HVACNext
SEE THE MARKET. FIND THE ADVANTAGE.
KNOW THE NEXT MOVE.

EXAMPLE
HEATING & AIR

COMPETITIVE MARKET REPORT

October 22, 2026

Example Heating & Air Conditioning

Charlotte, NC

A detailed look at where your business stands against leading local HVAC competitors — and what to improve next.

COMPETITIVE SET
10 leading local competitors
Compared customer reviews, services, pricing, financing, guarantees, and promotional offers.

YOUR REVIEWS ANALYZED
115 written reviews analyzed
4 additional ratings-only reviews included in rating calculations
Apr 1, 2026 – Sep 30, 2026

COMPETITOR REVIEWS ANALYZED
2,363 written reviews across 10 competitors
Apr 1, 2026 – Sep 30, 2026

RECOMMENDED ACTIONS
5 actions identified
Practical steps based on the competitive analysis.

Customer-feedback analysis includes all eligible written reviews collected for your business and up to 400 HVAC-relevant written reviews per selected competitor from the six most recent completed calendar months. The counts shown above reflect the reviews analyzed for this report.

SAMPLE REPORT — Business identities, contact information and service address are fictional. Statistics are from a completed report. Website links use fictional .example domains.

Example Heating & Air Conditioning
100 Example Way

PHONE
(202) 555-0100

WEBSITE
example-hvac.example

Executive summary

Reviewers frequently describe Example Heating & Air Conditioning's technicians as **courteous, knowledgeable, and thorough**. They praise detailed maintenance and cleaning, careful troubleshooting, and **clear explanations of findings, repairs, and future upkeep**; some mention photos or practical tips that helped them understand their systems. Reviews also recount technicians resolving AC problems and checking that equipment worked before leaving.

A smaller but recurring concern is office-side scheduling and communication: reviewers report needing to call to confirm a visit, delayed diagnosis during an AC outage, or an appointment handoff that failed. In one delayed repair account, the reviewer praised the field technicians despite the wait. One reviewer separately objected to warranty coverage being tied to a membership and to the effort of arranging maintenance.

CUSTOMER FEEDBACK HEALTH
Strong
The overall balance of customer experiences in the reviews is strongly positive: positive experiences substantially outweigh negative ones.

COMPETITIVE POSITION
Room to stand out
Your customers can be highly satisfied even when competitors receive stronger recognition in specific areas.

WHERE TO FOCUS NEXT
5 recommended actions
Review the action plan for 5 practical recommendations, each with implementation steps and a success measure.

How these findings were selected
These percentages show how often a theme appears in written customer reviews. HVACNext only treats a theme as a clear competitive advantage or gap when the difference is large enough to be practically meaningful and supported by the review sample. Smaller differences can still be useful as evidence that the business is performing similarly to the market.

What customers notice about your business

How often customers mention positive and negative experiences in your written reviews against the shared all-business benchmark.

How to read the comparison

Comparison: Positive mention percentage minus negative mention percentage across all businesses' pooled reviews. Zero means equal positive and negative mentions.

Numbers: **+** is the positive mention percentage; **–** is the negative mention percentage. Reviews may mention both. Green is favorable; red is unfavorable.

Score (#): Compare each business's positive-minus-negative balance with the Comparison: gaps under 5 percentage points score 0; 5 to under 10 score ±1; 10 or more score ±2. Above is positive; below is negative. Eleven topic scores sum to the total Score plotted vertically.

