



Thursday, June 4, 2026



Online Webinar



2:00 PM

The New HVAC Growth Playbook:

How to Stay Visible,
Achieve Growth and Win
in an AI-Driven Market

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MARKETING + ADVERTISING

Eddie Childs
VP of Growth Marketing

Adam Smith
VP of Channel Marketing

Services

Digital Marketing

- + Websites
- + SEO & GEO
- + Google Ads
- + GLSA
- + PMax & Discovery
- + Social Media
- + Business Directories
- + Yelp & Nextdoor
- + YouTube & Digital Video
- + Review Software

Mass Media

- + Radio
- + Broadcast TV
- + Cable TV
- + Digital Radio
- + OTT/Streaming TV
- + Podcasts

Direct Mail

- + Newsletters
- + Postcards

Industry Experience & Background

- + Founded in 1999; originally worked with NASCAR
- + Manage 500+ custom marketing campaigns for contractors
- + Full-service marketing capabilities
- + Industry best level of service
- + Solutions for contractors of all sizes; from one truck to 100 trucks!

Our goals are your goals... to build and expand your company's brand with a proven targeted strategy designed to drive **RESULTS.**



Introduction

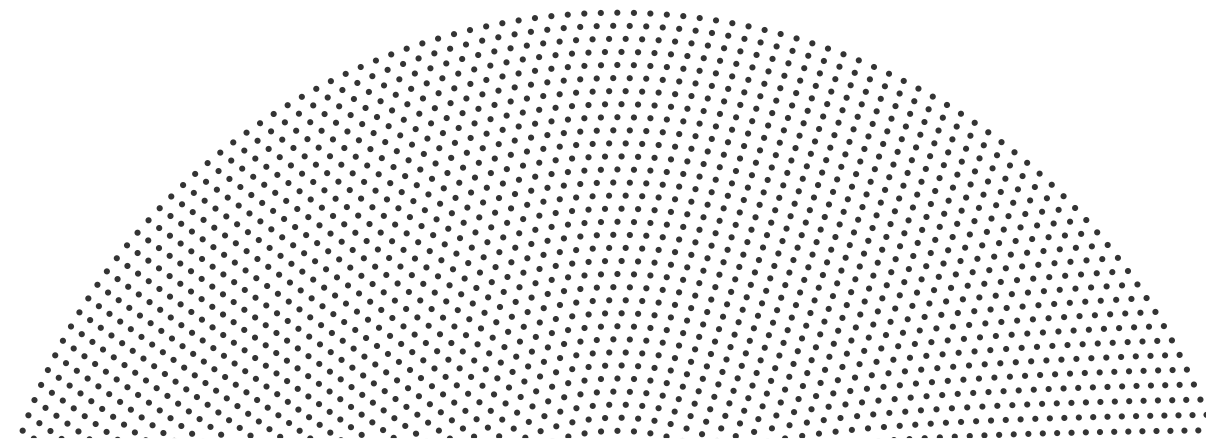
The HVAC marketing landscape is evolving **faster than ever**

Homeowners typically follow one of four main paths to purchasing HVAC services.

AI search and technologies are poised to significantly disrupt the market.

Optimizing visibility, building your brand and using your database to build a moat for your business.

Today: What you can do to **stay visible and grow**





1. The HVAC Buyer's Journey

Understanding the four main ways homeowners purchase HVAC services.

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4 Types of HVAC Buyers' Journeys

Reactive

Proactive

Dormant / Activated

Brand Loyal

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Purchasing driven by time of need /
distressed purchasing behavior

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Not actively shopping for HVAC; activated through demand gen

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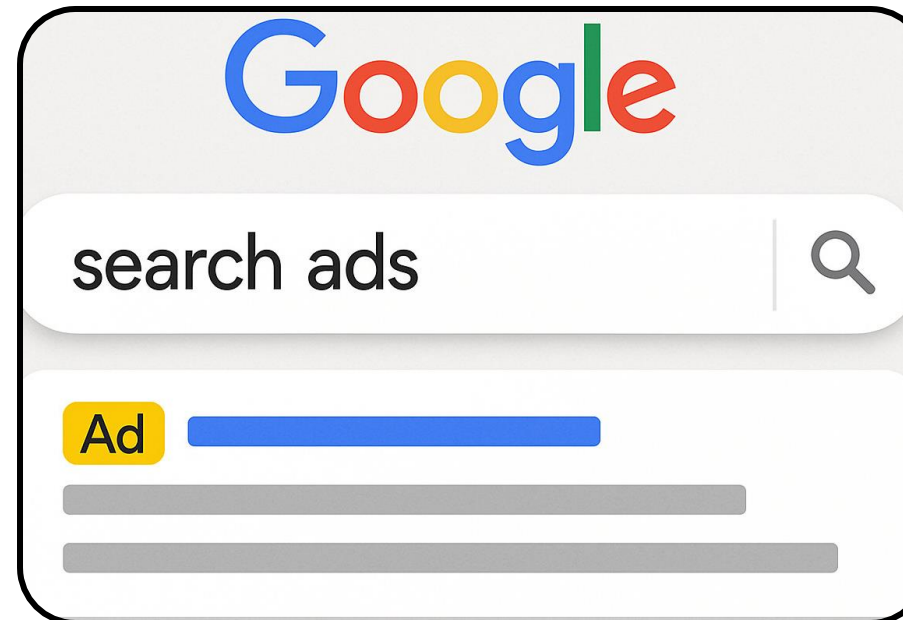
Brand Loyal

