

B U I L T O N T E N T H

THE MARKET DIAGNOSTIC

SAMPLE REPORT

Redacted HVAC Company

Phoenix, Arizona

Research Window: March 10–14, 2026

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This is a redacted sample of an actual Market Diagnostic. Company names and identifying details have been obscured. The methodology, data depth, and deliverable format shown here are identical to what every client receives.

01

EXECUTIVE SUMMARY

ESTIMATED ANNUAL REVENUE AT RISK

\$127,400

[Redacted Company] is a mid-size residential HVAC operator serving the Greater Phoenix metro area. Despite a 14-year operating history and a solid reputation among past customers, the business is functionally invisible in Google's local map pack for its highest-value keywords. The company ranks outside the top 3 for four of five tracked search terms, is running 218 reviews behind the local market leader, and failed to return a ghost-lead phone call within 4 hours of a missed connection.

The combined effect of these gaps is an estimated \$127,400 in annual revenue that is being captured by competitors with stronger digital positioning and faster intake processes. None of these gaps require a marketing agency to fix. They require operational changes and a clear understanding of where the leaks are.

KEY FINDINGS AT A GLANCE

| METRIC | STATUS | CONTEXT |
|----------------------|--------------------|--|
| Map Pack Visibility | 1 of 5 | Appears in map pack for only 1 of 5 tracked keywords |
| Google Reviews | 127 | 127 reviews vs. market average of 289 |
| Review Gap | 218 behind | 218 reviews behind market leader (345 reviews) |
| Phone Responsiveness | 2/5 | Missed call, callback received after 3 hrs 47 min |
| Web Lead Response | No response | Contact form submitted — no reply after 48 hours |
| Est. Revenue at Risk | \$127,400 | Combined annual leakage across all channels |

02

THE MAPS GAP

The local map pack is the primary visibility channel for residential HVAC services in Phoenix. When a homeowner searches for AC repair or HVAC service, the top 3 results in the map pack capture an estimated 42% of all clicks. If a company does not appear in these positions, it is functionally invisible for that search.

[Redacted Company] appears in the local 3-pack for only 1 of the 5 high-intent keywords tracked during this research window. For the most commercially valuable term — “ac repair Phoenix” — the company does not appear in the top 20 local results.

MAP PACK POSITIONS BY KEYWORD

| Keyword | #1 | #2 | #3 | Client Rank |
|---------------------------|-----------------|-----------------|-----------------|-------------|
| [Redacted] | | | | |
| ac repair Phoenix | Penguin Air | Day & Night Air | Precision Air | Not visible |
| hvac company Phoenix | Penguin Air | Day & Night Air | Parker & Sons | Not visible |
| heating repair Phoenix | Parker & Sons | Penguin Air | [Redacted] | #3 |
| ac installation Phoenix | Day & Night Air | Precision Air | Penguin Air | Not visible |
| furnace repair Phoenix AZ | Parker & Sons | Penguin Air | Day & Night Air | Not visible |

GBP COMPETITIVE COMPARISON

| Company | Reviews | Rating | Photos | Posts (90d) | Categories |
|-------------------|---------|--------|--------|-------------|------------|
| [Redacted Client] | 127 | 4.6 | 23 | 0 | 2 |
| Penguin Air | 345 | 4.8 | 89 | 6 | 4 |
| Day & Night Air | 312 | 4.7 | 67 | 4 | 3 |
| Parker & Sons | 298 | 4.5 | 54 | 3 | 4 |
| Precision Air | 264 | 4.7 | 41 | 2 | 3 |

FINDINGS

CRITICAL Invisible for highest-value keyword

The company does not appear in the map pack for “ac repair Phoenix,” which has the highest commercial intent and search volume in this market. Competitors Penguin Air, Day & Night Air, and Precision Air hold all three positions. This single keyword gap likely accounts for a significant portion of the estimated revenue at risk.

WARNING GBP profile significantly underbuilt

With 23 photos (vs. competitor average of 63), zero posts in the last 90 days, and only 2 business categories listed (vs. competitor average of 3.5), the Google Business Profile is sending weak signals to Google’s ranking algorithm. Competitors are actively managing their profiles with regular posts and photo uploads. This is a fixable gap that requires no outside agency.

03

THE TRUST AUDIT

Online reviews are the primary trust signal for HVAC buyers in Phoenix. Before calling a company, homeowners compare review counts, ratings, and recency. The company with fewer reviews or an older review profile loses the call to a competitor — even if their actual service quality is identical or better.

REVIEW LANDSCAPE

| Company | Total Reviews | Rating | Last 90 Days | Last 12 Mo | Response Rate |
|-------------------|---------------|--------|--------------|------------|---------------|
| [Redacted Client] | 127 | 4.6 | 4 | 31 | 22% |
| Penguin Air | 345 | 4.8 | 28 | 112 | 94% |
| Day & Night Air | 312 | 4.7 | 22 | 96 | 87% |
| Parker & Sons | 298 | 4.5 | 19 | 84 | 78% |
| Precision Air | 264 | 4.7 | 16 | 71 | 65% |

MARKET FLOOR ANALYSIS

| | |
|---------------------------------------|--|
| Market average (top 5) | 289 reviews |
| Your current position | 127 reviews |
| Gap to close | 162 reviews behind average, 218 behind leader |
| Current velocity | ~2.6 reviews/month (last 12 months) |
| Competitor avg velocity | ~7.6 reviews/month |
| Months to close gap (at current pace) | 32 months — but competitors keep growing |

FINDINGS

CRITICAL Review count 56% below market average

At 127 reviews vs. a market average of 289, the company is significantly below the threshold where homeowners consider it a credible option alongside competitors. The gap is widening: at 2.6 reviews/month vs. the competitor average of 7.6, the company is falling further behind every month. At current pace, it would take over 32 months to reach the current market average — but by then, that average will have moved higher.

