ReBoost Ads
HVAC GROWTH SYSTEMS

7 BETTER OPTIONS INSIDE

FREE HVAC PLAYBOOK

Is Angi worth it for HVAC?

The shared-lead math, and 7 places to get leads that are only yours.



The real math
What Angi actually costs you.

Your worksheet
Plug in your numbers.

7 better lead sources
With pros and cons.

The switch plan
How to move without losing momentum.



TAKE BACK CONTROL.

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MORE LEADS. STRONGER PROFITS. A BUSIER CREW.

ReBoost Ads

START HERE

A lead you rent goes to the fastest dialer. A lead you own comes to you.

Angi, Thumbtack and HomeAdvisor can fill a slow week. The catch is how shared leads work: the same homeowner can be sent to several contractors at once, so you pay for the lead and then race everyone else to the phone. Whether that's worth it comes down to one number, and this guide shows you how to get yours.

3 to 5 contractors can get the same shared lead at the same time, according to a 2026 industry review of Angi and Thumbtack. Every one of them pays for it.

A lead you own

- ✓ Found you, your ad or your name. Nobody else got it.
- ✓ Stays in your customer list for tune-ups, plans and the replacement years from now.
- ✓ Gets cheaper over time as reviews and referrals build up.

A lead you rent

- ✓ May go to other contractors at the same moment.
- ✓ Is won on speed and price more than reputation.
- ✓ Has to be bought again next month, at next month's price.

01 **The shared-lead math** p.3
Why the price per lead is the wrong number.

02 **Your cost-per-booked-job worksheet** p.4
Fill it in with last month's bill. Type right in the boxes.

03 **What shared leads can and can't pay for** p.5
By job type, plus getting credits for bad leads.

04 **Sources 1 to 4: free ones you own** p.6
Google profile, past customers, neighbors, partners.

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Google Search, Facebook and Instagram, Local Services Ads.

06 **The eight-week switch-over** p.10
Turn shared leads down without a quiet phone.

Source: WorkZen, "Should You Buy Leads? Angi & Thumbtack in 2026" (workzen.io).

Don't compare price per lead. Compare cost per booked job.

A $60 lead sounds cheaper than a $120 lead. But if the $60 lead also went to three other shops, you win it far less often.

THE ONE FORMULA

Cost per booked job = what you paid for leads ÷ jobs those leads booked

Shared leads

Say you book 4 in 10 of the leads that are only yours. If each shared lead goes to 4 contractors and everyone has an equal shot, you book about 1 in 10.

PRICE PER LEAD	LEADS PER JOB	COST PER JOB
$40	10	**$400**
$70	10	**$700**
$100	10	**$1,000**

Leads that are only yours

Same shop, same 4 in 10 booking rate, but nobody else is calling the homeowner, so it takes 2.5 leads to book a job.

PRICE PER LEAD	LEADS PER JOB	COST PER JOB
$60	2.5	**$150**
$120	2.5	**$300**
$200	2.5	**$500**

A lead can cost twice as much and still win you the job for less, because it's only yours. That's why a shared lead can end up costing several times its sticker price.

What the sites charge HVAC shops

Angi, per HVAC lead	**$30 to $80**
Thumbtack, per HVAC lead	**$25 to $65**

Why prices differ so much

Your city, the season, the service and how many pros are signed up nearby. Your own bill is the only number that counts, so run it on the next page.

What the bill doesn't show

Call-back time. Someone in the office dials leads that never answer. That hour costs you, even when the lead is free to dispute.

Price pressure. When four shops quote the same job, the cheapest often wins. The discount comes out of your margin.

No second job. If you don't save the customer, next year's tune-up goes back out to the lead site and you pay again.

Source for the price ranges: WorkZen, "Should You Buy Leads? Angi & Thumbtack in 2026". The tables above use round numbers to show the math, not averages.

02 · YOUR WORKSHEET

What did last month's shared leads really cost you?

