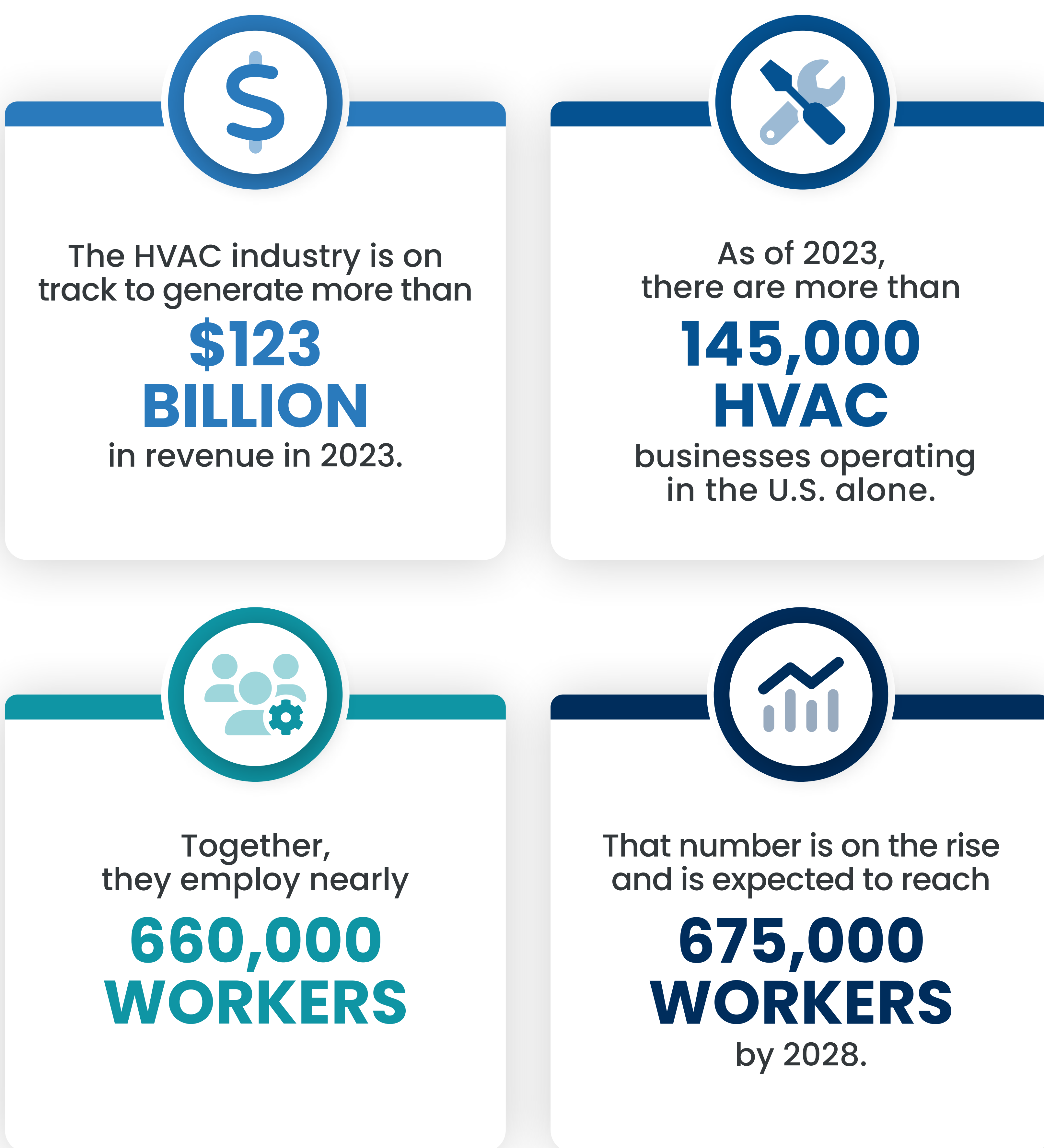


Whether the HVAC Market Is Heating Up or Cooling Down

STAYING IN THE KNOW IS KEY

From installations in new construction and existing buildings to upkeep and maintenance, the HVAC industry is seldom a slow one. However, HVAC businesses are still subject to the same ups and downs that impact other home service industries. To stay flexible and open to new opportunities, it's crucial to keep up with the latest industry trends and developments. So how is the industry looking lately?

We've got the insights you need.



And just how much are those businesses bringing in?

With those numbers in mind, how should you focus your efforts in this competitive industry?

