



Your Report

Variable: {marketing_spend_annual_hvac_industry}

Definition: Total annual expenditure on marketing, advertising, and lead generation for HVAC contractors.

Value: N/A

Top Performers: Elite 10-20% spend 4-6% of revenue, focusing on digital channels like PPC, SEO, and CRM integration (ServiceTitan 2023, Nexstar).

Value Tiers: <\$1M revenue: \$20K–\$60K; \$1M–\$5M: \$50K–\$300K; >\$5M: \$300K–\$1M

Red Flag Trigger: <3% or >12% of revenue

Default Value: 5% of annual revenue

Variable: {cost_per_qualified_lead_hvac_industry}

Definition: Average cost to acquire one qualified lead ready for sales follow-up in HVAC.

Value: N/A

Top Performers: \$80–\$150 per lead using optimized Google Ads, SEO, and review platforms (ServiceTitan 2023, Jobber).

Value Tiers: N/A – Not applicable

Red Flag Trigger: >\$300

Default Value: \$200

Variable: {lead_to_close_rate_percent_hvac_industry}

Definition: Percentage of leads that convert to closed-won jobs in HVAC.

Value: N/A

Top Performers: 45–65% via scripted sales, technician training, and quick response times (Nexstar, ServiceTitan 2023).

Value Tiers: N/A – Not applicable

Red Flag Trigger: <25%

Default Value: 35%

Variable: {cost_of_goods_sold_annual_hvac_industry}

Definition: Annual direct costs of materials and labor for HVAC jobs as % of revenue.

Value: N/A

Top Performers: 25–30% of revenue with vendor negotiations and waste reduction (PHCC 2022, ACCA).

Value Tiers: Service-heavy (<\$2M): 20–28%; Install-heavy (>\$5M): 30–38%

Red Flag Trigger: >40% of revenue

Default Value: 32% of annual revenue

Variable: {operating_expenses_annual_hvac_industry}

Definition: Annual overhead expenses excluding COGS as % of revenue for HVAC firms.

Value: N/A

Top Performers: 50–55% of revenue through lean staffing and software efficiency (ServiceTitan 2023).

Value Tiers: <\$1M revenue: 55–65%; \$1M–\$5M: 52–62%; >\$5M: 48–58%

Red Flag Trigger: >70% of revenue

Default Value: 58% of annual revenue

Variable: {net_income_annual_hvac_industry}

Definition: Annual net profit after all expenses, taxes for HVAC contractors.

Value: N/A

Top Performers: 15–20% of revenue with high attach rates and owner disengagement (Nexstar Top 100, ServiceTitan 2023).

Value Tiers: <\$1M: 8–12%; \$1M–\$5M: 10–15%; >\$5M: 12–18%

Red Flag Trigger: <5% of revenue

Default Value: 10% of annual revenue

Variable: {cash_on_hand_hvac_industry}

Definition: Average cash reserves available for HVAC business operations.

Value: N/A

Top Performers: 4–6 months of operating expenses for liquidity and growth (RMA Statement Studies, BizMiner).

Value Tiers: <\$1M revenue: \$100K–\$250K; \$1M–\$5M: \$250K–\$1M; >\$5M: \$1M+

Red Flag Trigger: <2 months operating expenses

Default Value: 4 months of operating expenses

Variable: {accounts_receivable_annual_average_hvac_industry}

Definition: Average annual balance of accounts receivable for HVAC contractors.

Value: N/A

Top Performers: 25–35 days sales outstanding (7–10% of revenue) via upfront payments and financing (ServiceTitan 2023).

Value Tiers: <\$1M: 8–12% revenue; \$1M–\$5M: 7–11%; >\$5M: 6–10%

Red Flag Trigger: >60 days (16%+ of revenue)

Default Value: 40 days sales outstanding (11% of revenue)

Variable: {inventory_value_average_hvac_industry}

Definition: Average value of parts and equipment inventory held by HVAC firms.

Value: N/A

Top Performers: 3–5% of revenue with just-in-time ordering (PHCC 2022, ACCA).

Value Tiers: <\$1M: 2–5% revenue; \$1M–\$5M: 3–6%; >\$5M: 4–7%

Red Flag Trigger: >10% of revenue

Default Value: 4% of annual revenue

Variable: {total_assets_hvac_industry}

Definition: Total value of all assets (cash, AR, inventory, vehicles, equipment) for HVAC businesses.

Value: N/A

Top Performers: Asset turnover 2.5–3.5x revenue with efficient utilization (RMA Annual Statement Studies 2023).

Value Tiers: <\$1M revenue: \$400K–\$800K; \$1M–\$5M: \$800K–\$4M; >\$5M: \$4M–\$15M

Red Flag Trigger: <40% of revenue

Default Value: 75% of annual revenue

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