Pull up last month's lead-site bill and your schedule. Type your numbers in the white boxes (this PDF is fillable) or print it and write them in. Ten minutes, one calculator.

FROM YOUR BILL AND YOUR SCHEDULE	EXAMPLE	YOURS
A What you paid the lead site last month	$1,500	
B Leads you were charged for	25	
C Leads you actually talked to	14	
D Jobs booked from those leads	5	
E Money collected from those jobs	$4,200	

DO THE MATH	EXAMPLE	YOURS
Price per lead A ÷ B	$60	
Leads you reached C ÷ B	56%	
Cost per booked job A ÷ D	$300	
Lead cost out of every job dollar A ÷ E	36¢	

READ YOUR NUMBER

Compare **cost per booked job** to what you keep on an average job from these leads. In the example, $4,200 over 5 jobs is $840 a job, and $300 of it went to the lead site before a single part or hour of labor.

If "leads you reached" is under half

You're paying for leads that other shops answered first. Faster call-back helps, but on shared leads someone is always faster. That's the case for leads nobody else gets.

REBOOST ADS DOES THIS FOR YOU

Leads from your own ads come only to you, with spend, leads and cost per lead for every campaign in one place, so this worksheet fills itself in each week.

Some jobs can carry a shared lead. Most small ones can't.

Put your cost per booked job from page 4 next to what you keep on each kind of job. If the lead eats most of the profit, that job type should come from a source you own.

JOB TYPE	EXAMPLE TICKET	AT A $300 COST PER BOOKED JOB	VERDICT
Tune-up	$129	You lose money on the visit before you walk in.	Never from shared leads
Small repair	$250 to $450	The lead can take most or all of what you keep.	Only if the repair leads to more work
Big repair	$800 to $1,500	Works, but thinner than your own leads.	OK while you build your own
Replacement	$8,000 and up	Can carry it, if you close enough of them.	Where shared leads can pay

Example tickets are round numbers to show the idea. Use your own.

If you keep buying for now

- ✓ **Turn off the small-ticket categories** (tune-ups, maintenance) if the site lets you pick job types.
- ✓ **Shrink the area** to the towns you close best in.
- ✓ **Call inside five minutes** and text if they don't pick up. On shared leads, speed is most of the game.
- ✓ **Put every shared lead in your own customer list.** Once they're a customer, the next job is yours.

Ask for credit on bad leads

Most lead sites have a way to ask for a credit on a lead that was never a real job. Check your own account's rules, and ask the same week.

Wrong or fake number	"Number disconnected / wrong person, no customer reached."
Service you don't offer	"Customer asked for {service}, which is not in our job types."
Outside your area	"Job is in {town}, outside our service area."
Duplicate	"Same customer sent us the same request on {date}."

Keep notes with the date, time and what happened. Short and factual gets read.

TEXT TO EVERY SHARED LEAD, RIGHT AFTER THE CALL

Hi {First name}, {Your name} from {Your company}. Saved your number so you can reach us directly next time, no app needed. Text or call this number any time your heating or cooling acts up.

Your Google profile and your past customers.

These two cost nothing but time, and they bring the kind of lead a lead site can't sell you: a homeowner who picked you by name.

Source 1: Google Business Profile

Google says local results are mainly based on relevance, distance and popularity. Work on the two you control.

1. Primary category "HVAC contractor", plus AC repair and furnace repair if you do them.
2. Every service you want calls for, with a one-line description.
3. Service area set to the towns you want to drive to.
4. Real hours, a booking link and three new job photos a week.
5. One post a week with the season's offer.
6. Ask every happy customer for a review, the same day.
7. Reply to every review within a few days.

> TECH SAYS, WHEN THE JOB IS DONE
> "You're all set. Reviews are how neighbors find a local company like ours. If we did right by you, would you leave a quick one on Google? I'll text you the link."

REVIEW TEXT, SAME DAY

Thanks for having us today, {First name}. A quick Google review would mean a lot: {review link}. {Tech name}, {Your company}

Source 2: past customers

Your customer list is a lead source nobody else can buy. Text it twice a year with a real reason.