Your business and competitors 1–3

Customer experience	YOU Example Heating & Air Conditioning			Oak Valley Air			Maple Air Care			Cedar Heating & Air Conditioning of Charlotte		
	+	–	#	+	–	#	+	–	#	+	–	#
Communication Comparison 35.3%	40.0%	1.7%	0	50.0%	0.3%	+2	33.3%	0.0%	0	34.5%	1.5%	0
Customer Care Comparison 45.4%	40.9%	2.6%	-1	55.8%	0.5%	+1	48.8%	0.5%	0	46.8%	1.8%	0
Technical Expertise Comparison 31.7%	29.6%	0.9%	0	40.5%	0.5%	+1	24.8%	0.0%	-1	33.8%	2.0%	0
Workmanship Comparison 27.5%	36.5%	0.9%	+1	27.8%	0.5%	0	32.0%	0.8%	0	30.0%	2.3%	0
Responsiveness Comparison 19.6%	9.6%	3.5%	-2	18.0%	0.5%	0	14.2%	0.0%	-1	20.0%	0.8%	0
Pricing Comparison 5.4%	3.5%	0.0%	0	4.5%	2.5%	0	3.8%	0.8%	0	5.0%	2.5%	0
Transparency Comparison 5.8%	7.0%	0.9%	0	8.5%	1.0%	0	6.0%	0.0%	0	4.5%	0.8%	0
Property Care Comparison 4.5%	1.7%	0.0%	0	6.8%	0.3%	0	9.5%	0.0%	0	1.3%	0.0%	0
Integrity Comparison 9.2%	2.6%	0.0%	-1	8.0%	0.8%	0	6.3%	0.3%	0	6.0%	0.5%	0
Customer Loyalty Comparison 28.7%	15.7%	0.9%	-2	25.8%	0.5%	0	32.0%	0.3%	0	18.8%	1.0%	-2
Support & Follow-Through Comparison 1.8%	8.7%	2.6%	0	3.3%	0.5%	0	1.5%	0.3%	0	3.5%	2.3%	0
Written reviews analyzed	115			400			400			400		
Score	-5			+4			-2			-2		

Competitors 4–7

Customer experience	Pinecrest Heating & Cooling			Lake Air Experts Heating and Cooling			Evergreen HVAC			Aspen Services		
	+	–	#	+	–	#	+	–	#	+	–	#
Communication Comparison 35.3%	30.0%	0.0%	-1	17.6%	0.0%	-2	39.8%	0.0%	0	29.8%	1.8%	-1
Customer Care Comparison 45.4%	46.9%	1.3%	0	36.9%	0.6%	-1	37.4%	0.0%	-1	38.6%	0.0%	-1
Technical Expertise Comparison 31.7%	31.3%	0.6%	0	24.4%	0.0%	-1	38.8%	0.5%	+1	36.8%	0.0%	+1
Workmanship Comparison 27.5%	21.3%	0.0%	-1	22.2%	0.6%	-1	35.4%	0.0%	+1	22.8%	1.8%	-1
Responsiveness Comparison 19.6%	18.1%	0.6%	0	36.4%	0.0%	+2	32.0%	0.5%	+2	24.6%	0.0%	0
Pricing Comparison 5.4%	5.6%	5.0%	0	13.6%	0.6%	+1	23.8%	0.5%	+2	3.5%	1.8%	0
Transparency Comparison 5.8%	3.8%	1.3%	0	2.8%	0.6%	0	12.6%	0.0%	+1	3.5%	1.8%	0
Property Care Comparison 4.5%	3.1%	0.6%	0	2.3%	0.0%	0	3.9%	0.0%	0	5.3%	1.8%	0
Integrity Comparison 9.2%	13.8%	3.8%	0	21.6%	0.6%	+2	25.7%	0.5%	+2	8.8%	1.8%	0
Customer Loyalty Comparison 28.7%	36.3%	1.3%	+1	40.3%	0.0%	+2	43.2%	0.0%	+2	24.6%	0.0%	0
Support & Follow-Through Comparison 1.8%	1.9%	0.6%	0	1.1%	1.1%	0	4.4%	0.0%	0	0.0%	0.0%	0
Written reviews analyzed	160			176			206			57		
Score	-1			+2			+10			-2		

Competitors 8–10

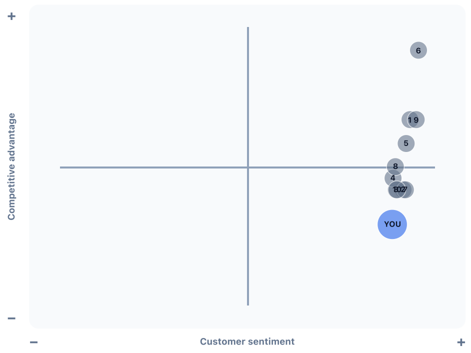
Customer experience	Summit Heating, Cooling, Plumbing & Electrical			Meadow Air, Heat & Geothermal			Riverbend Heating and Air Conditioning		
	+	–	#	+	–	#	+	–	#
Communication Comparison 35.3%	34.3%	1.0%	0	32.9%	1.4%	0	39.4%	2.1%	0
Customer Care Comparison 45.4%	47.0%	0.8%	0	32.9%	0.0%	-2	46.8%	1.1%	0
Technical Expertise Comparison 31.7%	33.0%	0.5%	0	40.0%	1.4%	+1	20.2%	1.1%	-2
Workmanship Comparison 27.5%	23.0%	0.3%	0	34.3%	0.0%	+1	26.6%	1.1%	0
Responsiveness Comparison 19.6%	20.0%	2.3%	0	22.9%	0.0%	0	18.1%	1.1%	0
Pricing Comparison 5.4%	4.5%	2.0%	0	14.3%	2.9%	+1	11.7%	3.2%	0
Transparency Comparison 5.8%	5.8%	0.5%	0	8.6%	0.0%	0	6.4%	1.1%	0

