

HVAC Slow-Season Marketing Checklist PDF

Segment past customers by tune-up due, old equipment, repair history, and no maintenance plan.

Create one tune-up offer, one maintenance-plan offer, and one replacement education email.

Use GBP posts weekly during shoulder season.

Call or text high-value repair quotes that did not close.

Ask for reviews after successful no-heat, no-cool, and tune-up jobs.

Related guide: </trades/hvac/>