Already engaged with their HVAC provider of choice; memberships

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4 Types of HVAC Buyers' Journeys

Proactive

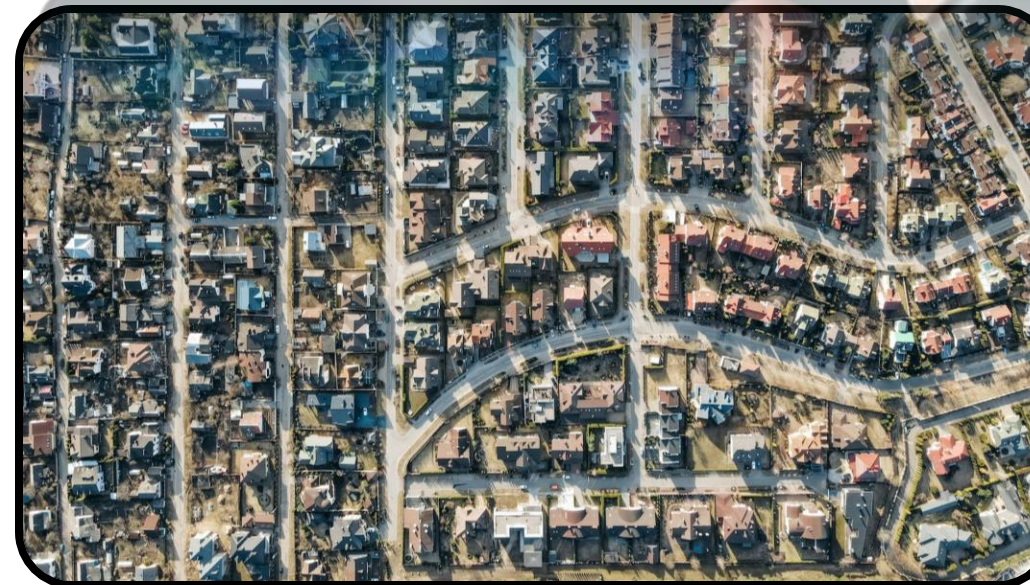
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4 Types of HVAC Buyers' Journeys

Brand Loyal

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The order we want:

1.

Brand Loyal

2.

Proactive

3.

Dormant / Activated

4.

Reactive



Calling you no
matter what

*The most successful contractors have a **locked-in gameplan** to drive revenue from **all four customer segments**.*

The order we want:

1.

Brand Loyal

2.

Proactive

3.

Dormant / Activated

4.

Reactive

Educated on
systems – willing to
pay for value

The most successful contractors have a **locked-in gameplan** to drive revenue from **all four customer segments**.

The order we want:

1.

Brand Loyal

2.

Proactive

3.

Dormant / Activated

4.

Reactive

Could be new
customer, now
engaged

The most successful contractors have a **locked-in gameplan** to drive revenue from **all four customer segments**.

The order we want:

1.

Brand Loyal

2.

Proactive

3.

Dormant / Activated

4.

Reactive

Service first
mindset

The most successful contractors have a **locked-in gameplan** to drive revenue from **all four customer segments**.

The actual order:

1.

Reactive

2.

Dormant / Activated

T3.

Proactive

*The most successful contractors have a **locked-in gameplan** to drive revenue from **all four customer segments**.*

Brand Loyal

4 Types of HVAC Buyers' Journeys

Reactive

Target repair focused keywords through PPC, LSAs & SEO combined with a strong service-to-install process.

Proactive

Layer in shared-lead platforms (Yelp, Angi, Thumbtack, etc.), optimize for speed to lead & have a follow-up strategy for open estimates.

Dormant / Activated

Neighborhood marketing targeted to high value neighborhoods, OTT and geo-fenced advertising. Combined with strong promos.

Brand Loyal

Drive stronger customer lifetime value through maintenance programs. Email, SMS, ringless vm, referral marketing, addons and upgrades & social are strong plays.

*The most successful contractors have a **locked-in gameplan** to drive revenue from **all four customer segments**.*



