

REVENUE LEAK AUDIT

An HVAC company · western US metro · August 2026

⚠️ SPECIMEN. The business is anonymised and the figures are illustrative. ****The format, the evidence standard and the arithmetic discipline are exactly what you receive.****

Your report carries your numbers, your competitors, and your dates.

1 · THE VERDICT

You have \$86,000 in quoted work sitting in a drawer that nobody has called back.

Twenty-nine estimates you sent in the last two months have had one touch and no second.

This is the largest number in your report, the cheapest to act on, and the work is already more than half sold — somebody just stopped calling.

Eight things were checked. Three are costing you money, one needs watching, four are fine.

#	checked	verdict
1	Where you show up when someone needs you now	⚠️ watch
2	Your listing	✅ fine
3	What happens after six	🚫 leaking
4	Your reviews against the shops beating you	🚫 leaking
5	The towns you're missing	✅ fine
6	How hard you are to book	✅ fine
7	Estimates nobody chased	🚫 leaking — and it is the big one
8	What carries your slow season	✅ fine

⚠️ Seasonal note: these figures were taken during your peak. Your August is not your February, and every annual number below is adjusted down for that. The adjustment is shown on page 7.

2 · FINDING ONE — the drawer

The evidence — you read these numbers to us off your own screen

Estimates sent, last 60 days	41
Still unsold with no second contact	29
Total value of those 29	\$86,000

★ **MEASURED** — your system, during our call. **You can re-check it in two minutes.**

What it's worth

Your report puts a conservative recovery figure against that \$86,000, with the arithmetic shown line by line so you can run it on your own assumption.

★ For scale: **one** recovered system replacement at your ticket is roughly **\$9,000** — so the question is not whether this is worth chasing. It is who picks up the phone, and when.

★ **This is not new business.** These people asked you for a price. Nobody stopped wanting the work — the follow-up simply has no owner and no date attached to it.

⚠ **And a second cause worth checking:** you told us financing is "*not really offered*" on large jobs. Some of that \$86,000 did not die from silence. It died because cash or card was the only route offered on a five-figure ticket.

The fix

A two-touch rule, and someone's name against it. ★ Your report includes the two messages written out — in your trade's language, with your figures in them — and the day each one goes. No software, no spend.

3 · FINDING TWO — what happens after six

The evidence

We called your listed number	Friday 8:04pm — rang 11 times, voicemail
We called again	Sunday 7:20am — voicemail
Your website says	"24/7 emergency service"

Two of the three shops ranking above you	answered live , both times
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★ **OBSERVED** — we did it ourselves, and the times are exact. **Ring your own number tonight.**

What it's worth

The three numbers this is costed against are all yours — your emergency call volume in season, your close rate, and your average emergency ticket. **You gave us all three.**

⚠ **One industry input sits in this sum and it is marked as such wherever it appears.** Your report prints the whole calculation, so you can replace our figure with your own and watch it move.

The fix

Your report specifies exactly what to put behind the phone after six — the routing, what the person answering must be able to do, and the script. 🚫 **The crew is on the payroll either way.**

4 · FINDING THREE — you are the quietest of the four

The evidence

shop	reviews	rating
Competitor A	1,120	4.8
Competitor B	640	4.9
Competitor C	505	4.7
You	410	4.9

★ **OBSERVED** . **Your rating is not the problem — it is excellent.**

jobs completed last 30 days	95	MEASURED — your system
customers asked for a review at the door	~8	MEASURED — no set process
→ so you are asking on	8%	of completed work
→ and adding roughly	6/mo	reviews

★ **Every number in that sum is yours.** You are not short of happy customers — you are short of asking them, and the gap is a sentence at the driveway.

The fix

Ask at the driveway, not from the office the next day. ★ Your report includes the exact sentence, on a card your tech can keep in the van.

5 • CHECKED AND FINE — where not to spend money

★ These were examined properly and they are not your problem.

- **Your listing is clean.** Categories right, hours match what you actually do, service area honest.

Several shops above you get this wrong; you do not.

- **Your booking path works.** Tappable number, short form, loads fast on a phone.
- **Your service-area coverage is honest** — the towns you list are the towns you rank in.
- **Your maintenance plan is healthy**, at or above what we usually see at your size.
- **Twenty years in business.** Three of the four shops above you have been trading a fraction of that.

6 • THE SEVEN-DAY ACTION

Call the twelve largest unchased estimates. This week.

Who: whoever sends your quotes. **When:** by Friday. **Cost:** nothing but the time.

★ Twelve calls against \$86,000 of already-quoted work. ★ **The words are written for you in the pack that comes with this report** — you do not have to think about what to say.

7 • THE NUMBERS WE USED

 Every figure above traces to this page.

input	value	source
Estimates sent / unchased / value	41 · 29 · \$86,000	MEASURED — your system
Emergency calls per week, in season	40	MEASURED — your log
Your close rate	55%	MEASURED — you

Average emergency ticket	\$450	MEASURED — you
Jobs completed, last 30 days	95	MEASURED — you
Review asks in that period	~8	MEASURED — you
After-hours call test	Fri 8:04pm · Sun 7:20am	OBSERVED — we rang it
Competitor review counts	1,120 / 640 / 505	OBSERVED
Your review count and rating	410 · 4.9	OBSERVED
Industry inputs used in two sums	<i>shown in your report</i>	⚠️ ESTIMATED — flagged wherever they appear
Seasonal adjustment	<i>applied to every annual figure</i>	based on what you told us about your months

★ **Nine of the eleven inputs are yours or ours. Two are industry figures, and they are marked every time they appear** — so you always know which numbers are about your shop and which are not.

8 · SCOPE, LIMITS AND DISCLAIMER

What we looked at: how your business appears to somebody searching for emergency work in your area, how your listing and site are set up, how your review volume compares with the shops ranking above you, what happens when your phone rings after hours, and the figures you gave us.

What we did NOT look at: your accounts, pricing, labour costs, purchasing, scheduling, warranty exposure, insurance, or anything requiring access to your books.

- **We are not financial advisors, accountants, attorneys or licensed consultants, and nothing here is financial, legal, tax or investment advice.**

- **A person checked every finding** against public information and the figures you supplied before it reached you. It can still be incomplete, and we make no claim it is exhaustive.

- **Dollar figures are estimates and ranges, not forecasts.** Your actual results will differ.
- 🚫 **Talk to your own accountant, financial advisor or business consultant** before any decision involving money, staffing, pricing, contracts or borrowing. We see one narrow slice of your business. They see all of it.

- 🚫 **The decisions are yours, and you are ultimately responsible for them.** We do not guarantee

any particular result.