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 a spot?

OLDER SYSTEM

Hi {First name}, {Tech name} from {Your company}. Your system is getting up there in years. Want us to check it before the {summer / winter} rush?

REFERRAL

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

Every shared lead you win belongs here too. Once they're your customer, their next tune-up, repair and replacement never go back to the lead site.

Weekly 10-minute routine

- [ ] Three new job photos on your profile
- [ ] One post with this season's offer
- [ ] Reply to every new review
- [ ] Text this week's customers the review link

Source: Google Business Profile Help, "Tips to improve your local ranking on Google".

The neighbors who watched your truck, and the partners who meet homeowners first.

Source 3: neighbors, the five-around play

After every install or big repair, the homes nearby just watched your truck all day. Use it.

1. Ask the customer if you can leave a yard sign up for a week.
2. Hang a door hanger on five houses on each side and across the street.
3. Post a job photo (no house number) on your Google profile and Facebook page.

DOOR HANGER, READY TO PRINT

Your neighbor just trusted us with their {new AC / furnace}.

We were on your street today. If your system is acting up, or just due for a check, we're already in the area. Call or text {phone} and mention {street name} for {your neighbor offer}.

YARD SIGN, READY TO PRINT

Another comfortable home by {Your company}

{phone} · {website}

KEEP PARTNERS SENDING

Text the partner the day you finish their client's job: "All taken care of, thanks for sending {client first name} our way." It's the thank-you that brings the next referral.

Source 4: partners who send work

Home inspectors	Every report has an HVAC section. Buyers need someone to call.
Real estate agents	Pre-listing repairs, move-in checks for buyers.
Property managers	Many units, steady repairs, tenants who can't wait.
Plumbers and electricians	They get asked about HVAC and don't do it. Trade referrals.
Remodelers	Additions and basements need ducts and new zones.

SAY THIS, IN PERSON OR BY PHONE

"Hi, I'm {name} with {Your company}. We do heating and cooling here in {City}. When your clients ask about HVAC, I'd like to be the call that makes you look good. Can I drop off a few cards?"

FOLLOW-UP TEXT, A WEEK LATER

Hi {name}, {Your name} from {Your company}. Thanks for your time last week. If a client needs heating or cooling help, text me directly at this number and I'll make sure they're taken care of.

Check your state's rules and the partner's own policies before offering a referral fee. Fast, reliable service is usually what partners value most.

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

Google Search and Facebook: leads from your own ad accounts.

These are still paid leads, but they're yours alone. The homeowner clicked your ad and filled in your form. Nobody else got the request.

Source 5: Google Search ads

Catch the homeowner the minute the system quits.

1. Your own Google Ads account, in your business name.
2. One campaign per service: AC repair, furnace repair, replacement.
3. People in your service towns only.
4. Phrase-match keywords and the negatives below on day one.
5. Send clicks to a page for that one service.

`"ac repair"` `"ac not cooling"` `"furnace repair"` `"no heat"` `"ac replacement"` `"new furnace"`

`jobs` `hiring` `training` `diy` `how to` `parts` `manual` `car` `window unit` `free`

Sponsored · yourcompany.com/ac-repair

AC Repair in {City} | Book Online Today

Local HVAC techs for AC repair in {City}. Call now or book online in a minute.

Source 6: Facebook and Instagram ads

Reach homeowners before they start searching. Best for tune-ups, plans and replacement shoppers.

Is your AC ready for summer in {City}? Book a spring tune-up and we'll clean, test and check everything before the first heat wave. Spots fill fast once it gets hot.

TUNE-UP OFFER

Spring AC tune-up in {City}

Is your system 12+ years old or needing repairs every year? See your replacement options side by side, with no pressure. Local {City} team.

REPLACEMENT OFFER

Thinking about a new system?

REBOOST ADS DOES THIS FOR YOU

Pick the service and ReBoost Ads builds the campaign in your own Google or Facebook ad account, with the HVAC ad written, a matching landing page and an instant alert for every new lead.

