

The Revenue Leak Audit

A heating and air company · western US metro · HVAC · 19 August 2026

SPECIMEN — this is not a real business. The format, the evidence standard and the arithmetic discipline are exactly what you receive. The shop is composite, the figures are illustrative, and no business is named here — yours or anybody else's. Your report carries your numbers, your competitors by name, and your dates.

What we found

We checked twelve places an HVAC business loses work it should be winning. You get all twelve back in this report — including the ones that are fine, so you know where **not** to spend money.

The three biggest, costed against your own figures, come to \$99,960. Every number below is either yours, read off your own screen, or clearly marked as a trade figure where we had to use one.

1. **Calls that rang out** — \$87,360 · ESTIMATED
2. **Money you have already earned and not been paid** — \$9,400 · MEASURED
3. **Jobs you finished and never invoiced** — \$3,200 · MEASURED
4. **Estimates sent once and never chased** — uncosted · MEASURED
5. **Recurring revenue you are not carrying** — uncosted · MEASURED
6. **Jobs you went back to for free** — uncosted · MEASURED
7. **Your own website promises what your Google listing denies** — uncosted · OBSERVED
8. **Your website does not state your hours anywhere** — uncosted · OBSERVED
9. **You are below the first three when somebody searches for emergency work** — uncosted · OBSERVED
10. **The shops above you are carrying more reviews than you are** — uncosted · OBSERVED
11. **Reviews on your listing that nobody has replied to** — uncosted · OBSERVED
12. **Questions on your listing that you have not answered** — uncosted · OBSERVED

Do this first — the seven-day list

If you read nothing else, do these. They are ordered by what they pay against what they cost you to do.

1. **Calls that rang out.** Forward the line after hours to a service that answers as your business — not a voicemail box. The script is three lines: take the name, the address, and whether there is water or no

heat, then tell them the time you will call back and put it in writing by text. You are not selling on that call; you are stopping them dialling the next number.

2. **Money you have already earned and not been paid.** Sort the ledger oldest first and work it from the top down. For anything over ninety days the first call is not a demand, it is a question: "I want to make sure this didn't get lost — did the invoice reach the right person?" That single sentence clears more sixty-day paper than a statement does, because most of it is not refusal, it is an invoice sitting with the wrong person.
3. **Jobs you finished and never invoiced.** Raise them today, before anything else in this report. Then close the gap that let it happen: a job is not finished when the van leaves, it is finished when the invoice is out. Put the invoice step on the same checklist as the paperwork so it cannot be the thing that gets skipped on a busy day.

Nothing on that list needs software, a consultant, or us.

Finding 1 · Calls that rang out

\$87,360 · ESTIMATED — a trade figure, used because you did not have this one

What we found. 6 missed calls and voicemails in the last seven days. After-hours, a caller reaching voicemail generally dials the next shop rather than waiting.

The arithmetic. 6 a week $\times$ 52 $\times$ [your trade's close rate] $\times$ \$800 average ticket = \$87,360 a year. The close rate is a trade figure, not yours, which is why this is marked ESTIMATED.

The fix.

Forward the line after hours to a service that answers as your business — not a voicemail box. The script is three lines: take the name, the address, and whether there is water or no heat, then tell them the time you will call back and put it in writing by text. You are not selling on that call; you are stopping them dialling the next number.

How you know it worked. Ring your own number at 8pm one weekday and 9am one Saturday. Time how long it takes to reach a human. If it is not a human inside four rings, the fix is not in place.

Finding 2 · Money you have already earned and not been paid

\$9,400 · MEASURED — your own number, off your own screen

What we found. \$9,400 of your invoices are more than sixty days old.

The arithmetic. \$9,400, read off your own screen. No multiplier — this is not a projection, it is money you have already earned.

The fix.

Sort the ledger oldest first and work it from the top down. For anything over ninety days the first call is not a demand, it is a question: "I want to make sure this didn't get lost — did the invoice reach the right person?"

That single sentence clears more sixty-day paper than a statement does, because most of it is not refusal, it is an invoice sitting with the wrong person.

How you know it worked. In seven days, run the same over-sixty list again. It should be shorter, and you should be able to name why each remaining line is still there.

Finding 3 · Jobs you finished and never invoiced

\$3,200 · MEASURED — your own number, off your own screen

What we found. 4 jobs completed last month with no invoice raised against them.