Property Care Comparison 4.5%	3.5%	0.3%	0	2.9%	0.0%	0	8.5%	0.0%	0
Integrity Comparison 9.2%	5.8%	1.5%	0	17.1%	0.0%	+1	16.0%	2.1%	0
Customer Loyalty Comparison 28.7%	28.0%	1.0%	0	38.6%	0.0%	+1	33.0%	0.0%	0
Support & Follow-Through Comparison 1.8%	1.3%	1.0%	0	7.1%	0.0%	+1	4.3%	4.3%	0
Written reviews analyzed	400			70			94		
Score	0			+4			-2		

REVIEW-BASED MARKET POSITION

How your customer story compares

This chart shows how positively customers describe their experiences and where each business stands on specific customer-feedback topics compared with competitors.



Reading the chart: Right means more positive feedback. Above/below the center means a positive/negative total Score, summed from eleven topics. Numbered circles mark actual positions; translucent fills show overlaps. Scores describe review mentions, not proven service quality.

COMPANIES PLOTTED

YOU	**Your business**	115 written reviews used for market positioning
1	Oak Valley Air	400 written reviews analyzed
2	Maple Air Care	400 written reviews analyzed
3	Cedar Heating & Air Conditioning of Charlotte	400 written reviews analyzed
4	Pinecrest Heating & Cooling	160 written reviews analyzed
5	Lake Air Experts Heating and Cooling	176 written reviews analyzed
6	Evergreen HVAC	206 written reviews analyzed
7	Aspen Services	57 written reviews analyzed
8	Summit Heating, Cooling, Plumbing & Electrical	400 written reviews analyzed
9	Meadow Air, Heat & Geothermal	70 written reviews analyzed
10	Riverbend Heating and Air Conditioning	94 written reviews analyzed

Customer sentiment

Result: **Very positive**

Customers overwhelmingly describe positive experiences in the written reviews analyzed.

Where to look next: See the review summary in “Executive summary” for the experiences behind this result.

Competitive advantage

Result: **Competitors lead in key areas**

Your topic scores show a negative balance against the shared all-business comparison. Some customer experiences receive stronger recognition elsewhere in the comparison.

Where to look next: See “What customers notice about your business” for the topic percentages and scores behind your position.

GOOGLE ORGANIC WEBSITE RANKINGS

Google search visibility

HVACNext searched Google using eight HVAC service phrases across your analyzed cities. Each service-and-city combination was searched separately, collecting up to two pages of regular website results.

What we measured: Organic website listings, not Google Maps listings, paid advertisements, or AI answers. Results are a snapshot and may vary by location, device, and time. Not found means your website did not appear in the results collected for that specific search.

SEARCH VISIBILITY	BEST OBSERVED POSITION	AVERAGE OBSERVED POSITION
43%	**#1**	**#8.3**
Found in 76 of 176 completed searches	across completed searches	searches where your website appeared

WHAT THIS MEANS

Your website appeared in 76 of 176 completed searches. This measures visibility for the specific HVAC service phrases and city names tested, not overall Google traffic or search performance.

How often was your website found?

Each completed search represents one HVAC service phrase combined with one city.

50	**26**	**100**
Positions 1–10	Below position 10	Not found

Visibility by city

Only cities where your website appeared are shown. Cities not listed had no observed appearances in the completed searches for those locations.

