



Everything We Know About Google Home Services Ads— Are You Ready?

Peter Troast, Founder & CEO

Energy Circle Webinar Series

August 9, 2017



5 Ways To Go Broke On Google Adwords



By [Dan Paradee](#) | July 25, 2017

The definitive guide to putting yourself out of business over the internet.

***Please do not take any of this advice, and if you are currently using these tactics, please contact us immediately.**

If you could stand to lose some of that pesky cash you have lying around without any return, then this guide is for you. Running an AdWords campaign without any experience is comparable to burning money, except in this case the fire is a very successful company called Google.

Mismanaging an AdWords account is easy. That's why there are professionals who study the system every single day. If you don't feel like studying, and would rather market aimlessly, check out the easy to follow steps below.

Broad Match Keyword Matches

The quickest way to burn through your budget without getting any results is to use broad match keywords. Broad match keywords allow your ads to show to people who type in keywords that are what Google deems "relevant" to your keyword. Google is smart...right? The table below shows how using broad match keywords can result in your ad showing for a variety of terms you might



The Hidden Dangers of Buying Leads



By [Peter Troast](#) | June 28, 2017

For many contracting businesses, purchased leads — from lead brokers, franchises, lead-only marketing firms, Google, HomeAdvisor — are the way of the world. This is especially rampant in solar, where an entire breed of lead sourcing companies dominates the top of the funnel, and this approach is becoming prominent in HVAC and home performance as well.

Being overly reliant on purchased leads is a bit like the path to alcoholism: one or two glasses of red wine each night is good for your heart, but when it starts to be bourbon in your OJ each morning it ultimately leads to dependency, a failing liver, and death.

The lure of outsourcing your lead generation is understandable. Companies that offer these services promise “no risk,” “no money upfront,” “100% performance based.” If your business can rely on a third-party to provide a steady flow of leads at a cost that pencils (more on that math in a bit), then everything should be hunky dory, right?

Wrong. Here’s why:

Dependency

Chances are you know alcohol drives health — but when you outsource the majority of your

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10/19 - 10/20: **Home Performance Coalition SE** | Southeast Regional | Greenville, SC

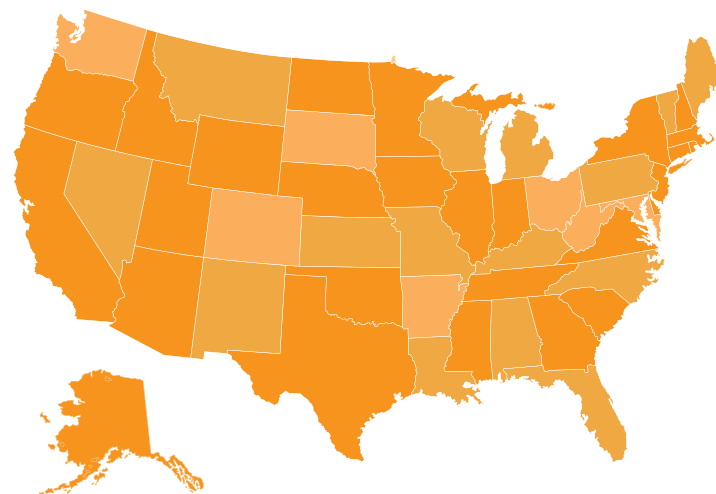
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11/14—Long Beach, CA





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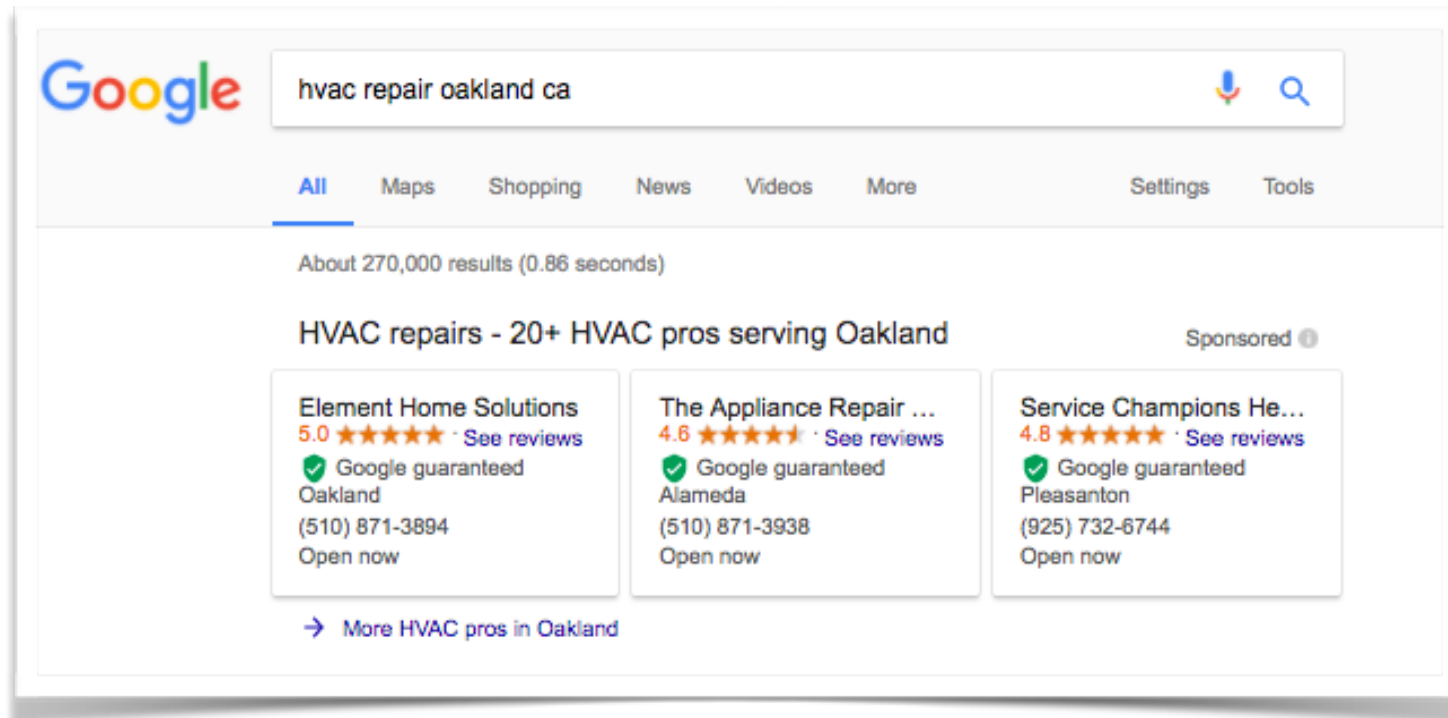
What We'll Discuss