The arithmetic. $4 \times \$800$ average ticket (measured) = \$3,200. Nothing is assumed about whether they would have paid — the work is done.

The fix.

Raise them today, before anything else in this report. Then close the gap that let it happen: a job is not finished when the van leaves, it is finished when the invoice is out. Put the invoice step on the same checklist as the paperwork so it cannot be the thing that gets skipped on a busy day.

How you know it worked. At the end of next week, count completed jobs and count invoices raised. The two numbers should match. If they don't, the gap is the checklist, not the people.

The rest of what we found

These sit below the three above on what they will pay you back, not on whether they are real. Every one is written out the same way, and the fixes are just as free.

4 · Estimates sent once and never chased

Uncosted · MEASURED — your own number, off your own screen

What we found. 23 estimates from the last 30–90 days, totalling \$71,000 of quoted work, have had one touch and no second. Average estimate \$3,087.

Why there is no dollar figure here. We have not measured what a second touch actually brings back to a standard we would put our name to, so we are not going to put a number on it. The pool above is measured and it is yours to work.

The fix.

Put a second touch on every estimate, at a fixed interval, so it stops depending on anyone remembering. Three days after an estimate goes out, send exactly this:

"Hi {name} — {your name} at {business}. Sent you the quote for {job} on {date}. Wanted to make sure it reached you and see if anything on it needs explaining. Happy to walk through it — no pressure either way."

Then one more at ten days:

"Hi {name} — checking in one last time on the {job} quote. If you've gone another way that's genuinely fine, just let me know and I'll close the file. If the timing's the issue, tell me when and I'll come back to you then."

That is the whole system. No software. The second message closes files as well as jobs, which is worth as much — an estimate you know is dead stops occupying you.

How you know it worked. Thirty days from now, take every estimate you sent this month and count how many got two touches. If it is not all of them, the rule is not running yet.

5 • Recurring revenue you are not carrying

Uncosted · *MEASURED* — your own number, off your own screen

What we found. 34 customers on a paid plan, out of roughly 814 you could contact. Your trade's plans typically run \$180-360/yr.

Why there is no dollar figure here. No measured benchmark for plan attachment in your trade. Counted, not guessed — when we have measured it across a real population the way we measured listing photos across 443 shops, it will carry a number.

The fix.

Offer the plan at the end of every completed job, while you are still standing in front of the customer and the thing you just fixed is on his mind. One sentence: "Most people on this street are on our maintenance plan — it's {price} a year, covers the two visits, and you go to the front of the queue in a heat wave." Then stop talking. The front-of-the-queue line is what sells it, because it is the thing he was most annoyed about when he rang you.

How you know it worked. Count plan members again in ninety days. If the number has not moved, the offer is not being made at the door — that is where it works and nowhere else.

6 • Jobs you went back to for free

Uncosted · *MEASURED* — your own number, off your own screen

What we found. 3 jobs last month needed a return visit at no charge.

The fix.

For the next month write one line per callback: job, what brought you back, who was on it. Do not make it about the person — you are looking for the repeat, and there usually is one. Fixing the repeat is cheaper than absorbing the visits.

How you know it worked. Count callbacks again next month against the same list. If the same cause appears twice more, that is the one to engineer out.

7 • Your own website promises what your Google listing denies

Uncosted · *OBSERVED* — something we checked ourselves that you can re-check

What we found. YOUR SITE, read 19 August 2026: "24/7 Emergency Repair" YOUR GOOGLE LISTING, as crawled 19 August 2026: closed Saturday, Sunday

Why there is no dollar figure here. Somebody searching at nine at night sees CLOSED before he sees your promise. He rings the next shop.

The fix.

Ten minutes in your Google Business Profile — set the hours to match what actually happens when a customer calls. If nobody answers at the weekend, take the 24-hour claim off the site instead.

How you know it worked. Re-check it yourself. If what is quoted above has changed, it is fixed — you do not need us to confirm it.

8 · Your website does not state your hours anywhere

Uncosted · OBSERVED — something we checked ourselves that you can re-check

What we found. No day-of-week hours found on your website, read 19 August 2026

Why there is no dollar figure here. Somebody deciding at seven on a Sunday morning cannot tell if you are reachable.

The fix.

One line in the footer. Whatever is true.

How you know it worked. Re-check it yourself. If what is quoted above has changed, it is fixed — you do not need us to confirm it.