$127.74 average cost per lead for AC install and repair search ads, across 3,200+ home services campaigns. Higher than a shared lead, but no other shop gets it.

Run it through the worksheet. At 4 in 10 booked, a $128 lead that's only yours is about $320 per booked job, close to the $300 in the shared example. The difference: this customer is yours for good.

Source: LocaliQ, "2025 Search Ad Benchmarks for Home Services" (campaigns run April 2024 to March 2025). Your city and season will differ.

Google Local Services Ads: pay-per-lead, and the lead is only yours.

They sit above the regular ads for searches like "furnace repair near me". Google says you pay only for leads related to your business and the services you offer. You set it up directly with Google, which checks your business first.

Setup, step by step

1. Sign up on Google's Local Services Ads page with your business details.
2. Finish Google's checks: license, insurance and background checks where required.
3. Pick only the job types you want calls for.
4. Set your area by town or ZIP, and a weekly budget you can hold for a month.
5. Set hours for when someone can answer, and link your Google profile so reviews show.

Keep it paying

- ✓ **Answer every call.** Missed calls can hurt how often you show.
- ✓ **Mark every lead** booked or not, so your own records stay honest.
- ✓ **Dispute leads that aren't real jobs**: wrong service, outside your area, spam, job seekers.

Leads worth disputing, and what to write

A service you don't offer	"Caller asked for {service}, which is not one of our listed job types."
Outside your service area	"Job location {town / ZIP} is outside our selected service area."
A job seeker or a sales call	"Caller was looking for work / selling a product, not asking for service."
Spam, wrong number or repeat	"No customer on the line / wrong number / same customer contacted us twice this week."

Local Services Ads or Search ads first?

	LOCAL SERVICES ADS	GOOGLE SEARCH ADS
You pay for	A lead (a call or message)	A click
Setup time	Longer: Google checks your business first	Can run the same week
You control	Job types, area, hours, budget	Keywords, negatives, ad words, the landing page, budget

Start the Local Services Ads checks now and run Search while you wait.

Source: Google Local Services Help, "Getting started with Local Services Ads". Local Services Ads are run in your own Google account, alongside your other ads.

Eight weeks from renting leads to owning them.

Don't cancel the shared leads on Monday and hope. Turn on the free sources first, add your own ads, and lower the shared spend only as your own sources book the jobs.

WHEN	WHAT TO DO	Shared-lead spend
WEEK 1	Fill in the worksheet (page 4). Google profile tune-up. Start the review ask on every job. Turn on the missed-call text.	**Keep as is**
WEEK 2	Text your past customers and launch the referral offer (page 6). Turn off tune-up and small-job categories on the lead site.	**Trim small jobs**
WEEK 3	Start Local Services Ads setup; Google's checks take time. Visit three partners (page 7).	**Keep as is**
WEEK 4	Turn on one Google Search campaign for your best repair service (page 8).	**Keep as is**
WEEK 5	Turn on one Facebook and Instagram offer. Start the five-around play after every install.	**Cut by a quarter**
WEEK 6	Run the worksheet again for each source: shared leads vs each of your own.	**Cut again if yours are booking**
WEEK 7	Move the money you cut into whichever of your own sources books jobs cheapest.	**Keep lowering**
WEEK 8	Keep shared leads only for jobs or towns your own sources don't cover yet, or turn them off.	**Your call, by the numbers**

THE RULE

Only cut shared spend when your own sources are already booking the jobs to replace it.

Track weekly, by source

Leads in, jobs booked, money spent, cost per booked job. Four numbers, one line per source. That table tells you where next week's money goes.



REBOOST ADS DOES THIS FOR YOU

Your own Google and Facebook ads, set up in about 5 minutes per campaign, so week 4 and week 5 don't turn into a month of learning ad software.

TOO BUSY TO DO ALL THIS BY HAND?

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

The free sources in this guide take time to build. Your own ads are what you can turn up on a slow week, and they take the most work to set up. 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