

**uFire.**

HOME & PROPERTY SERVICES

# **HVAC Is a Trust Purchase. Build That Trust Before the Emergency.**

When a furnace fails at 11pm or AC breaks in July, homeowners call whoever their neighbor recommended. uFire builds your community trust before the emergency — so when the call comes, it comes to you.

## THE PROBLEM

# Why HVAC / AC Service Businesses Struggle to Grow

### Emergency Calls Go to Whoever's Top of Mind

HVAC emergencies happen fast. Homeowners call the first trusted name they can think of — usually the company a neighbor used. Without community presence, that name isn't yours.

### Pay-Per-Click Is Brutally Expensive

HVAC is among the highest-cost Google Ads categories. You're paying \$80–\$200 per click in peak season competing against national chains with unlimited budgets.

### Education Content Drives Preventive Calls

Homeowners who learn to maintain their HVAC schedule regular tune-ups. Without educational ambassadors, you're only getting emergency calls — the hardest to win.

THE SOLUTION

# How **uFire** Works for HVAC / AC Service

1

## **Recruit Homeowner Ambassadors**

We enroll satisfied HVAC customers and local homeowners. They post your education content, share their seasonal tune-up experience, and vouch for your service reliability.

2

## **Launch Educational & Testimonial Campaigns**

Seasonal prep content, 'signs your HVAC needs attention' posts, 'I finally called a professional' stories. Content that builds trust before the emergency happens.

3

## **Pay Per Post, Own Your Neighborhood**

Flat per-post pricing. When a neighbor's system fails and they ask for a recommendation, your name is already in the community consciousness.

THE NUMBERS

## The Math Behind the Campaign

**\$8,500**

Average HVAC system replacement value

**\$350**

Average seasonal tune-up and maintenance call

**78%**

Of homeowners ask neighbors before calling an HVAC company

An ambassador campaign costs \$700–\$1,800. If it generates 2 system replacements at \$8,500 each, that's \$17,000 — a 9–24x return. Plus ongoing maintenance contracts.

# Ready to Turn Your Community Into Your Marketing Team?

Ambassador marketing for HVAC / AC Service — powered by uFire.

**[ufire.ai/brands/hvac-service](https://ufire.ai/brands/hvac-service)**

80% to ambassadors · 250–10K followers · Pay per post · Cancel anytime