ON SATISFYING YOUR CUSTOMERS

As of late 2022, the average lifetime value of an HVAC customer was

\$47,200



Hanging onto those customers means providing exceptional service during every visit, **HELPING YOU STAND OUT AGAINST THE COMPETITION.**

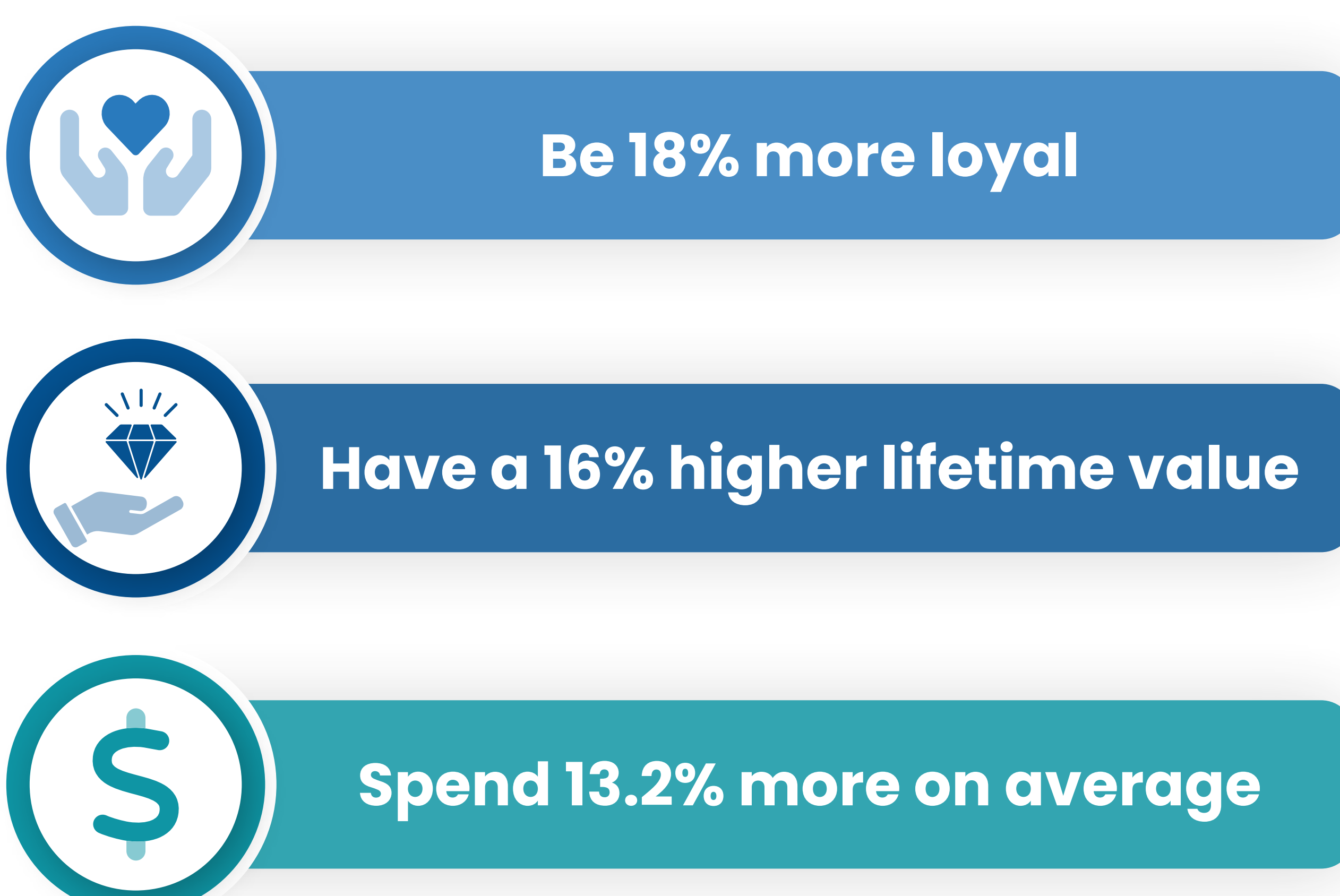
If you're not offering more **ECO-FRIENDLY & ENERGY-EFFICIENT** options, like smart HVAC systems, **NOW IS THE TIME TO START;**



MORE THAN **50%** of HVAC customers are **WILLING TO PAY MORE** for these innovative options.

