

# HVAC Marketing Spend Calculator

Work out how much your HVAC business should spend on marketing to hit its revenue goal, and the most you can pay per lead before the math stops working.

FREE TOOL

HVAC

PRINT OR FILL ON SCREEN

BUILT BY FERVOR STUDIO

## HOW IT WORKS

### The math behind the number

Set the revenue you want, divide by your average job to get the jobs you need, and divide that by your close rate to get the leads it takes. Your marketing budget is your target percentage of that revenue, and the budget over the leads is the most you can pay per lead before the math stops working. When an agency pitches you HVAC leads, that ceiling is the number that tells you in seconds whether the price works.

## THE DEFAULTS

### HVAC benchmarks for 2026

The worksheet starts from the sourced figures below, so the first number you see is realistic. You then replace each one with your own.

| BENCHMARK              | TYPICAL VALUE |
|------------------------|---------------|
| Average job value      | \$1,600       |
| Gross margin           | 45%           |
| Net profit margin      | 8%            |
| Median field-tech wage | \$28.75/hr    |
| Payroll burden         | 32%           |
| Billable utilization   | 65%           |
| Billed labour rate     | \$125/hr      |

| BENCHMARK              | TYPICAL VALUE |
|------------------------|---------------|
| Close rate             | 43%           |
| Marketing % of revenue | 7%            |

#### YOUR WORKSHEET

## Fill in your own numbers

Write your figures into the blank column, on paper or on screen. The typical column is only a starting point, so replace it with what your business actually runs.

| INPUT                                                       | YOUR NUMBER | TYPICAL  |
|-------------------------------------------------------------|-------------|----------|
| Monthly revenue goal<br>What you want to bill               |             | \$80,000 |
| Average job value<br>Your blended average                   |             | \$1,600  |
| Close rate %<br>Lead to booked customer                     |             | 43%      |
| Marketing % of revenue<br>A common range is 5 to 10 percent |             | 7%       |

| OUTPUT                  | HOW IT IS BUILT                                  | YOUR RESULT |
|-------------------------|--------------------------------------------------|-------------|
| Recommended budget      | $\text{goal} \times (\text{marketing \%} / 100)$ |             |
| Leads needed            | $\text{jobs} / (\text{close} / 100)$             |             |
| Max cost per lead       | $\text{budget} / \text{leads}$                   |             |
| Max cost per booked job | $\text{budget} / \text{jobs}$                    |             |

#### WORKED EXAMPLE

### A HVAC example at \$80,000 a month

|                         |              |
|-------------------------|--------------|
| Monthly revenue goal    | \$80,000     |
| Average job value       | \$1,600      |
| Close rate %            | 43%          |
| Marketing % of revenue  | 7%           |
| Recommended budget      | \$5,600      |
| Leads needed            | 117          |
| Max cost per lead       | \$48         |
| Max cost per booked job | <b>\$112</b> |

#### WHERE THE DEFAULTS COME FROM

[U.S. Bureau of Labor Statistics – OEWS, Heating/AC/Refrigeration Mechanics & Installers \(49-9021\), May 2024](#)

[U.S. Bureau of Labor Statistics – Occupational Outlook Handbook: HVAC Mechanics & Installers \(median wage May 2024\)](#)

[Built on Tenth – Average HVAC Ticket Size by Job Type \(2025–2026 market intelligence\)](#)

[CEO Finance Academy – HVAC Business Profit Margins at \\$1M–\\$5M \(cites 2024 ACCA Financial Benchmarking Study\)](#)

[ACHR News – Report: Only 65% of HVAC Technician Time is Billable Hours](#)

[ACHR News – Survey Reveals Strategies to Boost HVAC Close Rates by Double Digits](#)

[WebFX – 2026 HVAC Marketing Benchmarks \(~7% of revenue, CPL data\)](#)

[BDR – How Much Should HVAC Contractors Spend on Marketing \(7–12% of revenue\)](#)

[Rippling – How to Calculate Labor Burden: 2025 Guide \(25–40% burden range\)](#)

[ServiceTitan – HVAC Labor Rate Calculator & Field Service Metrics \(billed rates, utilization\)](#)

FREE FOR QUALIFYING CONTRACTORS

## Want the same read on your own website?

The Site Inspection scores your contractor site on 100 points and shows you, with evidence, where ready-to-book homeowners slip through before they ever call. You get a Fervor Grade, a ranked fix list, and a dollar estimate on every finding.

**Book your Site Inspection**

[fervorstudio.ca/site-inspection](https://fervorstudio.ca/site-inspection)