirmed are running.

10 / 15

ENERGY STAR suggests considering a replacement when a heat pump or AC is more than 10 years old, or a furnace or boiler is more than 15.

Is your system 12+ years old or needing repairs every year? See good, better and best options side by side while it's calm, and pick your install day. Local {City} team.

SHOULDER-SEASON REPLACEMENT AD

Replace it on your schedule

REBOOST ADS DOES THIS FOR YOU

Replacement ads come ready for Google and Facebook with a matching page. Retargeting is available on ReBoost Ads plans, so your ads stay in front of people who visited but didn't book, on Facebook and Instagram.

Source: ENERGY STAR, "When is it time to replace?" (energystar.gov). Use it as a talking point, not a scare line: an older system that runs well is still the homeowner's call.

PLAY 5 · ADD-ON JOBS

Five jobs homeowners will book when nothing is broken.

Offer the work that makes a house more comfortable, not just working. Only what your shop does, and no health promises.

ADD-ON	WHO IT'S FOR	HOW TO OFFER IT
Duct cleaning or sealing	Older homes, dusty rooms, rooms that never get warm or cool.	"If some rooms are always hotter or colder, we can check the ductwork while we're there."
Smart thermostat install	Homeowners who want control from their phone and set schedules.	Offer it at every tune-up in the season, with a flat install price.
Air filtration and humidity	Homes with pets, dust or dry winter air.	Describe what the equipment does. Avoid medical or health promises.
Ductless mini-split	Garages, additions, bonus rooms and sunrooms that the main system doesn't reach.	"Got a room nobody uses because it's too hot or cold?"
Second-opinion visit	Homeowners quoted a big repair or replacement by someone else.	"Got a quote? We'll give you a second look and a clear written option."

ADD-ON TEXT TO YOUR LIST

Hi {First name}, {Your company} here. Got a room that's always too hot or too cold? This is our slow season, so we can come take a look on your schedule. Want a visit?

Is there a room in your house nobody uses because it's too hot in summer or too cold in winter? A ductless system can fix that one room without touching the rest of the house. Local {City} team, easy scheduling this {season}.

FACEBOOK AND INSTAGRAM

Fix the room nobody uses

Sponsored · yourcompany.com/ductless

Ductless Mini-Split {City} | Fix the Hot Room

One room always too hot or too cold? A ductless system fixes that room. Book a visit.

SECOND-OPINION TEXT TO RECENT CALLERS

Hi {First name}, {Your company} here. If you got a big repair or replacement quote from anyone this season, we're happy to give it a second look. Want a visit?

PRICE ADD-ONS FLAT

"Smart thermostat, installed and set up: {$price}." Easy for a tech to offer after a tune-up, easy to say yes to.

Go where the new customers are before they need you.

The neighborhood blitz

Pick the three neighborhoods where you have the most customers and the oldest homes. Once a season, hit them with a door hanger and a truck in the street.

DOOR HANGER, READY TO PRINT

We take care of homes on {street / neighborhood}.

Our techs are in your neighborhood this {month}. Book your {AC / furnace} tune-up by {date} for {$price}, or call or text {phone} with any heating or cooling question.

New movers

People who just bought a home often don't know how old the system is. Some mailing services and county records list recent sales. A friendly "welcome to the neighborhood" card with a move-in tune-up offer goes a long way.

PARTNER EMAIL, FOR THE ONES YOU CAN'T VISIT

Subject: A heating and cooling company your clients can count on

Hi {name}, I'm {Your name}, owner of {Your company} in {City}. It's our calmer season, so we can get your clients' heating and cooling requests on the schedule fast, keep you posted and send you a note when the job is done. Could I drop off a few cards next week? {Your name} · {phone}

Partners with slow-season work

Home inspectors	Spring is house-selling season. Buyers need someone to call about the HVAC notes in their report.
Real estate agents	Pre-listing tune-ups and repairs, move-in checks for buyers.
Property managers	Turn-over season. Units need service between tenants.
Builders and remodelers	Spring and fall are build season. Additions need heating and cooling.