- 1 What are Home Services Ads?**
- 2 History: The Evolution of the Local SERP**
- 3 Current Status**
- 4 Requirements: What is the Price of Admission?**
- 5 How it Works**
- 6 The Insulation Problem**
- 7 Lead Economics—What We're Learning**
- 8 Implications/Recommendations**



WHAT ARE HOME SERVICES ADS? (HSA's)

Intro to Home Services Ads



- **New Google Ad Product—Top of Search Page (testing started 2 years ago)**
- **Affects all of HVAC & Insulation**
- **Charged as Price/Lead**
- **CA and Philadelphia Only, Rolling Out Nationally by Year End**
- **HomeAdvisor/Angies/Etc Killer?**



HISTORY: THE EVOLUTION OF THE LOCAL SERP

(search engine result page)

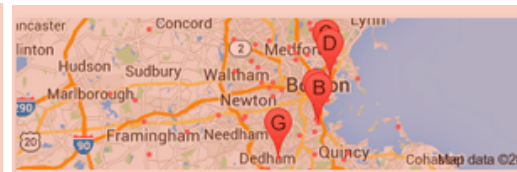
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 \$99 Off Service - Call Winters Now! Your Local Home Comfort Specialists
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 Wednesday - Techs Ready Boiler Repair/Service
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 Ad www.newenglandheatingandcooling.com/ (857) 247-9716
 Local Company 10% Off Service Calls All Systems Gas & Oil Free Estimate
 Gallery - Contact Us - Reviews - Articles

Heating Repair Services - Lanzaplumbing.com
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Map for furnace repair boston, ma

Ads ①

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www.homeadvisor.com Pro Ratings & Reviews | Massachusetts | Boston
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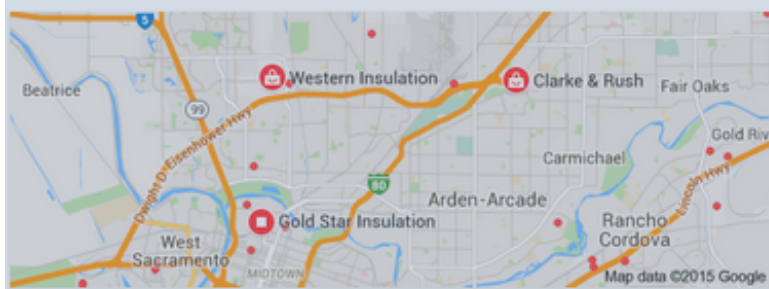
Post-August 2015

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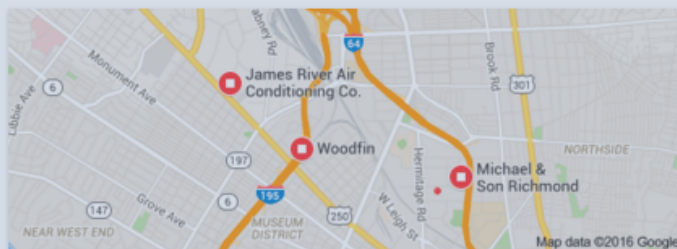
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Website Directions

Michael & Son Richmond
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1407 Cummings Dr · (804) 360-7373
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Website Directions

Woodfin
4.8 ★★★★★ (370) · HVAC Contractor
1823 N Hamilton St · (804) 730-5000
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Website Directions

More places

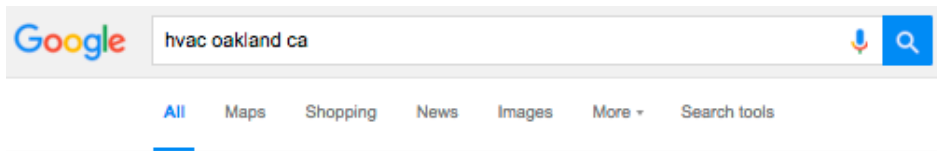
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Google Home Services Ad



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Serving Oakland and the Surrounding Area ... Triton Group HVAC Engineering ...

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★★★★★ Rating: 5 - 130 reviews
Atlas Heating & Air Conditioning Company - Oakland, CA, United States. In Oakland
..... At this time I've already received service from another HVAC provider.

Heating & Air Conditioning/HVAC in Oakland - Yelp
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Contractor in Oakland, CA.

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HVAC and Air Conditioning Contractors Directory for Oakland, California. Find
Customer-Rated, Prescreened Home Improvement Professionals for Oakland, CA ...

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Air Conditioning & Heating Company serving Oakland CA, Bigham's One Hour ...
Hour Heating and Air Conditioning is a full service HVAC company in Oakland.