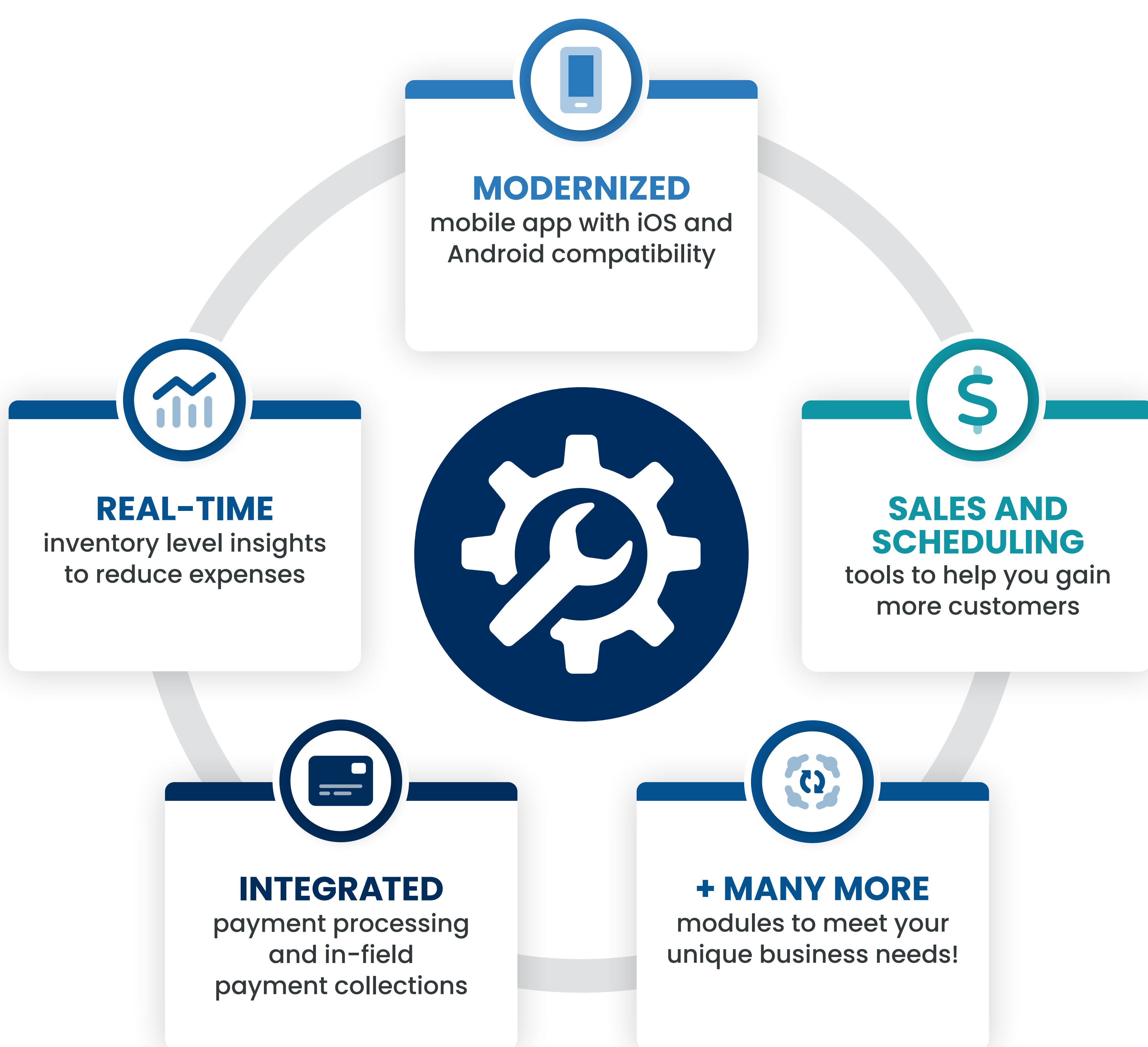
By offering the services customers prefer and ensuring their satisfaction, you can maintain your customer base while also inspiring them to advocate for your business. You may want to start a customer referral program that rewards loyal customers for referring new ones.

Consider that referred customers tend to:



As the HVAC market continues to grow and shift, the importance of securing recurring revenue and operating efficiently can't be overstated.

Strengthen Your HVAC Business With ServMan by WorkWave



To learn more

about how ServMan by WorkWave can empower your business to streamline everything from sales and payments to scheduling and service, visit us online at