SAY THIS TO A PARTNER

"Hi, I'm {name} with {Your company}. It's our slower season, so we can turn your clients' HVAC requests around fast right now. Can I drop off a few cards and tell you how we handle referrals?"

NEW-MOVER CARD, READY TO PRINT

Welcome to {neighborhood}!

Not sure how old your heating and cooling system is? Book a move-in check for {$price} and get a written report on what you've got. Call or text {phone}.

A truck on the street is an ad you already paid for.

PLAY 7 · THE CALENDARS

Spring and fall, week by week.

Shift the weeks to match your own climate. The order matters more than the dates.

Spring (cooling season ahead)

EARLY MARCH	Pull the list. Send tune-up text 1, wave 1. Start the plan pitch on every call.
MID MARCH	Wave 2. Turn on the spring tune-up ads on Google and Facebook.
LATE MARCH	Older-system and old-estimate texts. Visit three home inspectors and agents.
EARLY APRIL	Wave 3 (everyone else). Neighborhood blitz in your three best areas.
MID APRIL	Shoulder-season replacement ad. Add-on text to your list.
LATE APRIL	Tune-up reminder (text 2) to anyone who didn't reply.
MAY	Switch tune-up ads to AC repair ads as the first hot days arrive.

Fall (heating season ahead)

EARLY SEPT	Pull the list. Send the furnace tune-up offer, wave 1.
MID SEPT	Wave 2. Turn on the fall tune-up ads.
LATE SEPT	Older-furnace texts. Property manager and builder visits.
EARLY OCT	Wave 3. Plan push to everyone who booked a tune-up this year.
MID OCT	Shoulder-season replacement ad. Neighborhood blitz.
LATE OCT	Last-call tune-up text before the cold.
NOVEMBER	Switch to furnace and heat pump repair ads as the first cold nights arrive.

EVERY WEEK OF THE SLOW SEASON

Check how many open slots are on next week's board. More than a few? Send the next wave or raise the ad budget a notch. Board full? Pause the next wave and let the crew catch up.

REBOOST ADS DOES THIS FOR YOU

When the season turns, swap to the next ready-made HVAC ad and launch it. The budget stays yours to raise or lower any time.

The slow-day list. Something to do instead of waiting for the phone.

For the office, today

1. Call every open estimate from the last 90 days.
2. Text anyone who called and never booked in the last 60 days.
3. Send the next wave of the tune-up offer.
4. Call plan members who haven't booked their seasonal visit.
5. Ask last week's customers for a review.
6. Post two job photos and the season's offer on your Google profile.

SAME-WEEK OPENING TEXT

Hi {First name}, {Your company} here. We had a spot open up on {day}. Want your {AC / furnace} tune-up then? First to reply gets it.

Send this only to people due for a visit, and only when the opening is real.

For the crew, today

1. Ride-alongs and training on the plan pitch and the older-system talk.
2. Truck restock and cleanup, so the trucks look good in the photos.
3. Five-around door hangers near yesterday's jobs.
4. Callbacks: revisit recent repairs to check everything's still running right.
5. Record short videos for your Facebook page: a tip, a before and after.

Never an empty week again

Slow weeks happen when the plays start after the phone goes quiet. Put the start date for the spring and fall calendars in your phone now: six weeks before your slowest stretch.

An empty board tomorrow is a call list today.

When money is tight, what not to cut

KEEP, EVEN IN A SLOW MONTH	CUT OR PAUSE FIRST
The missed-call text and fast call-back	Ads that send clicks to your homepage
Review asks and your weekly Google post	Ads for services you can't book this month
Plan reminders and renewals	Shared-lead categories for small jobs
The one ad that's booking jobs right now	Any ad over your break-even cost per lead for a month

TOO BUSY TO DO ALL THIS BY HAND?

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

Texts and door hangers take an afternoon. Seasonal ads, landing pages and fast follow-up take days, so most shops never run 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