Alameda Air Conditioning, Heating & Ventilation (HVAC)
www.diamondcertified.org/alameda-air-conditioning-heating-ventilation... ▾
HVAC system installation and repair in Alameda County, including Oakland CA. A
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TOP 10 Heating, Ventilation & Air Conditioning - HVAC ...
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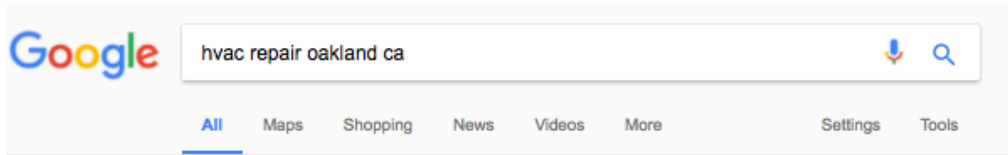
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GHS Overview for 3Ps - Googl x Meet - Google/Energy Circle H x san francisco plumber - Googl x @clbernal

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Home Service Ads Overview for 3Ps Edit View Insert Slide Format Arrange Tools Table Add-ons Help Last edit was 2 days ago sketchy_2017.28-Tue_RC01 yw.6 Debug Present Comments Share

Home Service Ads coverage by geo & vertical

	Locksmith	Plumbing	HVAC	Electrician	Garage Door	Roadside assistance	Auto Glass	Painting	Handyman	House Cleaning	Appliance Repair
San Francisco, CA	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Sacramento, CA	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Stockton, CA		✓	✓								
San Diego, CA	✓	✓	✓	✓	✓	✓	✓				
Los Angeles, CA	✓	✓	✓	✓	✓						
Philadelphia, PA		✓									

Home Service Ads coverage by geo & vertical

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San Francisco, CA	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Sacramento, CA	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Stockton, CA		✓	✓								
San Diego, CA	✓	✓	✓	✓	✓	✓	✓				
Los Angeles, CA	✓	✓	✓	✓	✓						
Philadelphia, PA		✓									

Known Google Outreach: Long Island, Atlanta
Press: Nationwide by end of 2017

Google's "Big" Differentiator

Google guaranteed

This pro is backed by the Google guarantee, which means they're licensed, insured, and pre-screened. Any job you book with them is guaranteed to be done right or your money back. [Learn more](#)

***Up to \$2,000 Lifetime**

Google's "Real" Differentiator

Google search for "hvac repair oakland ca" showing results for HVAC repairs in Oakland, CA. The search results are highlighted with a red box.

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4.7 ★★★★★ (24) · HVAC Contractor
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WEBSITE DIRECTIONS



HVAC repair sunnyvale ca



How it works

1

Select

Select multiple qualified pros and send them a job request.

2

Compare

Receive and compare responses from available pros.

3

Hire

Hire the right pro for your budget and project.

Type of HVAC job -

<input checked="" type="checkbox"/>	 Bay Area Climate Control 4.0 ★★★★★ (3) · Hayward BBB Accredited, A+ rated · Family owned & operated	Send request (510) 698-9932
<input type="checkbox"/>	 A.S.A.P. Heating & Cooling No ratings · Concord 24/7 emergency service · References available	Send request (925) 635-4827
<input type="checkbox"/>	 Healthy Duct Cleaning Services 4.0 ★★★★★ (2) · Daly City Locally owned & operated · 4 years in business	Send request (415) 465-5240

Send request to multiple HVAC pros

Find the best HVAC technician fast by contacting multiple pros at once.



Peter Troast (ptroast@energycircle.com) [Edit](#)

Zip code (job location)

Type of HVAC job

Provide additional details

Time frame

Phone number

How do you prefer to be contacted?

Email

Phone

Text message

You'll typically receive responses within hours.

Send (1)

Cancel

[Privacy](#)



**REQUIREMENTS:
WHAT'S THE PRICE OF
ADMISSION?**

Minimum Requirements

What's included in a background check



For each worker, the background check includes inquiries about Social Security number validity and criminal history (including cross-checks against national sex offender and terrorist/sanctions registries). At the company level, the process also includes professional license and insurance verifications, as well as civil litigation history (including judgments and liens from federal and state courts).

- **Background Checks—100% No Criminal History for All Customer Facing Employees**
- **License Check**
- **Insurance Check**



**HOW IT WORKS.
FUNCTIONAL DETAILS.**

Engaging HSA Ads



ac repair sacramento



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About 657,000 results (0.74 seconds)

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Sacramento

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Open now

Gilmore Heating Air Solar

4.8 ★★★★★ · [See reviews](#)

✓ Google guaranteed

Sacramento

(916) 936-0928

Open 24/7

Beutler Heating & Air Co...

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Open 24/7

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Overview

Element Home Solutions specializes in all aspects of residential and commercial HVAC services as well as Attic & Crawlspace insulation removal and installation and air duct cleaning. We offer you ... [More](#)

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Qualifications

Background checked, Insured, Contractor License B, C-20 997392. [Learn more](#)


Services

Install heating system, Install ducts & vents, Clean ducts & vents, Install AC, HVAC maintenance, AC maintenance, Heating maintenance

Service areas


Alameda, Alamo, Albany, Antioch, Bay Point, Berkeley, Blackhawk, Campbell, Castro Valley, Concord, Cupertino, ... [More](#)


Google Reviews

5 ★ 
4 ★ |
3 ★
2 ★
1 ★

5.0

★★★★★
51 reviews

 A Google user · Oakland, 9 months ago
★★★★★ Google verified job · Ducts and vents (Cleaning)
Great service and great people. They came in did the work and explain everything in detail. Will use them again.

 Jason Mighdoll · San Francisco, 10 months ago
★★★★★ Google verified job · Ducts and vents (Cleaning)
Honestly a bit more expensive than I thought, but they did a heck of a job and are worth it. Cleaned the unit, the

The Appliance Repair Doctor

4.6 ★★★★★ · BBB Accredited A+ rated Open now until 11 PM ▾ 📞 (510) 871-3938 💬 SEND REQUEST

✓ Google guaranteed
Alameda

Service Champions Heating & Air Conditioning...