City	Found	Best rank
Belmont, NC	8 / 8	**#3**
Monroe, NC	7 / 8	**#1**
Wadesboro, NC	7 / 8	**#2**
Kings Mountain, NC	6 / 8	**#6**
Lancaster, SC	6 / 8	**#3**
Mint Hill, NC	6 / 8	**#5**
Kannapolis, NC	5 / 8	**#3**
Mooresville, NC	5 / 8	**#5**
Rock Hill, SC	5 / 8	**#11**
Fort Mill, SC	4 / 8	**#9**
Indian Trail, NC	4 / 8	**#3**
York, SC	3 / 8	**#4**
Cornelius, NC	2 / 8	**#3**
Gastonia, NC	2 / 8	**#10**
Harrisburg, NC	2 / 8	**#3**
Charlotte, NC	1 / 8	**#15**
Concord, NC	1 / 8	**#11**
Huntersville, NC	1 / 8	**#18**
Matthews, NC	1 / 8	**#16**

Visibility by HVAC service

Identify which HVAC services have the strongest and weakest observed rankings.

Service	Found	Best rank
HVAC	13 / 22	**#3**
AC replacement	12 / 22	**#3**
Heating repair	12 / 22	**#3**
AC repair	9 / 22	**#3**
Air conditioning installation	9 / 22	**#2**
HVAC maintenance	9 / 22	**#1**
Furnace repair	8 / 22	**#1**
Ductwork	4 / 22	**#2**

Your strongest organic rankings

Your highest observed website positions among the completed searches.

Service	City	Rank
Furnace repair	Monroe, NC	**#1**
HVAC maintenance	Monroe, NC	**#1**
Air conditioning installation	Wadesboro, NC	**#2**
Ductwork	Wadesboro, NC	**#2**
AC replacement	Belmont, NC	**#3**
AC repair	Cornelius, NC	**#3**

Air conditioning installation	Cornelius, NC	#3
Heating repair	Harrisburg, NC	#3
AC replacement	Indian Trail, NC	#3
AC replacement	Kannapolis, NC	#3
Air conditioning installation	Lancaster, SC	#3
Furnace repair	Lancaster, SC	#3

Which competitors are ranking ahead of you?

These are qualified HVAC competitors whose websites appeared in the organic Google results collected. Rankings are compared using the same service-and-city searches.

Competitor	Searches found	Ahead of you	Best rank
Oak Valley Air oakvalley.example	98 / 176	78	#1
Pinecrest Heating & Cooling pinecrest.example	11 / 176	10	#4
Riverbend Heating and Air Conditioning riverbend.example	6 / 176	6	#5
Maple Air Care mapleair.example	5 / 176	5	#1
Evergreen HVAC evergreen.example	4 / 176	4	#7
Cedar Heating & Air Conditioning of Charlotte cedar.example	4 / 176	3	#6
Summit Heating, Cooling, Plumbing & Electrical summit.example	4 / 176	3	#14
Lake Air Experts Heating and Cooling lakeair.example	2 / 176	2	#8
Aspen Services aspen.example	2 / 176	0	#11

Searches found counts distinct completed searches where a competitor appeared. Ahead of you includes searches where the competitor ranked above your website or where your website was not found within the collected results. Only competitors qualified for this report are included. Other websites may also rank highly.

What to do next

Start with important services and cities where your website was not observed. Review the top-ranking competing websites, evaluate whether your own pages clearly address those searches, and repeat the measurements over time.

Market positioning and offers

This section compares the public website messages, service promises, guarantees, financing, maintenance plans, promotions, and other offers visible across the qualified competitors analyzed.

Website evidence was successfully analyzed for 10 of 10 qualified competitors. Website percentages and counts in this section use only sufficiently covered websites (7). Partial sites retain verified offers below but are excluded from percentages; unread pages may contain additional offers.

Your competitive messaging at a glance

Existing strengths: Your website highlights online booking, which relatively few analyzed competitors advertise.

Potential opportunities: Competitors advertise free estimate, satisfaction guarantee and current promotions, but equivalent messages were not verified on your reviewed website pages.

Opportunities to strengthen your messaging

Offers or promises advertised by competitors but not verified on your website. Listed by competitor adoption, highest first.

Offer or promise	Competitors
Free estimate	6/7
Satisfaction guarantee	6/7
Current promotions	5/7
Same-day service	4/7
Specific financing offer	3/7
Repair warranty	3/7
Arrival or on-time promise	2/7
Installation warranty	2/7

Benefits you already advertise

Offers and promises verified on your website, compared with how often competitors advertise them.

