



thryv

5 Ways to Help **Double** **Your HVAC Profits**

Thrive in Any Economy

Facing a slow season? Battling increased product costs? Up against changes in the economy? The good news is, there are still ways to grow your revenue!

Whether you're a team of 2 or 20, here are five practical strategies HVAC companies can use to grow revenue— no matter what the economy throws your way.

In this guide, you'll learn how to:

- ✓ **Automatically upsell services**
- ✓ **Drive repeat business**
- ✓ **Convert missed opportunities**
- ✓ **Get reviews effortlessly**
- ✓ **Generate consistent referrals**

Ready to jump in?
[Book a Thryv demo now!](#)

Automatically Upsell Services

1

Don't stop at one service — increase the size of every job.

Most HVAC companies leave money on the table by not offering additional services customers are ready to buy. Offering upsells — and automating them — means you never miss an opportunity to increase the value of each job.

What to offer:

Maintenance
plans after
installs

Air purifier or
thermostat
upgrades

Seasonal tune-ups
and filter
replacements

Extended
warranties or
priority service
options

Why it works:

Upsells increase revenue per customer and improve customer satisfaction by offering more value.



Drive Repeat Business with Zero Effort

Your existing customer list is your easiest way to earn more sales.

Don't wait for past clients to remember you — stay top of mind with automated follow-ups. It costs far less to re-engage old customers than to find new ones.

What to send:

Seasonal service reminders

Exclusive discounts or tune-up offers

Expiring warranty or inspection notices

Maintenance tips for homeowners

Why it works:

Customers are busy and forget about their HVAC equipment until something breaks. Automated reminders show up at the right time, bringing in repeat business without extra effort on your part.

2



Convert Missed Opportunities Into Paying Customers

3

Not every “no” is final.

Leads that ghosted you or said “not now” are still valuable — if you keep in touch. Automated texts and emails can turn old leads into new prospects.

What to include:

A drip campaign with helpful tips (such as ways to save energy)

Limited-time offers or financing options

Case studies or success stories

Follow-up texts to check in

Why it works:

People delay making decisions. Regular, helpful touchpoints keep your HVAC business top-of-mind until they’re finally ready to buy.



Make Getting Reviews Effortless

Let your happy customers do your marketing.

Great reviews attract more business — but most customers won't leave one unless you ask. Automation makes it effortless (without the awkwardness).

How to do it:

Send a quick text or email after every job

Include direct links to your online business listings

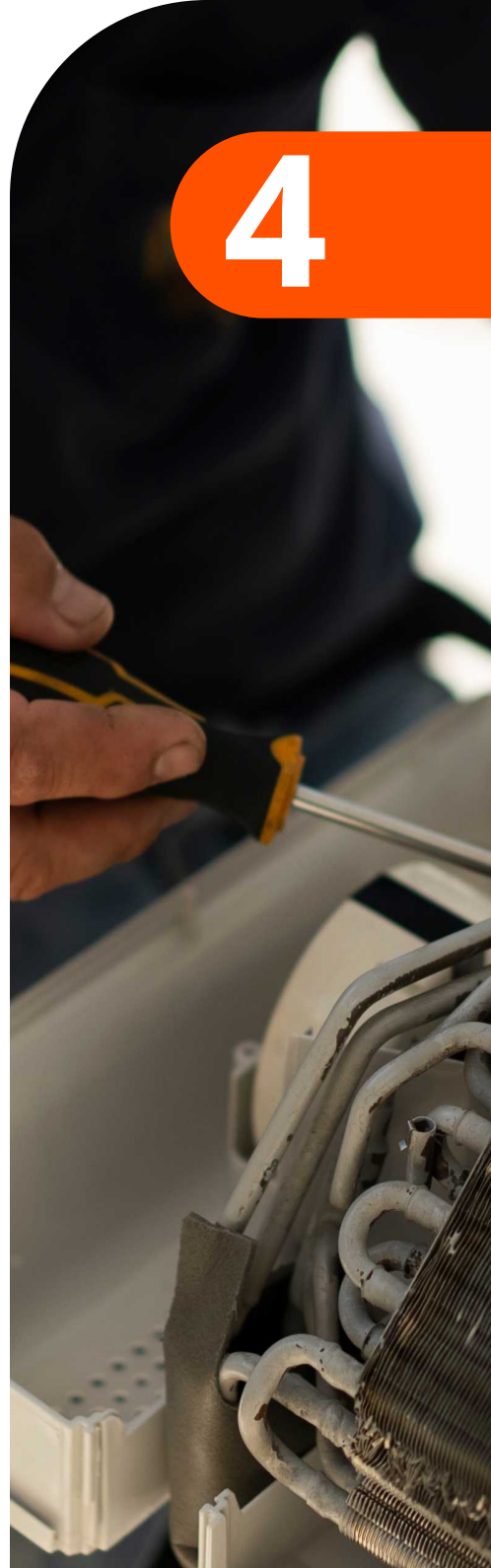
Offer a small incentive like a discount or raffle entry

Add a rating selector to the email and only route happy customers to review sites

Why it works:

The more reviews you have, the more customers trust you — and the less time you have to spend convincing them to choose you.

4



Generate Consistent Referrals Without Even Asking

5

Happy customers love to share... when you make it easy.

Referrals are HVAC gold, but most businesses don't have a system to generate them. With automation, you can prompt and reward referrals easily after every job.

What to automate:

A "thank you" email with referral link

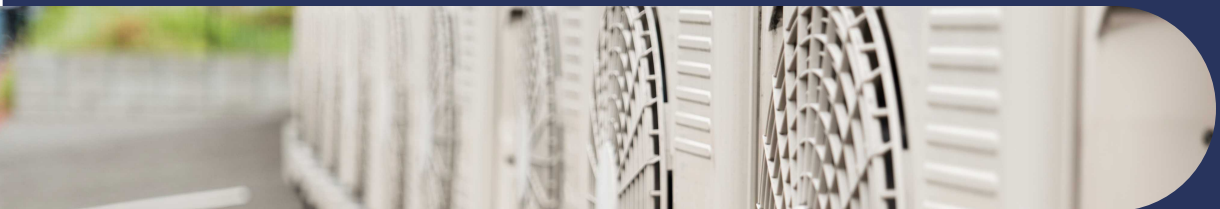
A reward program (e.g., \$50 gift card for referrals)

Follow-up messages after a successful job

Quarterly reminder to refer friends and family

Why it works:

Customers want to refer you, but need a nudge. Make it easy and worth their while, and referrals can start rolling in regularly.



Ready to take the next step?

Every one of these strategies becomes easier, faster, and more effective with the right marketing and automation software.

By automating key areas of your marketing with a software like Thryv, you'll close more jobs, save hours every week, and create a more efficient HVAC business that grows your bottom line in any economy.

**Book a
quick demo
to see how
it works.**