4.8 ★★★★★ · BBB A+ rated Open now until 8 PM ▾ 📞 (925) 732-6744 💬 SEND REQUEST

✓ Google guaranteed
Pleasanton

Barker Mechanical Services

4.7 ★★★★★ · BBB A+ rated Open now until 5 PM ▾ 📞 (925) 725-1052 💬 SEND REQUEST


✓ Google guaranteed
Dublin

Click on “More HVAC Pros”

The screenshot shows a Google search result for "heating repair san francisco". The search bar is at the top left, and the "Sign In" button is at the top right. Below the search bar, the text "Home Services" is visible on the left and "Sponsored" on the right. The main content area has a green header with the text "Find the right HVAC pro for the job". Below this header is a search filter section with a "ZIP code" input field, a "Type of HVAC job" dropdown menu, and a "REFINE RESULTS" button. The search results are listed in a table-like format with four entries:


Google guaranteed - Pros are pre-screened and insured. You're guaranteed to get the job done right or your money back. Learn more			
Element Home Solutions 5.0 ★★★★★ · BBB Accredited A+ rated ✓ Google guaranteed Oakland	Closed now Opens at 8 AM ▾	(510) 871-3894	SEND REQUEST
The Appliance Repair Doctor 4.6 ★★★★★ · BBB Accredited A+ rated ✓ Google guaranteed Alameda	Open now until 11 PM ▾	(510) 871-3938	SEND REQUEST
Healthy Duct Cleaning Services 4.8 ★★★★★ ✓ Google guaranteed Daly City	Closed now Opens at 8 AM ▾	(415) 993-1965	SEND REQUEST
Hi-Tech Heating and Air 4.5 ★★★★★ · BBB A+ rated ✓ Google guaranteed San Bruno	Open 24/7 ▾	(925) 725-1172	SEND REQUEST

Full Listing, Top Spot

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Element Home Solutions

5.0 ★★★★★ · BBB Accredited A+ rated Closed now (510) 871-3894 SEND REQUEST

 Google guaranteed Opens at 8 AM
Oakland

Overview

Element Home Solutions specializes in all aspects of residential and commercial HVAC services as well as Attic & Crawlspace insulation removal and installation and air duct cleaning. We offer you the finest and reliable services at a very reasonable rate. If you are looking for professional and expert services then you are at the right place. Contact Element Home Solutions for all of your HVAC, attic clean up and insulation services. [Less](#)

 Google guaranteed - Get the job done right or your money back. [Learn more](#)

Qualifications

Background checked, Insured, Contractor License B, C-20 997392. [Learn more](#)






Services

Install heating system, Install ducts & vents, Clean ducts & vents, Install AC, HVAC maintenance, AC maintenance, Heating maintenance


Service areas


Alameda, Alamo, Albany, Antioch, Bay Point, Berkeley, Blackhawk, Campbell, Castro Valley, Concord, Cupertino, Danville, Dublin, East Palo Alto, El Cerrito, El Sobrante, Emeryville, Foster City, Fremont, Hayward, Lafayette, Livermore, Los Altos, Los Altos Hills, Los Gatos, Martinez, Millbrae, Milpitas, Moraga, Mount Hamilton, Mountain View, Newark, Oakland, Orinda, Pacifica, Palo Alto, Piedmont, Pittsburg, Pleasant Hill, Pleasanton, Redwood City, Richmond, San Bruno, San Carlos, San Francisco, San Jose, San Leandro, San Lorenzo, San Mateo, San Pablo, San Ramon, Santa Clara, South San Francisco, Stanford, Sunnysvale, Sunol, Union City, Walnut Creek, Woodside [Less](#)


Google Reviews

5 ★ 
4 ★ 
3 ★ 
2 ★ 
1 ★ 

5.0
★★★★★
51 reviews

 A Google user · Oakland, 9 months ago
★★★★★ Google verified job · Ducts and vents (Cleaning)
Great service and great people. They came in did the work and explain everything in detail. Will use them again.

 Jason Mighdoll · San Francisco, 10 months ago
★★★★★ Google verified job · Ducts and vents (Cleaning)
Honestly a bit more expensive than I thought, but they did a heck of a job and are worth it. Cleaned the unit, the vents, the intake, etc. The job the quoted me for they were willing to do, but I ... [More](#)

 A Google user · Alameda, 10 months ago
★★★★★ Google verified job · Ducts and vents (Cleaning)
Quick and professional, wore booties inside without being asked.

Refining Search by Job Type


Find the right HVAC pro for the job










REFINE RESULTS

Reranking by Job Type



Find the right HVAC pro for the job

95677, Repair AC [Edit](#)

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Brower Mechanical 4.5 ★★★★★ · BBB Accredited A+ rated  Google guaranteed Rocklin	Closed now Opens at 8 AM ▾	 (916) 936-0906	 SEND REQUEST
Service Champions Heating & Air Conditioning 4.8 ★★★★★ · BBB Accredited, A+ rated  Google guaranteed Rocklin	Open now until 7 PM ▾	 (916) 836-0828	 SEND REQUEST
Bell Brothers Plumbing, Heating and Air Condit... 4.8 ★★★★★ · BBB Accredited A+ rated  Google guaranteed Sacramento	Open now until 7 PM ▾	 (916) 905-7000	 SEND REQUEST

Prompt for Selecting Multiple







Google ac repair sacramento   Sign In


Home Services Sponsored

Find the right HVAC pro for the job

ZIP code Repair AC REFINE RESULTS

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Bell Brothers Plumbing, Heating and Air Condit... 4.8 ★★★★★ · BBB Accredited A+ rated ✓ Google guaranteed Sacramento	Open now until 7 PM ▾	 (916) 905-7000	 SEND REQUEST
Gilmore Heating Air Solar 4.8 ★★★★★ · BBB Accredited A+ rated ✓ Google guaranteed Sacramento	Open 24/7 ▾	 (916) 936-0928	 SEND REQUEST
Beutler Heating & Air Conditioning 4.6 ★★★★★ ✓ Google guaranteed Sacramento	Open 24/7 ▾	 (916) 915-8319	 SEND REQUEST



Select & Prompt


Find the right HVAC pro for the job

95677, AC maintenance [Edit](#)

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Brower Mechanical

4.5 ★★★★★ · BBB Accredited A+ rated

 Google guaranteed
Rocklin


Closed now
Opens at 8 AM ▾

 (916) 936-0906

 **SELECTED**

Service Champions Heating & Air Conditioning

4.8 ★★★★★ · BBB Accredited, A+ rated

 Google guaranteed
Rocklin


Open now until 7 PM ▾

 (916) 836-0828

 **SELECTED**

Bell Brothers Plumbing, Heating and Air Condit...

