WORKWAVE
AN IFS COMPANY

STAY COOL IN THE HOT HVAC MARKET

Heating, ventilation AND air conditioning? It's no surprise that the HVAC field is a very specialized one that requires extensive knowledge and training. But believe it or not, it is also a highly competitive market. Don't sweat it though. We have a few insights to help you and your business remain calm, cool and collected while you rise above the competition.

More than 112,000 HVAC businesses operate in the U.S. alone

U.S. HVAC market is anticipated to reel in more than $92.8 billion in 2018

Over the next five years industry revenue is estimated to rise about 2.3% resulting in a total of $103.9 billion in 2023

With the HVAC market value only heating up, keep your cool and put your focus where it really counts: on your customers.

The lifetime value of each HVAC customer

holds an estimated worth of about **$42,700**

Finding a *new customer* can cost 5x more than working with an *existing customer*

Marketing Customer Acquisition Costs can range from $250–450 on average

Customers are 4x more likely to use a service when *referred by a friend*

74% of customers say they've spent more money with companies they have had *positive service experiences* with

Sources: IBIS, Contractor Sales Coach, Contracting Business, SalesForce

Bolster your *HVAC businesses* with WORKWAVE® *Service*

- **FAST AND TANGIBLE** return on investment
- **END-TO-END SOLUTION** that improves back office and crew productivity
- Flexible solution to **SCALE AND GROW WITH YOUR BUSINESS**
- **SALES TOOLS TO INCREASE** cross-sell and upsell opportunities in the field
- Real-time insights and **VISIBILITY INTO OPERATIONS**

DON'T GET BURNED *by the competition*

Give us a call today at 866-542-2684, or visit us online at workwave.com to see how WorkWave Service can go to work for you.

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