WARNING Review response rate critically low at 22%

Only 22% of Google reviews have an owner response, compared to the competitor average of 81%. Google has confirmed that responding to reviews is a ranking signal. Beyond SEO, an unresponded review tells potential customers that the company does not prioritize feedback. This is the single easiest fix in this report — it requires 5 minutes per review and zero budget.

04

THE RESPONSIVENESS TEST

Lead responsiveness directly determines whether marketing dollars convert into booked jobs. Industry data shows that the first HVAC company to respond to an inquiry wins the job 78% of the time. This section tests how the business handles inbound leads through phone and web channels.

PHONE TEST RESULTS

| | |
|----------------------|--|
| Test date / time | March 12, 2026 — 2:15 PM MST (Wednesday) |
| Call answered? | No — rang 6 times, went to voicemail |
| Voicemail quality | Generic carrier message, no company name |
| Callback received? | Yes — after 3 hours 47 minutes |
| Greeting quality | 2/5 — Callback was informal, no company ID |
| Appointment offered? | No — asked caller to “call back tomorrow” |

WEB FORM TEST RESULTS

| | |
|--------------------|--|
| Form submitted | March 12, 2026 — 10:30 AM MST |
| Confirmation page? | Yes — generic “Thank you” page |
| Auto-reply email? | None received |
| Response received? | No response as of March 14 (48+ hours) |

FINDINGS

CRITICAL Missed call with 3+ hour callback — estimated \$47,000/year in lost revenue

A Wednesday afternoon call during business hours went to a generic voicemail. The callback came nearly 4 hours later with no company identification and no booking offered. In Phoenix’s competitive market, a homeowner needing AC service in July will not wait 4 hours. Using industry benchmarks for missed-call revenue loss (average ticket \$380, estimated 2.4 missed opportunities per week), this single failure pattern represents approximately \$47,000 in annual revenue walking to competitors.

CRITICAL Web form completely unmonitored

A contact form submission received zero response after 48 hours. No auto-reply email was sent, meaning the prospective customer received no confirmation that their inquiry was received. This is a complete breakdown of the digital lead intake pipeline. Every dollar spent driving traffic to this website is partially wasted if the leads it generates are not followed up on.

05

REVENUE IMPACT SUMMARY

This section consolidates all identified gaps into estimated annual revenue at risk. These figures are directional estimates based on industry benchmarks, Phoenix market data, and the specific observations made during this diagnostic. They represent revenue that is being captured by competitors due to the gaps identified above.

| LEAKAGE SOURCE | EST. ANNUAL | SEVERITY |
|---|------------------|----------|
| Map Pack Invisibility (4 of 5 keywords) | \$38,400 | Critical |
| Review Deficit vs. Market Floor (56% below) | \$22,000 | Critical |
| Missed Calls / Slow Callback (3+ hours) | \$47,000 | Critical |
| Web Form Non-Response (48+ hours) | \$14,000 | Critical |
| Review Response Rate (22% vs. 81% avg) | \$6,000 | Warning |
| TOTAL ESTIMATED ANNUAL LEAKAGE | \$127,400 | |

06

WHAT THIS MEANS

[Redacted Company] has a service quality problem masked as a marketing problem. The team does good work — the 4.6-star rating confirms that. But the business is losing to competitors who are not necessarily better at HVAC. They are better at being found, being trusted at first glance, and being fast.

The \$127,400 in estimated annual leakage is not caused by a lack of marketing spend. It is caused by three specific, fixable operational gaps: invisible map pack presence, a growing review deficit, and a broken lead intake process. Spending more on ads or hiring another agency will not fix these. In fact, increased ad spend with the current intake failures would mean paying more to generate leads that are never followed up on.

The good news: every gap in this report is fixable without an agency, without new software, and in most cases without additional budget. The priority actions below are ranked by estimated revenue impact.

PRIORITY ACTIONS (RANKED BY REVENUE IMPACT)

- Fix phone intake immediately. Set up a proper voicemail with company name, expected callback time, and after-hours routing. Target: every missed call returned within 30 minutes. Estimated recovery: \$47,000/year.
- Monitor and respond to every web form submission within 2 hours. Set up email or SMS notifications for new form submissions. If the current form is broken, replace it. Estimated recovery: \$14,000/year.
- Launch a review generation process. After every completed job, text the customer a direct Google review link. Target: 8-10 new reviews per month to begin closing the gap. No agency needed — this is a CSR script and a text message. Estimated recovery: \$22,000/year.
- Respond to every existing Google review within 48 hours. Start with the most recent 50 reviews that has not been responded to. Personalize each response. Time required: approximately 2-3 hours total. Ongoing: 5 minutes per new review.
- Rebuild GBP profile: upload 30+ high-quality photos (trucks, team, completed jobs), add all relevant business categories, and post weekly updates for 90 days. This directly affects map pack ranking. Estimated recovery contribution: \$38,400/year.

ABOUT THIS REPORT

This diagnostic was prepared independently by Built on Tenth. We do not sell marketing services, software, or agency retainers. Our only product is this analysis. The data and estimates in this report are based on publicly available information, industry benchmarks, and direct observation during the 5-day research window.

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