9 · You are below the first three when somebody searches for emergency work

Uncosted · OBSERVED — something we checked ourselves that you can re-check

What we found. WE SEARCHED: "emergency ac repair", from your own street, on 19 August 2026 YOU CAME: number 9 of 10 ABOVE YOU: The shop ranking first (#1, 1840 reviews); The shop ranking second (#2, 612 reviews); The shop ranking third (#3, 305 reviews)

Why there is no dollar figure here. We could not get a measured search count for that exact phrase, so we are not going to put one in front of you. Google shows three before a customer has to tap to see more, and in an emergency almost nobody taps. Number 9 and number thirty are the same place as far as that call is concerned.

The fix.

Start with the two free ones: your primary category set to exactly this work, and your hours set to what actually happens when somebody rings after five. Then look at the three named above — every one of them is carrying more reviews than you or posting more often, and that is the gap you are closing.

How you know it worked. Search "emergency ac repair" on your own phone in thirty days and see whether you have moved up. Do it from your own yard, not from the shop's wifi with your account signed in.

10 · The shops above you are carrying more reviews than you are

Uncosted · *OBSERVED* — something we checked ourselves that you can re-check

What we found. YOU: 148 reviews, 12 of them in the last ninety days (counted 18 August 2026) The shop ranking first: 1,840 reviews The shop ranking second: 612 reviews The shop ranking third: 305 reviews

Why there is no dollar figure here. Recency and volume are both part of how Google orders that list, and they are the part a customer reads too. Standing next to a shop with more reviews than you, on the same screen, costs you the call before anybody has spoken to anybody.

The fix.

One sentence from the technician before he leaves the driveway, every job: "If I did right by you today, would you mind putting that on Google? It genuinely helps us." Then send the link by text from the van while you are still in front of the house. It costs nothing and it is the only fix here — never buy reviews, never offer anything for one, and do not ask the office to chase them a week later when the customer has forgotten who you are.

How you know it worked. Count your reviews today and write the number on the wall. Count again in thirty days. If the second number is not bigger, the ask is not happening in the driveway.

11 · Reviews on your listing that nobody has replied to

Uncosted · *OBSERVED* — something we checked ourselves that you can re-check

What we found. YOUR LAST 20 REVIEWS, read 18 August 2026: 11 have no reply from you INCLUDING a 2-star review from 2026-07-21 with no reply

Why there is no dollar figure here. A complaint sitting there with no answer under it is the last thing a customer reads before he chooses somebody else. The reply is not written for the person who complained — he has gone. It is written for the next twenty people who read it.

The fix.

Reply to every one, negative first, inside forty-eight hours. Three sentences and never defensive: thank him by name, say what you have changed, and give him a direct number. "Thanks for telling us, Dave. You were right that we did not ring ahead and we have changed how we dispatch so that does not happen again. If you will give us another go, ask for me directly on [number]." Do not argue the facts in public even when you are right — everybody reading has already decided the arguing shop is the one to avoid.

How you know it worked. Open your listing in thirty days and count the replies. Every review should have one under it, and the negative ones should be the ones you did first.

12 · Questions on your listing that you have not answered

Uncosted · *OBSERVED* — something we checked ourselves that you can re-check

What we found. UNANSWERED, asked 2023-06-02 — unanswered for 3 years: "How much do you charge to come out?" UNANSWERED, asked 2022-09-18 — unanswered for 3 years: "Do you work on weekends?"

Why there is no dollar figure here. Anybody can ask a question on your listing, and anybody can answer it. A stranger guessing your prices or your hours shows up on your listing above your own words, and an open question with no answer reads as a business that is not there any more. Both are sitting on the same screen as your phone number.

The fix.

Fifteen minutes, once, and it never needs doing again at this length. Open your listing on a laptop, answer every open question in a sentence, and correct anything a stranger has answered by posting the right answer underneath it. Then seed the five you get asked on the phone every week — what a call-out costs, how fast you can get there, whether you handle that brand, whether you work weekends, whether you do finance. You are allowed to ask and answer your own questions and it is the intended use of that section.

How you know it worked. Open the questions on your listing in a week. Every one should have an answer from the business under it, and the five you seeded should be sitting there in your own words.

Checked and fine — where not to spend money

All twelve, by name. The ones that are fine are worth as much as the findings — they are where you can stop worrying, and stop spending.