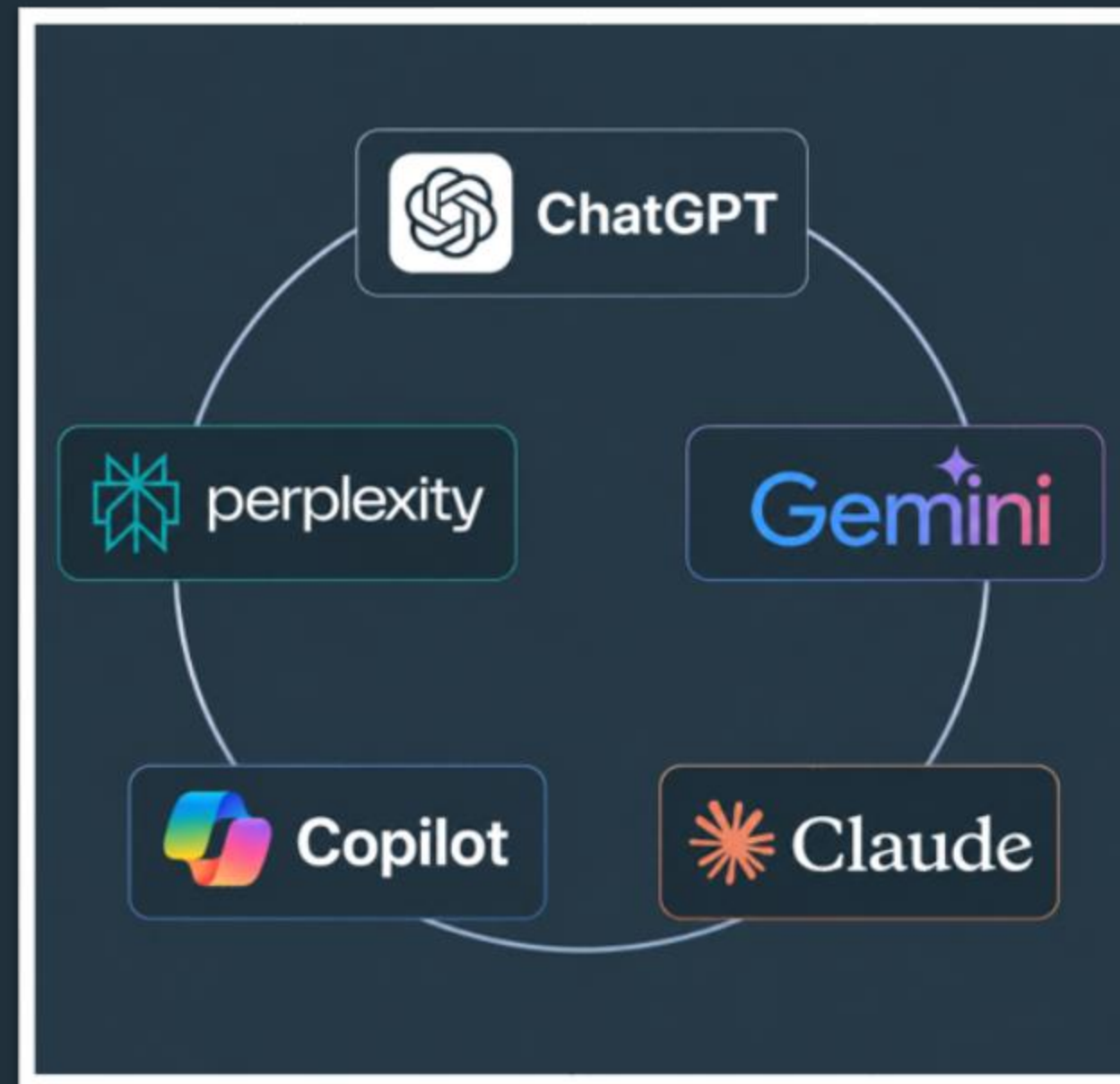
2. How AI is Disrupting the Market

LLMs are emerging as a predominant modality for search, challenging conventional search models.

The AI Search Shift

LLMs summarize results,
reducing traditional clicks

Visibility is tied to trusted,
structured content



SEO is evolving into
answer optimization

Google is no longer the
only gatekeeper

For Contractors: This will
change how homeowners
find you online.