Offer or promise	Competitors
Residential service	7/7
Commercial service	6/7
Financing available	6/7
Maintenance plan	6/7
Emergency service	5/7
24/7 service	4/7
Upfront pricing message	4/7
Published maintenance-plan price	3/7
Online booking	2/7

Offers and service benefits at a glance

Business	Indoor Air Quality / Ductwork	Tune-up / Maintenance	Same-Day Service	Emergency Response	No Emergency Fees
YOU · **Example Heating & Air Conditioning**	✓	✓	✓ AC repair	✓	—
Oak Valley Air	✓	✓	✓	✓	✓ AC only
Maple Air Care	✓	✓	✓ most repairs	✓	✓ members only
Cedar Heating & Air Conditioning of Charlotte	✓	✓	✓ most cases	✓ AC only	—
Pinecrest Heating & Cooling	✓	✓	—	✓	✓
Lake Air Experts Heating and Cooling	✓	✓	—	✓	—
Evergreen HVAC	✓	✓	✓ property managers	✓	—
Aspen Services	✓ attic fan	✓	✓ AC repair	✓ AC repair	—
Summit Heating, Cooling, Plumbing & Electrical	✓	✓ AC only	—	✓	—
Meadow Air, Heat & Geothermal	—	✓ homes only	✓ when possible	—	—
Riverbend Heating and Air Conditioning	✓	✓	—	✓	—

✓ Verified website evidence · — Not found in sufficiently reviewed category evidence · ? Partial category coverage · N/A Website evidence unavailable. A missing finding does not mean a service is unavailable.

Current offers observed among analyzed websites

These are specific promotions and financing offers found on the reviewed company websites when this report was generated. Offers may change after the collection date.

The competitors listed below are the qualified competitors with usable website evidence for this section. Coverage may be partial; unread pages may contain additional offers.

	HVAC Installation / Replacement	Tune-ups	Repairs / Diagnostics	Maintenance Plans	Financing & Discounts	Air Quality / Ductwork
YOU	No verified offer observed	No verified offer observed	No verified offer observed	Maintenance plans from $19.95/month	Financing available for new HVAC systems	No verified offer observed
Oak Valley Air	—	—	—	—	Financing available	—
Maple Air Care	$500 off new HVAC installation Free replacement equipment estimate	—	—	Pete's Plan monthly maintenance packages	Financing available	—
Cedar Heating & Air Conditioning of Charlotte	Up to $4,500 off furnace replacement New furnace from $155/mo	$77 AC tune-up	Free service call with repair	Comfort Club plans from $12.99/mo	Flexible HVAC financing	30% off indoor air quality products or services
Pinecrest Heating & Cooling	Up to $2,300 off a new HVAC system	—	—	Pinecrest HVAC Maintenance Plan	Flexible HVAC financing	—
Lake Air Experts Heating and Cooling	$99 off split-unit installation	—	15% off repairs with Advantage Agreement	Advantage Service Agreement maintenance plan	HVAC financing available 12-month promotional HVAC financing	50% off filter cleaning

Evergreen HVAC	—	—	—	Maintenance plans from $22.00/month	0% HVAC financing available	—
Aspen Services	—	—	—	Free club membership for switchers until current contract ends HVAC maintenance membership - $20/month first system, $15/additional	HVAC financing available	—
Summit Heating, Cooling, Plumbing & Electrical	—	$49 AC tune-up	$50 off AC repairs of $250 or more	Monthly maintenance program	HVAC financing available	—
Meadow Air, Heat & Geothermal	—	—	—	Preventative HVAC maintenance plans	—	—
Riverbend Heating and Air Conditioning	—	—	—	—	—	—

Offers shown were identified on the reviewed company websites when this report was generated. A dash means no qualifying offer was verified in that category, not that the company does not provide the service. Pricing, availability, geographic eligibility, and promotional terms should be confirmed directly with the company.

1. Oak Valley Air
2. Maple Air Care
3. Cedar Heating & Air Conditioning of Charlotte
4. Pinecrest Heating & Cooling
5. Lake Air Experts Heating and Cooling
6. Evergreen HVAC
7. Aspen Services
8. Summit Heating, Cooling, Plumbing & Electrical
9. Meadow Air, Heat & Geothermal
10. Riverbend Heating and Air Conditioning

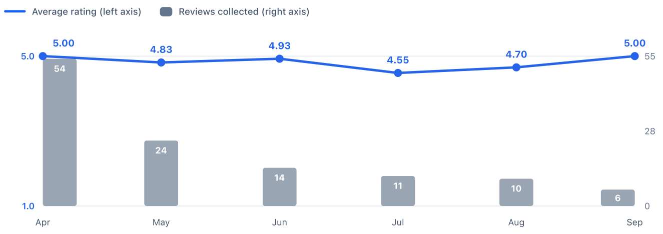
Review engagement

Review trends show both how customers are rating the business over time and how consistently the business engages with public feedback.

