

HVAC Unit Economics Benchmark Breakdown

Operational baselines, truck-roll hurdles, and overhead absorption for \$1M to \$5M residential HVAC contractors.

Prepared by: **Metrics & Dashboards**
Auditor: **Dan Aussabayev**
Domain: **metrics-and-dashboards.com**

Job Category	Typical Ticket	Direct Job Cost	Gross Margin	Operational Reality
Service Call (Diagnostic)	\$180 to \$220	\$200 to \$240 all-in	-10% to 0% all-in	Paid time off the job, the truck and the office turn a standard trip charge into a loss (see the hurdle below).
Demand Minor Repair	\$450 to \$850	\$180 to \$340	55% to 65%	Capacitors, contactors, fan motors. High volume work with standard truck inventory.
System Changeout (Replacement)	\$8,500 to \$14,000	\$5,200 to \$8,000	39% to 43%	Carries most of the company's margin.
Maintenance / Membership	\$160 to \$240/yr	\$110 to \$160/yr (2 visits)	About 30%	Fills technician capacity in shoulder months. 78% of members buy their replacement from the shop that services them (Simpro).

The \$233.50 Truck-Roll Hurdle (Napkin Math)

Why a \$200 diagnostic fee is an unmetered charity:

Loaded Technician Wage (2.1 hrs total time @ \$46/hr base + burden)	\$96.60
Paid Time Not on Any Job (31% of paid hours)	\$43.40
Vehicle Expense (Fuel, commercial policy, lease, tires)	\$34.50
Allocated Shop Overhead (Dispatch, phones, yard, insurance)	\$59.00

Minimum Cost to Turn the Key Once **\$233.50 Net**

If your average service ticket is \$200, you are bleeding \$33.50 on every dispatch. At these numbers, a call that doesn't turn into a repair loses money.

The calculator counts the first two lines, \$140, as the call's cost. The truck and the office are in your overhead.

3 Profit Leaks in 2 to 10 Truck Shops

1. The Supply House Run Trap

Leaving a job to fetch a part that belonged on the truck is paid time nobody bills. Simpro puts paperwork and waiting for parts at 31% of a tech's time.

2. The Replacement Quote Nobody Chased

More than half of replacement quotes don't close (Simpro puts the residential close rate at 45%), and most shops follow up once, if at all.

3. The 80/20 Overhead Distortion

Changeouts quietly cover for service calls that lose money. In the calculator's sample shop, they are 7% of the jobs and carry 67% of the overhead.

How to Verify These Leaks in ServiceTitan or Housecall Pro

1. Count the Jobs That Billed Too Little:

Export 12 months of completed jobs (ServiceTitan's Job Costing report shows the invoice subtotal, Housecall Pro's job list the job amount). Count the ones under \$233.50: each billed less than the truck-roll math above.

2. Audit Unsold Estimates Aging Past 14 Days:

ServiceTitan's Opportunity and Estimate Follow Up report shows each open estimate's age and follow-ups. In Housecall Pro, filter Estimates to Outcome Open, created over 14 days ago (it doesn't count follow-ups). Those are the quotes worth a call.

Want to See Your Shop's Real Numbers?

You share your job and estimate lists on screen and keep the mouse and your passwords. I tell you where I think money is getting lost. A paid audit comes with a guarantee. If I don't find at least 3x my fee in money your business is losing every year, you pay nothing.

Book the free 30-minute call:
dan@metrics-and-dashboards.com
metrics-and-dashboards.com/breakeven/