



Your Report

Variable: {lead_conversion_rate_percent_hvac_industry}

Definition: Percentage of incoming leads (calls, web forms, inquiries) that convert to booked service or sales jobs.

Value: N/A

Top Performers: Elite 10-20% achieve 45-55% via 95%+ call answer rates under 2 minutes, scripted intake, and dispatcher training (ServiceTitan 2023-2024 benchmarks).

Value Tiers: N/A – Consistent across scales

Red Flag Trigger: <20%

Default Value: 30%

Variable: {membership_renewal_rate_percent_hvac_industry}

Definition: Percentage of HVAC maintenance membership agreements renewed at the end of their term.

Value: N/A

Top Performers: Top performers hit 92-97% through proactive reminders, priority service perks, and annual tune-up value (ServiceTitan, Nexstar 2023 surveys).

Value Tiers: N/A – Consistent across scales

Red Flag Trigger: <75%

Default Value: 85%

Variable: {first_time_fix_rate_percent_hvac_industry}

Definition: Percentage of service calls completed correctly on the first visit, avoiding callbacks within 30 days.

Value: N/A

Top Performers: Elite contractors reach 95-98% with tech training, stocked vans, and diagnostic protocols (ACCA, ServiceTitan 2024).

Value Tiers: N/A – Consistent across scales

Red Flag Trigger: <85%

Default Value: 90%

Variable: {revenue_per_tech_annual_hvac_industry}

Definition: Total annual revenue generated divided by full-time equivalent field technicians.

Value: N/A

Top Performers: Top 20% exceed \$650k-\$800k with 1,600+ billable hours, high attach rates (ServiceTitan, Nexstar 2023).

Value Tiers: \$250k-\$500k rev: \$350k-\$450k; \$500k-\$2M: \$450k-\$550k; >\$2M: \$550k-\$700k

Red Flag Trigger: <\$350k or scales poorly with revenue

Default Value: \$500k

Variable: {operating_cost_percent_of_revenue_hvac_industry}

Definition: Operating expenses (SG&A, excluding direct labor/materials COGS) as percentage of total revenue.

Value: N/A

Top Performers: Elite maintain 25-30% via lean staffing, tech efficiencies (PHCC, ServiceTitan 2023 benchmarks).

Value Tiers: <\$1M rev: 30-35%; \$1M-\$5M: 28-33%; >\$5M: 25-30%

Red Flag Trigger: >35%

Default Value: 30%

Variable: {recurring_revenue_total_hvac_industry}

Definition: Total annual revenue from maintenance agreements and subscriptions as percentage of overall revenue.

Value: N/A

Top Performers: Top 20% achieve 30-50%+ via aggressive membership sales and high renewals (Nexstar, ServiceTitan 2024).

Value Tiers: <\$1M rev: 15-25%; \$1M-\$5M: 20-35%; >\$5M: 30-45%

Red Flag Trigger: <15%

Default Value: 25%

Variable: {lifetime_value_per_customer_hvac_industry}

Definition: Projected net revenue from a customer over their relationship lifetime, including repeat services and replacements.

Value: N/A

Top Performers: Elite exceed \$7,000-\$10,000+ with strong retention and upsell (ServiceTitan, EGIA reports).

Value Tiers: Residential <\$1M cos: \$3k-\$5k; Commercial/multi-tech: \$6k-\$12k

Red Flag Trigger: <\$3,000

Default Value: \$5,000

Variable: {customer_acquisition_cost_to_ltv_ratio_hvac_industry}

Definition: Customer acquisition cost (CAC) divided by lifetime value (LTV) per customer; lower is better (ideal <0.33).

Value: N/A

Top Performers: Top performers maintain 0.20-0.30 via efficient digital leads and referrals (ServiceTitan benchmarks).

Value Tiers: N/A – Target consistent <0.33 across scales

Red Flag Trigger: >0.40

Default Value: 0.30

Variable: {gross_profit_per_job_hvac_industry}

Definition: Average gross profit (revenue minus direct COGS) per completed job across service, repair, replace.

Value: N/A

Top Performers: Elite average \$600-\$900 with high attach rates and pricing discipline (Nexstar, Jobber 2023).

Value Tiers: Service-only: \$300-\$500; Full-service: \$500-\$800; Replace-heavy: \$1k+

Red Flag Trigger: <\$400

Default Value: \$550

Variable: {net_promoter_score_hvac_industry}

Definition: Net Promoter Score (NPS) measuring customer loyalty from post-job surveys (scale -100 to 100).

Value: N/A

Top Performers: Top 20% score 80-90+ with consistent follow-up and quality control (Housecall Pro, ServiceTitan 2024).

Value Tiers: N/A – Consistent target across scales

Red Flag Trigger: <50

Default Value: 70

Generated on Jan 27 2026, 12:34 PM

Powered by CEO CoPilot: The wisdom and experience of a roomful of industry experts, accountants, MBAs and bankers at your fingertips.