Monthly review rating

How your recent ratings are trending

The blue line shows monthly average Google review ratings. Gray bars show the number of reviews collected for each completed calendar month.



Review counts represent all Google reviews collected by HVACNext for this report, including ratings-only reviews.

Your owner-response rate

96.6%

Competitor owner-response rate

88.1%

What is owner-response rate?

It is the percentage of public Google reviews that received a response from the business. Your rate is 96.6%, calculated from the reviews sampled for your business during the six completed calendar months. The competitor benchmark is 88.1% and is calculated from the sampled competitor review set. Consistent replies show future customers that the business pays attention to feedback. Prioritize detailed reviews, negative reviews, and reviews describing services you want to sell more of.

Your recommended action plan

The recommendations throughout this report are brought together here so you can evaluate the opportunities and decide what to work on first.

How to use the action plan

Actions are numbered for reference, not ranked by priority. Impact and effort are estimates to help you decide which opportunities to pursue. Use the steps and success measure in each action to guide implementation.

ACTION 1

SEARCH VISIBILITY

Effort: High
Impact: High

Improve organic visibility in priority service areas

Driven by: **Organic search findings**

OBJECTIVE

Strengthen Example's organic search presence for important HVAC services in the cities it serves.

WHAT TO DO NEXT

1. Review the service and city combinations where Example was not found, prioritizing core services and strategically important areas.
2. Audit relevant service pages for useful, locally relevant content, clear service coverage, and accurate business details.
3. Improve or create relevant service-area pages where they provide distinct, helpful information rather than duplicating existing content.
4. Track the same organic searches over time to assess changes in visibility.

EVIDENCE BEHIND THIS MOVE

Example appeared in 76 of 176 completed organic searches. Visibility was especially limited in Charlotte, where it appeared in 1 of 8 searches, and it was not found in searches for Clover, Lincolnton, or Mount Holly. Oak Valley Air appeared in 98 searches and was ahead of Example in 78.

BUSINESS IMPACT

Improving relevant pages and geographic relevance could help more local searchers discover Example when looking for HVAC services; rankings and lead volume are not guaranteed.

SUCCESS MEASURE

Example's appearances in the same completed organic searches, with progress tracked by city and service.

ACTION 2

CUSTOMER EXPERIENCE OPERATIONS

Effort: Medium
Impact: High

Make customer updates more consistent

Driven by: **Responsiveness review signal**

OBJECTIVE

Improve how reliably customers receive callbacks, appointment updates, and communication when timing changes.

WHAT TO DO NEXT

1. Map how inquiries move from first contact through scheduling and service completion, identifying who owns each customer update.
2. Set clear internal expectations for callbacks and updates when appointment timing changes.
3. Give customers a straightforward way to get an update if they have not heard back.
4. Review customer feedback regularly to see whether the communication process is improving.

EVIDENCE BEHIND THIS MOVE

Responsiveness is positively mentioned in 9.6% of your written reviews versus 20.4% across all businesses in the shared comparison, including yours. Responsiveness is negatively mentioned in 3.5% of your written reviews versus 0.8% across all businesses in the shared comparison, including yours.

BUSINESS IMPACT

More dependable updates could reduce customer uncertainty and support a better booking and service experience.

SUCCESS MEASURE

Whether callback ownership and update expectations are in place, alongside changes in customer feedback about Responsiveness.

ACTION 3

RECURRING REVENUE & RETENTION

Effort: Medium
Impact: Medium

Understand and strengthen the returning-customer experience

Driven by: **Loyalty and trust reviews**

OBJECTIVE

Identify practical ways to make the experience between service visits more valuable and build customer trust over time.

WHAT TO DO NEXT

1. Map the customer journey between visits, including post-job follow-up and how customers are informed about ongoing service options.
2. Ask returning customers open-ended questions about what builds or weakens their confidence in the relationship.
3. Review findings with service and office teams, then address specific process improvements that emerge.
4. Monitor feedback about Customer Loyalty and Integrity without treating review mentions alone as proof of a service problem.

EVIDENCE BEHIND THIS MOVE

Customer Loyalty is positively mentioned in 15.7% of your written reviews versus 29.3% across all businesses in the shared comparison, including yours. Integrity is positively mentioned in 2.6% of your written reviews versus 10.2% across all businesses in the shared comparison, including yours.