4.8 ★★★★★ · BBB Accredited A+ rated

 Google guaranteed
Sacramento

Open now until 7 PM ▾


 (916) 905-7000

 **SELECTED**

Ace Plumbing Heating & Air Conditioning

Select 2-3 pros to contact

Brower Mechanical 

Service Champions He... 

Bell Brothers Plumbin... 

NEXT

Answer Questions

Answer a few questions

Brower Mechanical

Service Champions He...

Bell Brothers Plumbin...

3 HVAC pros selected

95677, Repair AC

Describe the job

What's the problem?

Select all that apply

When did the problem start?

Select one

What kind of location?

Select one

Which phase are you in?

Select one

Any more info? (optional)

Specify

BACK

NEXT

Answer Questions

Answer a few questions

Brower Mechanical

Service Champions He...

Bell Brothers Plumbin...

3 HVAC pros selected

95677, Repair AC

Describe the job

What's the problem?

Won't turn on

When did the problem start?

Today

What kind of location?

Residence

Which phase are you in?

Ready to hire

Any more info? (optional)

Specify

BACK

NEXT

Job & Problem Taxonomy

Answer a few questions

Brower Mechanical

Service Champions He...

Bell Brothers Plumbin...

3 HVAC pros selected

95677, Repair AC

Describe the job

What's the problem?

Select all that apply

- Won't turn on
- Fan doesn't work
- No cool air
- Air flow
- Air quality
- Mold concern
- Noise
- Other

APPLY CANCEL

When did the problem start?

Select one

Which phase are you in?

Select one

BACK

NEXT



Home Services Ad Options



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Arial ▾
10 ▾
B *I* U A ▾

fx Duct and Vents

	A	B	C	D	E	F
1	Duct and Vents	Heating System	HVAC Maintenance	AC System	Thermostat	Other HVAC Work
2	<i>Clean Ducts & Vents</i>	<i>Heating Maintenance</i>	<i>Older than 3 years</i>	<i>Install Or Repair - Central AC</i>	<i>Install or Replace</i>	
3	<i>Install Ducts & Vents</i>	<i>Install Heating System</i>	<i>3-5 years</i>		Central Heat	
4	<i>Repair Ducts & Vents</i>	<i>Repair Heating System</i>	<i>6-10 years</i>	<i>Install, Maintain & Repair</i>	Central Cooling	
5	Heating/Cooling	Forced Air	<i>Less than 10 years</i>	Window Unit	Electric Baseboard	
6	Dryer	Furnace	<i>Not Sure</i>	Wall Unit	Heat Pump	
7	Kitchen Exhaust	Not Sure		Portable Unit	Fireplace	
8	Bathroom Exhaust	Other		Not Sure	Not Sure	
9	Other			Other	Other	
10						
11		<i>What's the Problem?</i>	<i>(Last Check-Up)</i>	<i>What's the Problem?</i>	<i>Repair Or Reprogram</i>	
12		No heat	6 Months Ago, Or Less	Won't Turn On	Mechanical/Manual	
13		Low heat	6-12 Months Ago	Fan Doesn't Work	Digital non-programmable	
14		Noise	12-24 months Ago	No Cool Air	Digital Programmable	
15		Gas smell	Less than 24 months	Air Flow	Nest or other smart style	
16	-	Pilot light is out	Never	Air Quality	Not Sure	
17		Other	Not sure	Mold Concern	Other	
18			Other	Noise		
19				Other		
20						
21						
22						
23						
24						
25						
26						
27						
28						
29						
30						
31	Key:					
32	Bold	Type of HVAC Job				
33	<i>Italics</i>	Service Needed				
34	Regular Text	Type of Equipment/Service				