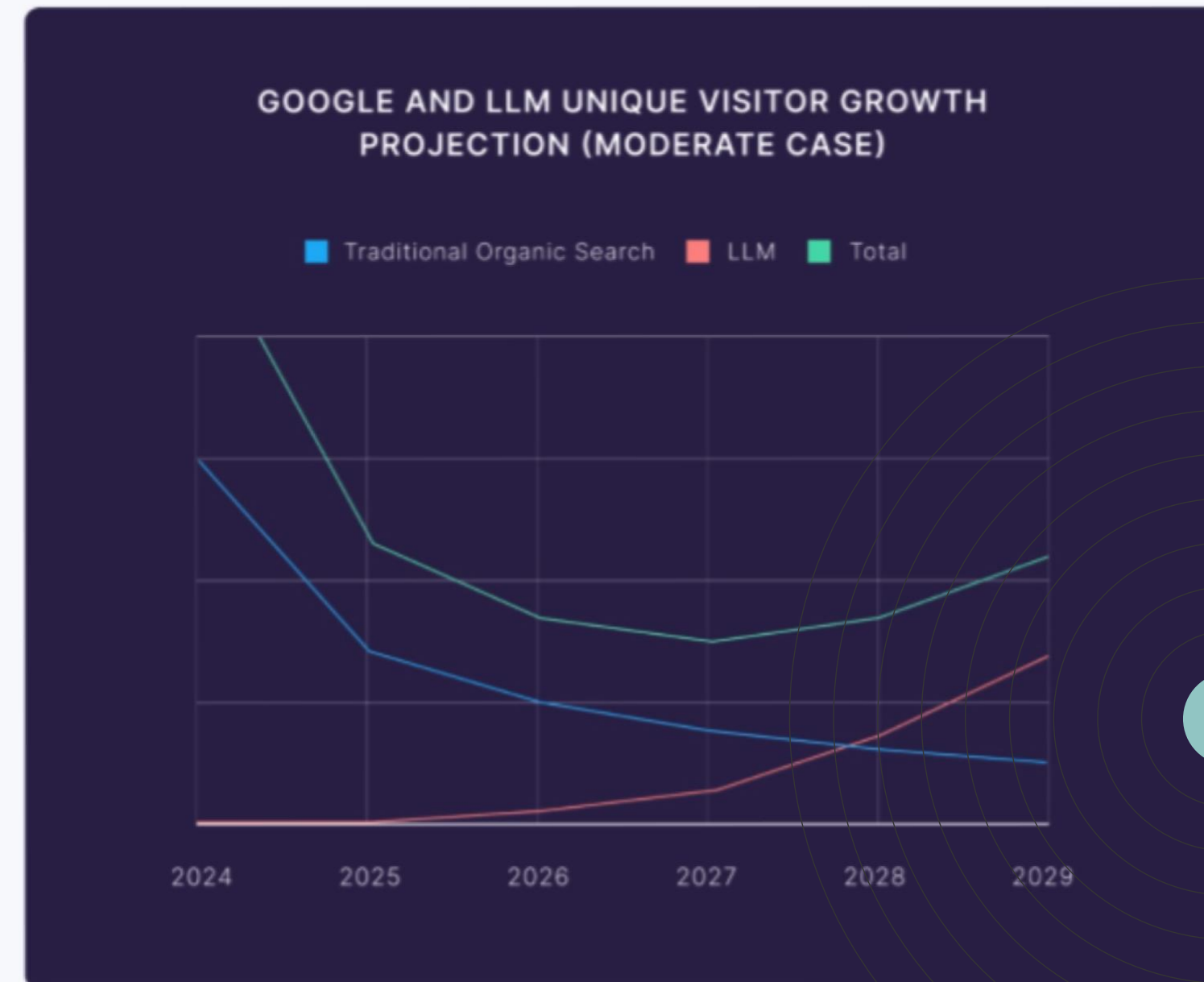
For Distributors: This also
will change how contractors
find you online.

Traffic Projections

- LLM traffic will overtake Google as soon as 2027, and no later than 2030.
- Organic clicks already declining across industries
- AI-driven search is still under-monetized = opportunity
- Early movers build momentum faster
- Google is still the juggernaut. LLM traffic currently is only a fraction.
- Diversify like it's a stock portfolio.

Sources: Semrush & Backlinko

New **research from Semrush** reveals a seismic shift happening right now: **LLM traffic will completely overtake traditional Google search by 2027.**



AI Search: Already Paying Off

ChatGPT is already driving revenue for HVAC and Plumbing brands



As of May 2026, it was yielding a

\$5,500.00

average ticket value (Data Driven Trades)

Most recent benchmarking for home services. Expect the other LLMs to catch up later this year.



MARKET SHARE BY LLM (April 2026 Study – *The Data Driven Trades*)

ChatGPT	1,932	82.7%
Google Gemini	187	8.0%
Perplexity	100	4.3%
Microsoft Copilot	95	4.1%
Claude	21	0.9%

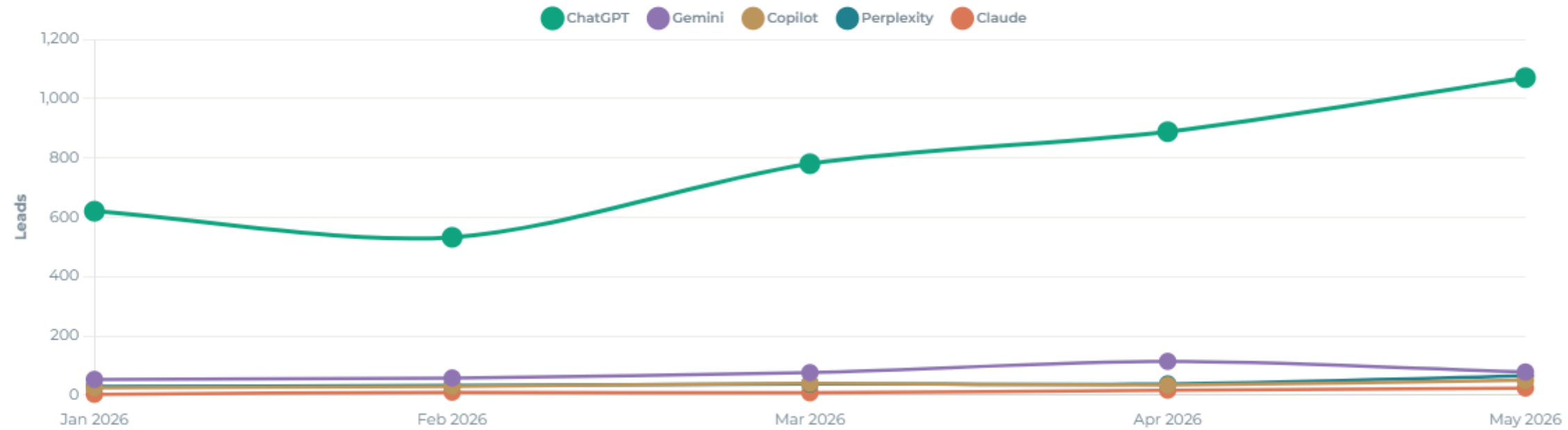
TOP 3 STATES BY AI LEADS PER CONTRACTOR

8.2 Alabama 7.8 Georgia 5.9 Texas

Based on 389 contractors with geo-coded AI leads. States require a minimum sample size of 4 contractors.

