

# Four Ways to Grow Your Residential HVAC System Cleaning & Restoration Business

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## Introduction

You've started your HVAC system cleaning and restoration business and you work hard to establish it. Your hard work has paid off as your business grows. After some time, maybe 2-3 years your sales level out or plateau. You just can't seem to get more sales out of your current business plan and practices. Now is a good time to step back and evaluate your business plan and practices to see:

- What you can do better?
- How can you better serve your customers?
- How can your customers better serve your goals?
- What new or different growth options are available for you?

Of course you don't have to wait until your sales plateau to

go through this process. You can do it annually or every other year whatever fits your needs best. The goal is to get off the plateau or to prevent it from happening in the first place. This article will examine four ways you can grow your residential HVAC system cleaning business:

1. Get more referrals from your existing customers.
2. Expand your marketing to reach a larger audience and make a stronger impression on existing customers.
3. Network with other trades that can give you more business.



### 1. Get more referrals from your existing customers.

Your existing customers are your biggest assets. You have already won their business and trust. The challenge is to take this trust and make it work for you in the form of

getting more referrals! This is important because referrals are the life blood of any service business. Referrals are free advertising/marketing of your services by someone who believes in you!

How do you get more referrals from your existing companies? You make it so easy for them they can't help but do it.

The first and most important single thing you can do to get more referrals is to do a great job every time. Many people do good work and there is nothing wrong with good work. You need to aim higher so your customers think the world of you and the service you provided.

Do the obvious things like:

- Be on time.
- Be courteous.
- Be neat.
- Treat your customers' home like it was your grandmother home.
- Clean up after yourself.

Take that extra step and:

- Do a great cleaning job.

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- Take before and after photos to prove your quality.
- Do something extra at no charge like change a filter.
- Leave them with the impression that you are the best HVAC system cleaning contractor in town.

The second step is to create a customer referral reward program that is easy and rewarding for your customer.

There are many different ways to do this but here is one example:

Create a Friend and Family Referral Card:

- Give your current customer 5 referral cards at the end of the job.
- Put their name and address on the cards for them before you give them to your customer.
- The card could be good for a discount of \$35.00 (or whatever you decide) off the cost of your standard air duct cleaning price.
- Your current customer hands these out to their friends and family so they in turn can save the \$35.00 if they get their HVAC system cleaned by you.
- When you get their referral cards back on a new job you reward the original customer with a gift card of some type.

- You could team up with a restaurant for a restaurant gift card. The face value of the gift card could be \$10.00 off but could cost you \$5.00.

In this example your customer really gets three rewards:

1. The satisfaction they get when you do a great job in the first place.
2. The reward of feeling good when they help their friends and family save the \$35.00 if they have their HVAC systems cleaned by



### **2. Expand your marketing to reach a larger audience and make a stronger impression on existing customers.**

Step back and examine your marketing efforts. Look at everything you currently do and see if you can improve it in some way. Look at things you are not doing and see if you want to add them to your marketing efforts. Listed below are some of the many ways you can get your marketing message out to your audience:

- Company uniforms
- Truck signage
- Business forms (estimates, invoices, etc)

- Leave behind sticker for furnace once you have completed a project
- Door hangers to put on homes around every completed job
- Direct mail flyer
- Direct mail packs
- Yellow pages
- Web site
- Radio
- Articles (before and after cleaning, benefits of cleaning, solving a problem, etc)
- Home shows & county fairs
- Local television

You really have two goals here. One is to send your marketing messages to a larger audience geographically and second is to create a stronger impression of your company.

To reach a larger audience geographically you can:

1. Distribute your direct mail piece to a new area that you have never offered your service to.
2. Use direct mail packs that go to more zip codes than you have used before.
3. Use radio and local television, they generally covers a large geographic area.

To create a stronger image look at improving your graphics (logo) and your main message

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### **3. Network with other trades that can give you more business.**

You can increase your business by networking with other trades that can use you as a sub-contractor to provide their HVAC system cleaning services. These trades can include:

- HVAC contractors
- Fire Restoration contractors
- Water/Mold Restoration contractors
- Carpet cleaners
- Chimney sweeps
- Home inspectors
- Janitorial service contractors (that service apartments and condos)

You first have to sell these other trades on your ability and the quality of your work. Take them to one of your jobs or give the owner a free HVAC system cleaning. Once they agree to use you and you have negotiated their compensation you need to provide timely service. If you provide quality cleaning



### **4. Expand your service offering to better serve your existing customers and help bring in new customers.**

Look at your current service offering. Are there things you can add to make you more valuable to your customers? Are there services you could add that would set you apart from your competition? Listed below is a list of some things you may want to consider adding:

- Coil cleaning
- Furnace cleaning
- Dryer vent cleaning
- Filter upgrades
- Carbon monoxide testing
- Duct leakage testing and sealing
- UV lights
- Others

Expanding your service offering will enable you to better serve your customers (which helps

## **Summary**

The goal of this article is to help you move past that sales plateau or avoid it all together. It's a challenging goal that most business face at one time or another. Hopefully you can apply some of these suggestions.

If you have any questions please contact Peter Haugen at 952-808-1616 or

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## **About The Author:**

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