What We Know About Rankings

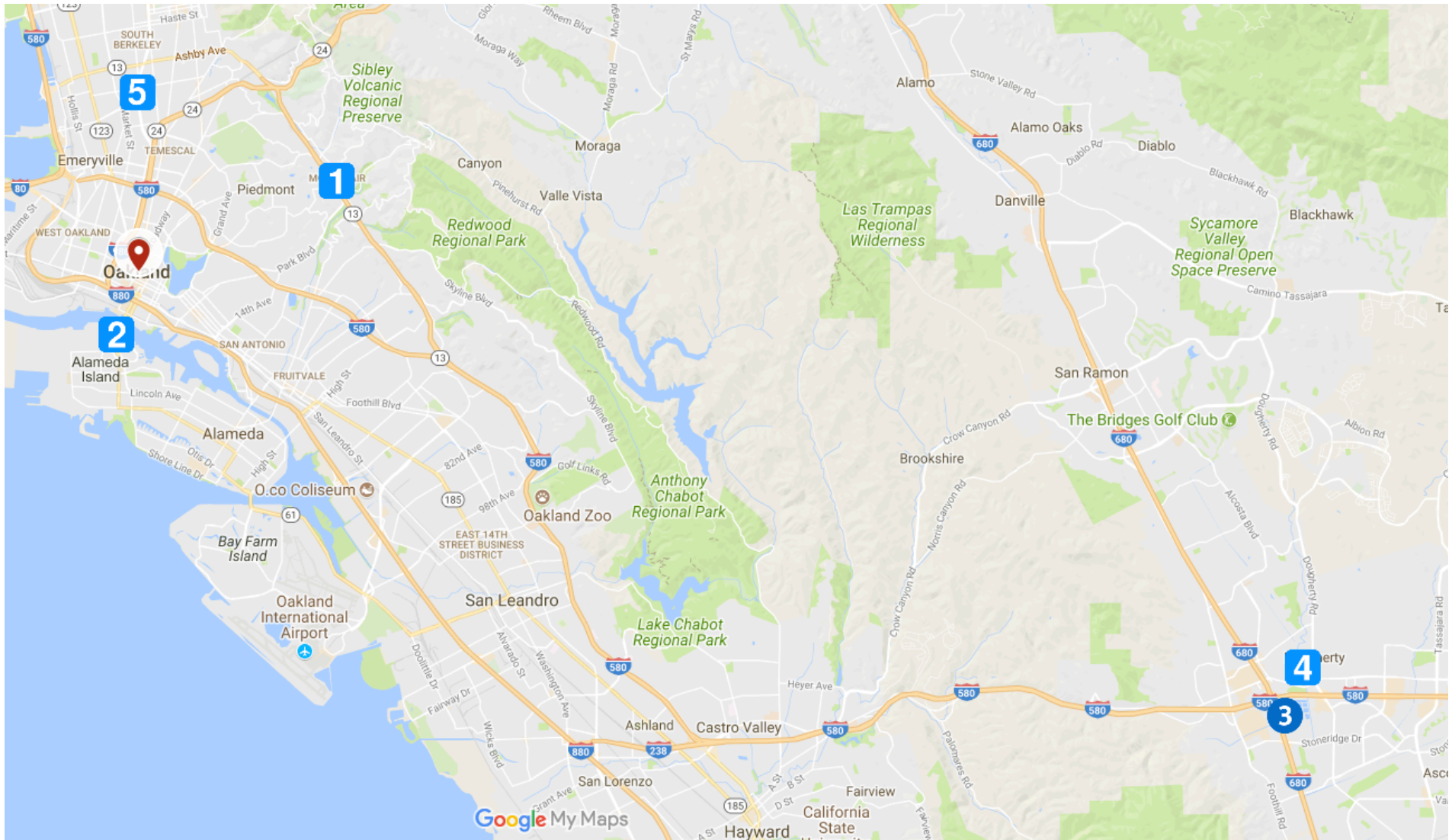
✓ Google guaranteed - Pros are pre-screened and insured. You're guaranteed to get the job done right or your money back. Learn more			
The Appliance Repair Doctor 4.6 ★★★★★ · BBB Accredited A+ rated ✓ Google guaranteed Alameda	Open now until 11 PM ▾	☎ (510) 871-3938	💬 SEND REQUEST
Service Champions Heating & Air Conditioning... 4.8 ★★★★★ · BBB A+ rated ✓ Google guaranteed Pleasanton	Open now until 8 PM ▾	☎ (925) 732-6744	💬 SEND REQUEST
Element Home Solutions 5.0 ★★★★★ · BBB Accredited A+ rated ✓ Google guaranteed Oakland	Open now until 6 PM ▾	☎ (510) 871-3894	💬 SEND REQUEST
Barker Mechanical Services 4.7 ★★★★★ · BBB A+ rated ✓ Google guaranteed Dublin	Open now until 5 PM ▾	☎ (925) 725-1052	💬 SEND REQUEST
Healthy Duct Cleaning Services 4.8 ★★★★★ ✓ Google guaranteed Daly City	Open now until 8 PM ▾	☎ (415) 993-1965	💬 SEND REQUEST
Climate Solutions 5.0 ★★★★★ ✓ Google guaranteed Union City	Open now until 8 PM ▾	☎ (510) 871-3945	💬 SEND REQUEST
Hi-Tech Heating and Air 4.5 ★★★★★ · BBB A+ rated ✓ Google guaranteed San Bruno	Open 24/7 ▾	☎ (925) 725-1172	💬 SEND REQUEST
Bay Area Climate Control 4.4 ★★★★★ · BBB Accredited A+ rated ✓ Google guaranteed Hayward	Open now until 5 PM ▾	☎ (510) 871-3905	💬 SEND REQUEST

1. Approved for Google Guarantee

2. Presence of Google My Business (GMB) reviews

3. Proximity to ZIP code of search

Guarantee Ranks Over Proximity



HSA Reviews + GMB Reviews

Brower Mechanical

4.5 ★★★★★ · BBB Accredited A+ rated

✓ Google guaranteed
Rocklin

Closed now

Opens at 8 AM ▾

(916) 936-0906

SEND REQUEST

Overview

From the Central Valley to Placer County, the Brower Mechanical team is known for our ability to make homes more energy efficient - easing the burden homeowners feel with each monthly energy bill. We provide peace of mind by putting a stop to rising costs and making your home more comfortable than it has ever been. Contact Brower Mechanical today for information on our services. [Less](#)

✓ Google guaranteed - Get the job done right or your money back. [Learn more](#)

Qualifications

Background checked, Insured, HVAC license C-20 686451. [Learn more](#)

Services


Repair thermostat, Install thermostat, Repair HVAC, Repair heating system, Install heating system, Heating maintenance, Repair ducts & vents, Install ducts & vents, Clean ducts & vents, Install AC, AC maintenance, Repair AC, HVAC maintenance [Less](#)


Service areas


Antelope, Arden-Arcade, Carmichael, Citrus Heights, Elk Grove, Elverta, Fair Oaks, Florin, Folsom, Foothill Farms, Gold River, La Riviera, Loomis, McClellan Park, North Highlands, Orangevale, Rancho Cordova, Rancho Murieta, Rio Linda, Rocklin, Rosemont, Roseville, Sacramento, Sloughhouse, Vineyard, West Sacramento, Wilton [Less](#)


Google Reviews



 A Google user Citrus Heights, 7 months ago
★★★★★ Google verified job · Heating system
Were available in a hurry and they were able to take care of it.

 A Google user Antelope, 7 months ago
★★★★★ Google verified job · HVAC maintenance
Very professional! They were able to take care of it for a lot less!

 Michael Smith Folsom, 10 months ago
★★★★★ Google verified job · HVAC maintenance (Routine maintenance)
On time, friendly and did a good job!