LEAD TREND BY AI SOURCE

Monthly lead volume for each AI platform. May set a new high at 1,287 total leads. Perplexity surged 71% while Gemini pulled back from its April spike.



ALL LEAD SOURCES COMPARISON

May 2026 lead volumes and month-over-month changes for all tracked sources.

May 2026

Traditional Lead Sources

Google Ads	258.4K	(14.8%)	+6.9%
Google LSA	269.4K	(15.4%)	+18.0%
Google Business Profile	308.2K	(17.7%)	+8.6%
Organic Search	65.4K	(3.7%)	+2.3%

AI Assistants

ChatGPT	1,070	(0.06%)	+20.5%
Google Gemini	78	(<0.01%)	-31.6%
Perplexity	65	(<0.01%)	+71.1%
Microsoft Copilot	50	(<0.01%)	+47.1%
Claude	24	(<0.01%)	+41.2%

AI Market Share

ChatGPT	83.1%	of AI leads
Gemini	6.1%	↓ from 10.4%
Perplexity	5.1%	↑ from 3.5%
Copilot	3.9%	↑ from 3.1%
Claude	1.9%	↑ from 1.6%



Angi Brings Its Home Services Marketplace Directly Into ChatGPT

New Angi app in ChatGPT helps homeowners move from AI advice to matching with a skilled pro.

Thumbtack Partners with OpenAI to Power Home Services in ChatGPT

SAN FRANCISCO—Today, [Thumbtack](#) announced that it will be developing a new app in ChatGPT. Built with OpenAI's new Apps SDK, ChatGPT users with Free, Pro, and Plus accounts will soon be able to seamlessly ask home questions and discover, connect with, and hire skilled professionals from Thumbtack's trusted marketplace — all without leaving the ChatGPT experience.

With the Thumbtack app in ChatGPT, U.S.-based users will be able to ask questions about home maintenance, repairs, or improvements, ChatGPT will be able to proactively leverage Thumbtack's existing APIs to recommend the right professionals. This integration will bring Thumbtack's 300,000-strong community of service providers — plumbers, electricians, landscapers, cleaners, and more — directly into the flow of natural conversation.

"By providing access to Thumbtack directly in ChatGPT, we will meet homeowners where they already seek advice and turn conversations into action," said Michael Kim, VP of Business Development & Commercial Programs at Thumbtack. "This partnership represents a major step forward in bringing AI-powered convenience to everyday life, and helping even more homeowners get projects done."



YELP

Q4 2025 Earnings Call

PREPARED

Yelp Partners with OpenAI to Enhance Local Discovery

"We recently signed an agreement with OpenAI... We believe we are well positioned to be the essential partner providing trusted local content and enabling actions whenever consumers are making local decisions."

Jeremy Stoppelman, CEO

Prepared Remarks

A Home Services Contractor's Guide

Google's New "Have AI Get Prices" Feature

- + Major Change to Local Search
- + AI Agents collect pricing, availability and service details for homeowners
- + Happens before homeowners even call a contractor

**Currently happening on plumbing, roofing and kitchen remodeling search results. This is anticipated to roll out to HVAC sometime in 2026!*



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Price Comparison in LLMs

Ready when you are.

+ how much should i pay for a 2.5 ton, 18 Seer HVAC system in 33548

Instant ▾



Create an image



Write or edit



Look something up



Create an image



Write or edit



Look something up

Price Comparison in LLMs

Ready when you are.

+ how n

For ZIP 33548 (Lutz, FL), a 2.5-ton, 18 SEER system should generally cost:

System Type	Fair Installed Price
Good contractor, single-stage 18 SEER	\$8,500 - \$11,000
Two-stage or premium-brand system	\$10,500 - \$13,500
Variable-speed premium system	\$12,000 - \$16,000+

Variable-speed premium system

\$15,000 - \$18,000+

Price Comparison in LLMs

Ready when you are.

+ how much sho

For your area, I'd use these rules of thumb:

- ✓ **Excellent deal: Under \$9,000**
- ✓ **Fair market price: \$9,500 - \$11,500**
- ⚠ **Starting to get expensive: \$12,000 - \$14,000**
- ▶ **I'd want a very good reason: Over \$14,000**

For ZIP

System

Good c

Two-sta

Variable

Variable

▶ I'd want a very good reason: Over \$14,000



3. Getting a Competitive Advantage

Use these tactics to build a moat for your business.

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Maximize Signals for Search (Traditional & AI)



- ✓ Optimize Google Business Profile (GBP)
- ✓ Maintain consistent NAP (Name, Address, Phone)
- ✓ Create local, authoritative content for your website
- ✓ Invest in reviews and reputation signals
- ✓ Use social content (Instagram, YouTube) as SEO fuel

AI Search Optimization Strategies



Strengthen local SEO with verified, structured data & implement LLMS.txt



Build trust signals AI models recognize and rank higher.



Claim Yelp profiles and Nextdoor. Optimize for Yelp's new AI user experience.



Google AI can call contractors directly to compare services and pricing.



