


Score Your HVAC Business

Buyers will look closely at your business when contemplating an offer. Maximizing how you perform in each category below will lead to an optimal transaction. Score your HVAC business on a scale of 1-10 in each of the value categories below.

Value Category	Needs Work											High Value
Financials	Internally prepared and unorganized	1	2	3	4	5	6	7	8	9	10	Reviewed or audited by an external CPA
Team	Newer team/high turnover rate	1	2	3	4	5	6	7	8	9	10	Professional staff with extensive experience
Growth & Scalability	Customers are expensive/difficult to acquire	1	2	3	4	5	6	7	8	9	10	Proven sales process, happy customers, and a growth strategy
Customer Satisfaction	Customer complaints/little to no positive reviews	1	2	3	4	5	6	7	8	9	10	High customer satisfaction with many positive reviews
Margins & Profits	Below average margins and profits	1	2	3	4	5	6	7	8	9	10	High margins and profits
Consistent Revenues	Revenues are closely tied to hot and cold periods	1	2	3	4	5	6	7	8	9	10	Service contracts and other services are offered to smooth out revenue throughout the year
Work Quality	Work has to be re-done, solutions are found only after multiple visits, etc.	1	2	3	4	5	6	7	8	9	10	Technically skilled, efficient technicians that troubleshoot and offer quality guarantees
Pricing Structure	Offering low-bid work to beat competition.	1	2	3	4	5	6	7	8	9	10	Pricing is fair for the services provided + free in-home estimate offers
Percentage of New Construction vs. Retrofit	More new construction, less predictable revenue	1	2	3	4	5	6	7	8	9	10	More predictable service revenue
Supply Chain Strength	Lack of inventory/backlog due to delays	1	2	3	4	5	6	7	8	9	10	Strong manufacturers and supply chain