 Amy Jarman 4 months ago
★★★★★



THE INSULATION PROBLEM

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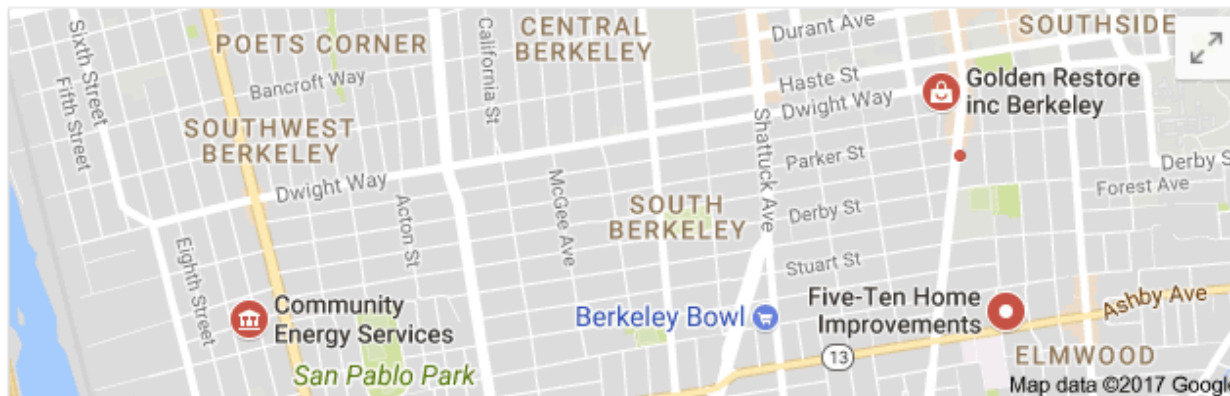
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5.0 ★★★★★ · See reviews
✓ Google guaranteed
Oakland
(510) 871-3947
Open 24/7

Diaz Handyman

5.0 ★★★★★ · See reviews
✓ Google guaranteed
El Cerrito
(510) 871-3879
Open now

→ [More handymen in Berkeley](#)



Hours ▾

Veggie Powered!

Veggie Powered Truck & Handyman

5.0 ★★★★★ Richmond Open now until 5 PM (510) 871-3882

✓ Google guaranteed

Overview

Veggie Powered Truck & Handyman provides handyman services, deliveries, and hauling in the East Bay and San Francisco. I love fixing things and strive to leave my customers happy. References are available. Contact Veggie Powered Truck & Handyman for your handyman and delivery needs. [Less](#)

✓ Google guaranteed - Get the job done right or your money back. [Learn more](#)

Qualifications

Background checked, Insured, Can do handyman jobs up to \$500. [Learn more](#)

Services

Mount TV, Install water fixtures, Install drywall, Clean gutters, Install fan, Assemble furniture


Service areas

Albany, Berkeley, El Cerrito, El Sobrante, Richmond, San Pablo

Google Reviews

5 ★ ██████████
4 ★ ██████████
3 ★ ██████████
2 ★ ██████████
1 ★ ██████████

5.0
★★★★★
1 review

 A Google user Berkeley, 1 year ago
★★★★★ Google verified job · Drywall (Repair)
Good service. Job completed fairly quickly. Charged fee was very fair.




Veggie Powered Truck & Handyman


No ratings · Richmond · (510) 698-2161
Green clean certified · Locally owned & operated


About


Reviews

Veggie Powered Truck & Handyman provides handyman services, deliveries, and hauling in the East Bay and San ... [More](#)

 **Services**
Appliance installation, Caulking, Door installation, Drywall, Electrical work, Fans, Furniture assembly, Garage, Gutter cleaning, Heavy lifting, Home theater system, Kitchen, Leaky faucets, Light fixtures, Light switches, Outlets, Pictures & shelves hanging, TV mounting, Water fixtures

 **Areas served**
Albany, Berkeley, El Cerrito, El Sobrante, Richmond, San Pablo

 **Qualifications**
Background checked, Insured, No license required for handyman jobs. Qualified for jobs up to \$500.. [Learn more](#)

 **Hours**
Open Today · 10:00 am – 5:00 pm




Paul Woodford Services

5.0 ★★★★★ (4) · San Francisco · (415) 997-0608
Free estimate · 18 years experience


About

Reviews

We've been operating in San Francisco since 1997 and specialize in smaller projects that most contractors would not consider—adding the final details to your home. Paul Woodford attended FIDM and studied Business Management, Color Theory and Merchandise Marketing which helped him to develop a keen eye for color and design. Originally from Redding, CA, Paul's experience working on the family property gave him extensive knowledge on how to do a wide variety of home repairs.

 **Services**
Drywall, Electrical work, Fans, Furniture assembly, Gutter cleaning, Home theatre system, Light ... [More](#)

 **Areas served**
San Francisco

 **Qualifications**
Background checked, Insured, Qualified for handyman jobs up to \$500. [Learn more](#)

 **Hours**




Oakland Handyman


No ratings · Oakland · (510) 815-9250
Locally owned & operated · Free estimate


About


Reviews

The Oakland Handyman team can do anything from hanging pictures to remodeling your kitchen. Our specialties include custom carpentry, electrical, small plumbing jobs, drywall, door/window repairs and replacement, roofing, landscaping and flooring. Call us for your handyman needs.

 **Services**
Carpentry, deck & outdoor work, Drywall, Electrical work, Furniture assembly, Garage, Kitchen, Light fixtures, Painting, Porch, Porch, TV mounting, Water fixtures

 **Areas served**
Alameda, Berkeley, Emeryville, Oakland, San Francisco

 **Qualifications**
Background checked, Insured, No license required for handyman jobs. Qualified for jobs up to \$500.. [Learn more](#)

 **Hours**
Open Today · 9:00 am – 7:00 pm



LEAD ECONOMICS

Lead Economics

\$50 for a nonexclusive lead sold to you & two competitors

33% chance of customer contact

Real cost/lead: \$150

Close rate: 33%

Full Acquisition Cost/job: \$450

Minimum Job Size at 7% CAC: \$6,429



IMPLICATIONS & RECOMMENDATIONS

Implications of HSA's Going Nationwide

- **Significant Impact on HVAC & Insulation**
- **Page One Prominence --> It Will Siphon Traffic**
- **Currently the Economics Do Not Work**
Feedback from our clients is most leads are for service, not install
- **Distinct Small Company Bias**
Easier to pass background checks
\$2000 Lifetime Guarantee
- **Skews Market to Think Small**
One size fits all for locksmith, plumber, handyman
Positions HVAC and Building Envelope as small commodity jobs
- **Multiple Vendor Approach Hurts: Be On Your Digital Game**

Our Recommendations

- **Sign Up (No obligation)**
- **Choose Categories Carefully**
- **Assess Keyword Strategy Against Categories**
Google knows...
- **Focus on Google My Business Reviews**
- **Prepare for Background Checks**
- **In the Program Already?**
Report back to us!