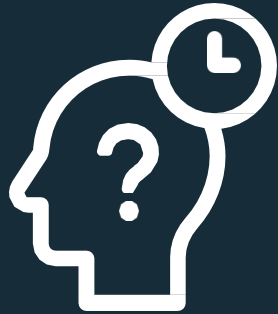
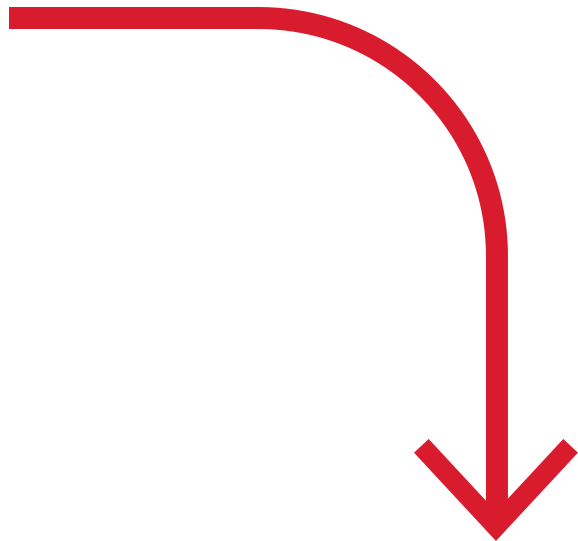
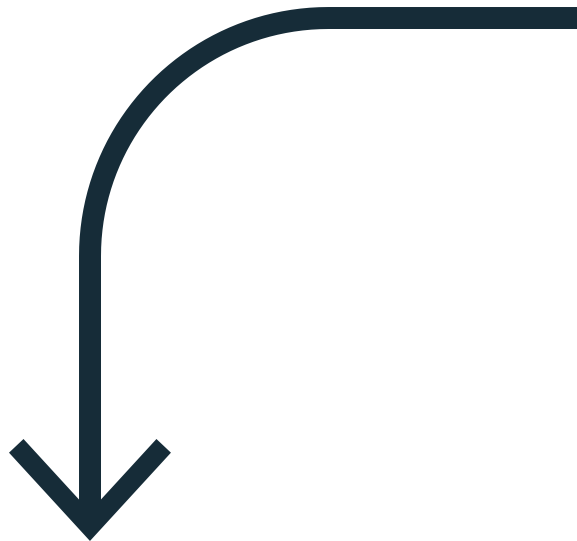
Ensure consistency across site, GBP, citations and directories.



Publish pricing & detailed service coverage. Transparent online pricing will soon be expected.