BUSINESS IMPACT

Understanding what returning customers value could help Example strengthen repeat relationships and support retention.

SUCCESS MEASURE

Documented feedback from returning customers and completion of any process changes identified through that feedback.

ACTION 4

Effort: Low

OFFER VISIBILITY & CONVERSION

Impact: Medium

Confirm and clarify estimate and promotion messaging

Driven by: **Analyzed website findings**

OBJECTIVE

Make any current estimate options or promotions easy for prospective customers to verify and act on.

WHAT TO DO NEXT

1. Confirm whether Example currently offers promotions or free estimates and verify their terms.
2. If an offering is available, add clear details and next steps to the most relevant website pages.
3. If no such offer is available, assess whether an appropriate option fits Example's business before promoting one.
4. Check that any published offer remains accurate and up to date.

EVIDENCE BEHIND THIS MOVE

Current promotions and a free-estimate message were not verified on Example's analyzed pages; this does not establish whether either is offered. Six of the ten analyzed competitor websites displayed current promotions, and seven displayed a free-estimate message.

BUSINESS IMPACT

Clear, accurate messaging about available offers could reduce hesitation and help prospective customers take the next step.

SUCCESS MEASURE

Verified offer details are easy to find on the relevant pages, or a decision has been documented not to promote an offer.

ACTION 5

CUSTOMER EXPERIENCE & DIFFERENTIATION

Effort: Medium

Impact: Medium

Reinforce the practices behind workmanship and follow-through

Driven by: **Workmanship and follow-through reviews**

OBJECTIVE

Identify and consistently deliver the practices customers value in the work itself and in support after service.

WHAT TO DO NEXT

1. Ask field and office teams which job-completion and follow-up practices contribute to positive customer experiences.
2. Document useful practices so they can be applied consistently across teams.
3. Review negative feedback about support after service to identify specific points where follow-through may be inconsistent.
4. Invite honest customer feedback after service without suggesting what customers should write.

EVIDENCE BEHIND THIS MOVE

Workmanship is positively mentioned in 36.5% of your written reviews versus 28.3% across all businesses in the shared comparison, including yours. Support & Follow-Through is positively mentioned in 8.7% of your written reviews versus 2.9% across all businesses in the shared comparison, including yours. Support & Follow-Through is negatively mentioned in 2.6% of your written reviews versus 1.0% across all businesses in the shared comparison, including yours.

BUSINESS IMPACT

Consistent workmanship could help preserve a customer-perceived strength; reviewing feedback about Support & Follow-Through can guide efforts to make the service experience more dependable.

SUCCESS MEASURE

Documented team practices are in use, and ongoing feedback about Workmanship and Support & Follow-Through is reviewed.

How we built this report

HVACNext analyzes customer reviews from the six most recently completed calendar months. For this report, we analyzed 115 written reviews for Example Heating & Air Conditioning and 2,363 HVAC-relevant written reviews across 10 qualified competitors. Competitor reviews clearly about unrelated services are excluded from the written-feedback analysis.

HVACNext screens up to 40 ranked competitor candidates and selects up to 10 that meet our qualification criteria. Competitors must have at least 30 qualifying HVAC-relevant written reviews during the analysis period. Markets with fewer qualifying competitors use a smaller comparison group.

All collected customer reviews are retained for monthly ratings, counts, and owner-response measurements. Up to 400 written customer reviews are selected for topic analysis; larger populations use a deterministic, month-balanced sample. Competitor written reviews are sampled independently, up to 400 per selected competitor, across the six completed months. The analysis identifies recurring themes, service types, customer sentiment, and differences observed between businesses.

Review percentages and owner-response rates reflect the collected and analyzed review samples, not necessarily every review received. Monthly sample counts are not total monthly review volumes. Ratings-only reviews may contribute to sampled rating and response measurements, but not written-feedback analysis.

Interpreting the findings: Review percentages describe patterns in the reviews analyzed, not necessarily the experiences of every customer. Google reviews are voluntarily submitted, and the available reviews may not represent all customers equally. Differences between businesses should be interpreted as indicators of potential strengths and opportunities rather than definitive measures of service quality.

We compare those customer-feedback patterns with public competitor websites, including visible services, guarantees, financing, maintenance plans, promotions, and other market signals, to identify practical opportunities for your business.

Questions about this report?

Contact HVACNext for questions or assistance.

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