Interested in Home Services?

Share some information about your business, and we'll get in touch as we extend the pilot to new areas and types of businesses.

Currently available in select cities in Los Angeles, San Diego, Sacramento, Stockton, and the San Francisco Bay area. Verticals may vary by location.

Business name *	First name *
Business city *	Last name *
State *	Title *
Website URL e.g., http://www.google.com	Phone number *
	Email address *
Number of U.S. employees and contractors *	
What is the best way to categorize your business? *	
Check all that apply.	
<input type="checkbox"/> Plumber	
<input type="checkbox"/> House Cleaner	
<input type="checkbox"/> Locksmith	
<input type="checkbox"/> Handyman	
<input type="checkbox"/> Contractor	
<input type="checkbox"/> Electrician	
<input type="checkbox"/> General Contractor	
<input type="checkbox"/> Painter	
<input type="checkbox"/> Garage Door Pro	
<input type="checkbox"/> Heating, Ventilation and Air Conditioning (HVAC)	
<input type="checkbox"/> Roadside assistance service	
<input type="checkbox"/> Auto glass service	
<input type="checkbox"/> Other	

Questions?

Founder/CEO of Energy Circle

peter@energycircle.com

Linked In: Peter Troast

Twitter: @EnergyCircle

G+: Energy Circle

Facebook: Energy Circle



Volunteer/Pro Bono

Efficiency First

Home Performance Coalition

1000 Home Challenge

Mallett Deep Energy Retrofit





Home Services Ad Options

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ptroast@energycircle.com

Comments Share

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Duct and Vents

	A	B	C	D	E	F	G	H	I
1	Duct and Vents	Furnace or Forced Air System	Heat Pump	HVAC Maintenance or TuneUp	AC System	Air Quality System	Dehumidifier or Humidifier	Thermostat	Other HVAC Work
2	<i>Install or Replace</i>	<i>Install or Replace</i>	<i>Install or Replace</i>	<i>Less than 1 year</i>	<i>Install Or Replace - Central AC</i>	<i>Install or Replace</i>	<i>Install or Replace - Dehumidifier</i>	<i>Install or Replace</i>	
3	<i>Repair or Clean</i>	Natural Gas Fired	Gas (Central Heat)	1-5 Years		Electrical Attraction	Desiccant	Furnace	
4	Heating or Cooling Vents	Propane Gas Fired	Electric (Central Heat	5-10 Years	<i>Install or Replace - Window AC</i>	Electrostatic Precipitating - "electronic"	Mechanical	Boiler Radiator	
5	Dryer Vents	Oil Fired	Hydronic Baseboard Heat	10-15 Years	In Window Opening	Whole House Electrostatic Precipitating	Other	Heat Pump	
6	Both	Electric Fired	Radiant Heat (Floors)	<i>Older Than 15 Years</i>	Mounted To Wall	HEPA Air Cleaner	Not Sure	Radiant Floor Heat	
7	Not Sure	Not Sure	Wood Stove	<i>Not Sure</i>	Want Recommendation	Clean Air Cabinet		Other	
8		Other	Pellet Stove	<i>Repair Or Clean</i>	Not Sure	Other	<i>Install or Replace - humidifier</i>	Not Sure	
9			Electric Wall Heater		Other	Not-Sure	Ultrasonic warm/cool mist		
10		<i>Repair</i>	Not Sure	(Last Tune Up)			Ultrasonic cool mist	<i>Repair Or Reprogram</i>	
11		Preventative Maintenance	Other	6 Months Ago, Or Less	<i>Repair or Maintain - Central AC</i>	<i>Repair or Relocate</i>	Evaporitive cool mist	Furnace	
12		No Heat In One Room		6-12 Months Ago	Maintenance	(When Was Filter Cleaned	Air washer	Boiler Radiator	
13		No Heat In Any Rooms	<i>Repair or Maintain</i>	More Than 12 Months Ago	Unit Not Running	Just cleaned Filters	Steam Vaporizer	Heat Pump	
14		Not Warm Enough	Nothing Happens When Turned On	Not Sure	No Air Conditioning In One Room	3 Months Ago Or Left	Other	Radiant Floor Heat	
15		Pilot Light Off	Not Warm Enough		No Air Conditioning In any Rooms	4-6 Months Ago	Not Sure	Other	
16		Odd Noises	Runs Constantly		Not Cool Enough In One Room	7-12 Months Ago		Not Sure	
17		Gas Smell	Cold Air Instead of Warm		Not Cool Enough In Any Rooms	More Than 12 Months Ago	<i>Repair or Relocate - Dehumidifier</i>		
18		Leakage	Maintenance		Leaking	Other	System Stopped Working		
19		Other	Other		Other	Not Sure	Overflows Or Leaks		
20							Freezes Up		
21					<i>Repair or Relocate - Window AC</i>		Smells Bad		
22							Air Too Dry		
23							Air Too Moist		
24							Mold or Mildew		
25							Maintenance		
26							Other		
27									
28							<i>Repair or Relocate - Humidifier</i>		
29							Air Too Dry		
30							Air Too Moist		
31	Key:						Mold or Mildew		
32	Bold	Type of HVAC Job					Not Getting Water		
33	<i>Italics</i>	Service Needed					Using Too Much Water		
34	Regular Text	Type of Equipment/Service					Clogged/Solidified Wick or Sponge		
35							Grill Caked with Mineral Deposits		
36							Maintenance		
37							Other		