Activate Your Database

**Your Database
Is Underutilized**



**Every contractor
has untapped
first-party data**



**Most home
services brands
barely use it**

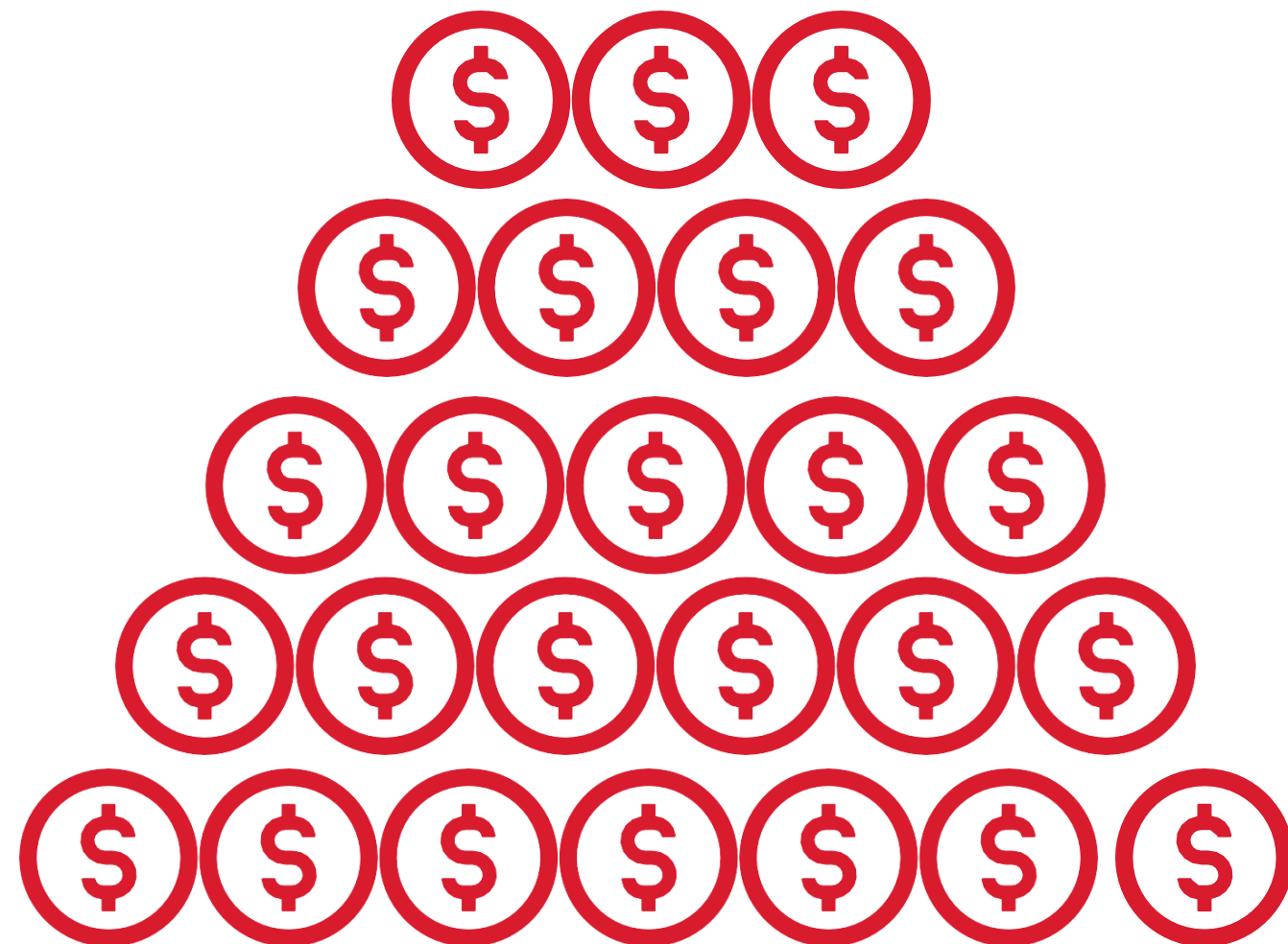


**Owned audiences
outperform paid
audiences**

Cost Difference

It costs 5 to 25x more

to acquire
a new customer



than it does to retain
an existing one



Market to Your Database



Use email, SMS, ringless bypass vm, and remarketing



Increase purchase frequency, convert one-time customers to maintenance plans, get referrals



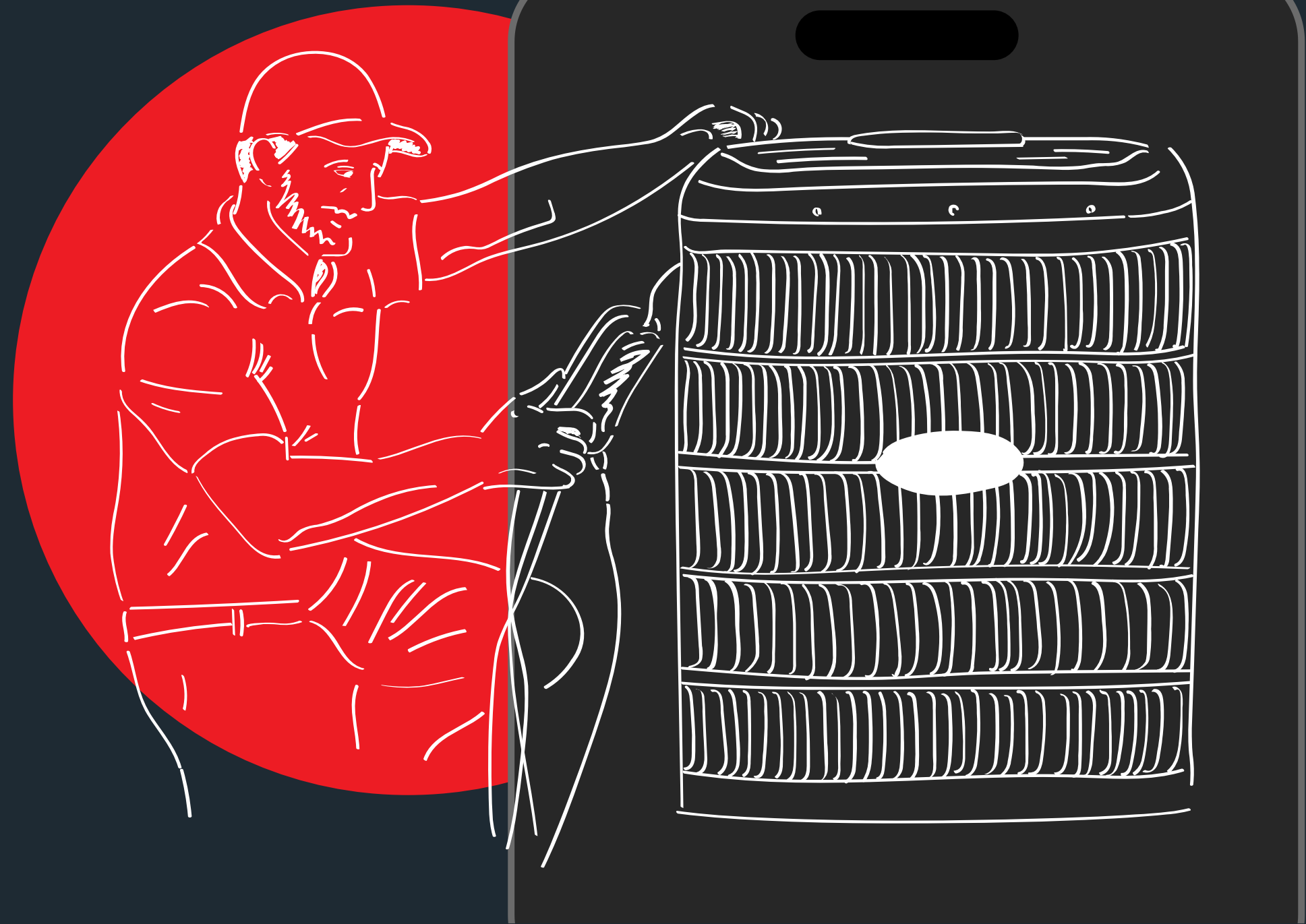
Extend average customer lifespan and create a “customer for life” engagement strategy.