- **Whether you show up when someone searches in an emergency** — we found something. See "The rest of what we found", number 9.
- **Mistakes on your public business listing** — we found something. See "The rest of what we found", number 7.
- **Calls after hours, and calls that ring out** — we found something. See Finding 1 above.
- **How your reviews are coming in next to your competitors'** — we found something. See "The rest of what we found", number 10.
- **Towns you work in that your website never mentions** — *we could not check this one*. We did not have your website address to check.
- **How hard it is for a customer to actually book you** — we found something. See "The rest of what we found", number 8.
- **Reviews nobody has replied to** — we found something. See "The rest of what we found", number 11.
- **Photos on your listing — how many, and how old** — we checked this from outside your business and it is fine. Nothing to do and nothing to spend.
- **Questions about your business answered by strangers** — we found something. See "The rest of what we found", number 12.
- **Whether people can see you offer payment options on big jobs** — we checked this from outside your business and it is fine. Nothing to do and nothing to spend.
- **Estimates that went out and were never chased** — we found something. See "The rest of what we found", number 4.

- **Customers who could be on a plan and are not** — we found something. See "The rest of what we found", number 5.

You're probably wondering

"How do you know this without seeing my books?" We do not see your books. Every figure marked MEASURED is one you typed in yourself. Where we used a trade figure instead, it says ESTIMATED on the line where it appears, so you always know which is which.

"What if a number I gave you was wrong?" Then the finding built on it is wrong by the same amount, and the arithmetic is printed above so you can redo it in a minute. That is why we show the sum rather than just the total.

"Do I need to buy anything to fix these?" No. Every fix in this report is written out in full and none of them require software.

"What if I want to talk it through?" You can — ring **855-409-ROAD** and we will walk through it. It is offered, not needed. Everything is printed here.

The completion checklist

Tick these off and you have done the whole thing.

- ☐ Calls that rang out — fix applied
- ☐ Calls that rang out — checked it worked (ring your own number at 8pm one weekday and 9am one saturday)
- ☐ Money you have already earned and not been paid — fix applied
- ☐ Money you have already earned and not been paid — checked it worked (in seven days, run the same over-sixty list again)
- ☐ Jobs you finished and never invoiced — fix applied
- ☐ Jobs you finished and never invoiced — checked it worked (at the end of next week, count completed jobs and count invoices raised)
- ☐ Re-run the over-sixty list
- ☐ Rang your own number after hours and reached a human

The numbers we used

what	value	where it came from
Average ticket	\$600–\$1,000	your own figure (MEASURED)
Missed calls, last 7 days	6	your own figure (MEASURED)
Unsold estimates	23	your own figure (MEASURED)
Value of those estimates	71000	your own figure (MEASURED)
Owed over 60 days	9400	your own figure (MEASURED)
Finished, not invoiced	4	your own figure (MEASURED)
On a paid plan	34	your own figure (MEASURED)
Free return visits	3	your own figure (MEASURED)
Calls last week	38	your own figure (MEASURED)
...that became jobs	14	your own figure (MEASURED)

Where a trade figure was used instead of yours, the line it appears on says ESTIMATED.

What this is, and what it is not

We are not financial advisors, accountants, attorneys, or licensed consultants, and nothing in this report is financial, legal, tax, or investment advice.

How this was produced. The analysis is built with advanced AI systems working over public information about your business and the figures you supplied. Every finding in it was then checked by a human before it reached you - but AI-assisted analysis can still be incomplete or wrong, and we make no claim that it is exhaustive.

These are suggestions, not instructions. Every dollar figure is an estimate built from the numbers you gave us and from typical figures for your trade. They are ranges, not forecasts. Your actual results will differ.

Talk to your own professionals before you act. Speak to your accountant, financial advisor, or a business consultant who knows your full picture before making any decision that involves money, staffing, pricing, contracts, or borrowing. We see one narrow slice of your business. They see all of it.

The decisions are yours. You know your business, your market, and your obligations. **You are ultimately responsible for what you choose to do with anything in this report**, and we accept no liability for outcomes arising from decisions you make.

No guarantee of results. We do not promise more calls, more jobs, more revenue, or any particular outcome.

The audit is \$995, once, and it is non-refundable, except that if it had not reached you within 48 hours of your answers you would have paid nothing. Delivered within 48 hours of your answers.