Build your brand everywhere

- ✓ Consistent content across multiple channels
- ✓ Encourage user-generated content & reviews
- ✓ Engage on local community pages & forums
- ✓ The stronger the brand, the better AI search results & before time of need.

Google & LLMs favor **recognizable** brands



Establishing a Publishable Pricing Strategy

- Exercise sound fundamentals: Build pricing from real labor and materials costs
- Group pricing by service category and use ranges
- Publish pricing clearly and confidently on your website and GBP for LLMs and search
- Train CSRs to articulate pricing ranges consistently for AI voice agents
- Make it clear that all replacement pricing is dependent on the square footage of home and a load calculation
- All service pricing dependent on complexity of job, age of system, etc.

Published Pricing
Your strategy. Published and ready to use.

Service Ranges
Show price ranges instead of exact fixed promises.
\$129 – \$289

Square Footage
Replacement pricing based on the size of the home.
1,000 – 3,000+ sq ft

Load Calc
Replacements require a proper load calculation.
Right Size. Right Price.

System Age
Service pricing depends on system age.
Newer vs. Older Systems

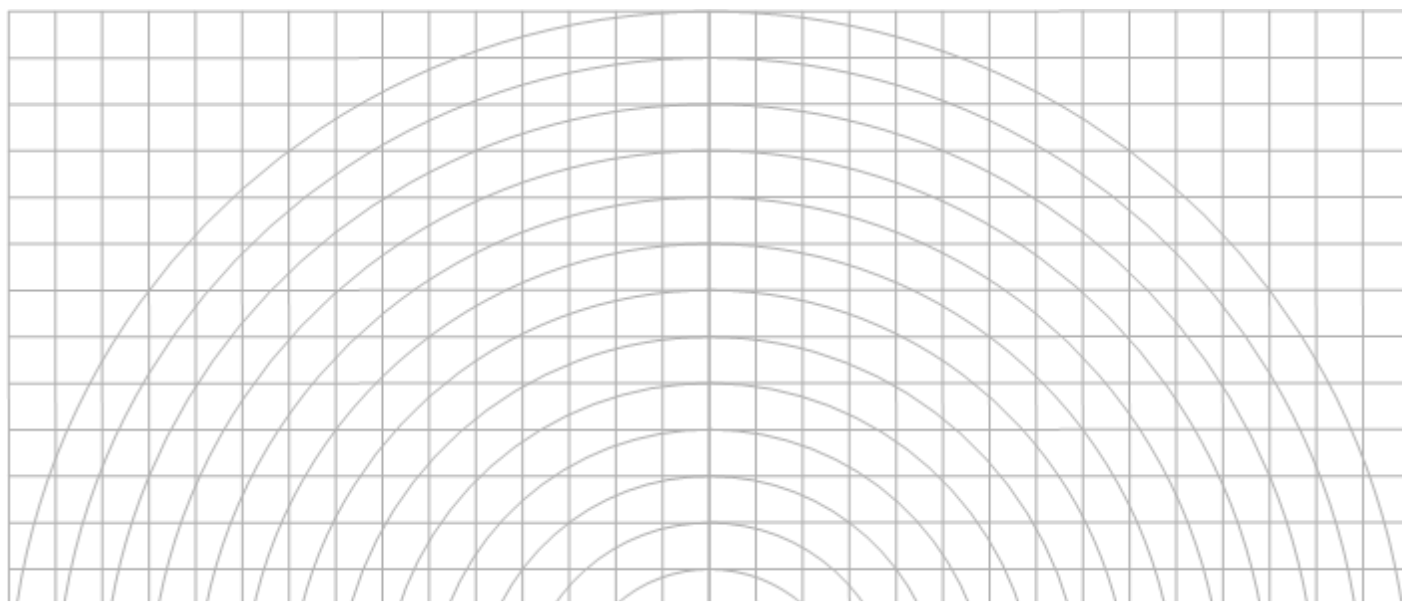
CSR Ready
Give CSRs the tools to explain pricing clearly and confidently.
Confident Conversations

Consistent Pricing | Built for Your Strategy | Better Conversations | Stronger Results

A PRICING STRATEGY THAT WORKS. EVERY TIME.

Key Takeaways

What to be thinking
about **beyond today**



Create a marketing gameplan to drive sales from all four types of HVAC buyers.

AI search and technologies are set to disrupt the market as early as 2027. Be proactive.

Build up your website, reviews, promote your brand everywhere, utilize your database and tighten gaps.

Establish a pricing strategy, publish it, and train your CSRs to articulate it.

Get a market fit analysis and AI assessment to benchmark and plan.



Now it's Your Turn.

Q&A



Scan me

Market fit analysis + AI Assessment

- Questions on marketing strategy or tactics?
- How are you preparing for AI search?
- Let's talk content, database marketing, branding, AI technology & local authority

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