



Preparing for the Summer Busy Season

In April 2022, Contractor University surveyed its network of contractors on Preparing for the Summer Busy Season. Below is a summary of the results.



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Each of the HVAC industry's seasonal shifts presents its own unique advantages and challenges, with the summer busy season bringing high profits along with high demands on resources. Contractors that are well prepared stand to maximize these demand opportunities and set their businesses up for success year-round. In April 2022's Snapshot Survey, we asked our network of home services professionals about how they prepare for the summer rush to share helpful insights with the industry.

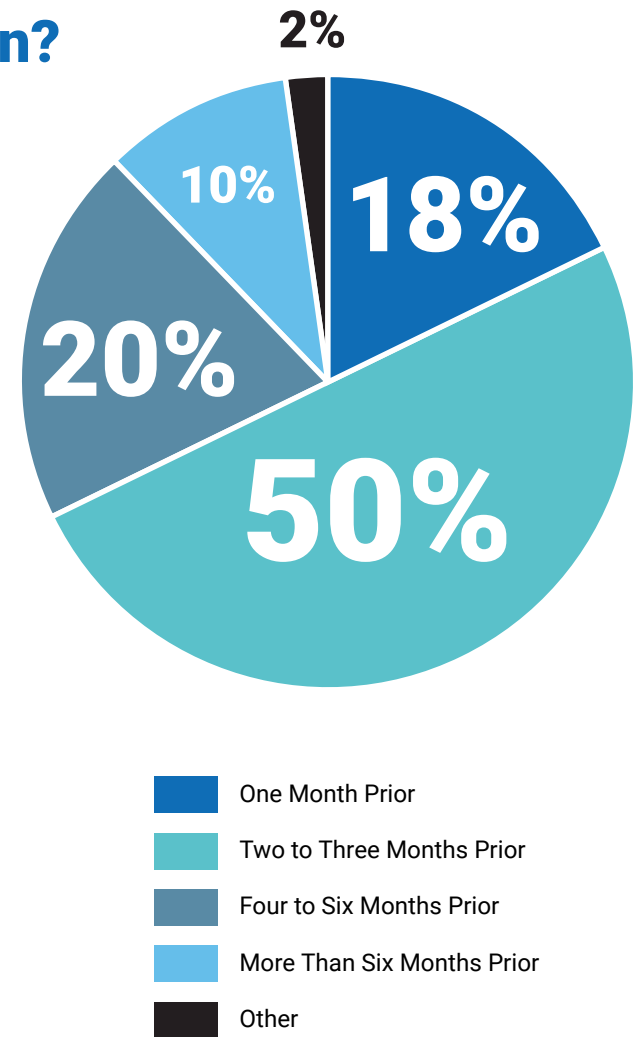
Industry-Leading Summer Training Series by Contractor University

Contractor University, the nonprofit dedicated to contractor success, has launched its annual Seizing the Summer training series to help contractors maximize busy season opportunities and position their businesses for year-round success. To access the available Seizing the Summer training videos, visit <https://mycontractoruniversity.com/sts> today!

You can learn more about the Contractor University Snapshot Survey Program at:
<https://mycontractoruniversity.com/benefits/industry-trend-research/>

When Do You Start Planning for the Summer Busy Season?

Higher summer temperatures are often accompanied by air conditioner outages that can make life miserable for homeowners and stressful for unprepared HVAC business owners. For contractors who are prepared, the summer busy season can be a source of great prosperity. According to the contractors who took our survey, half (50%) begin preparing for the summer busy season two to three months prior. 10% said they begin planning over six months in advance. With many complex systems and procedures to put into place, from hiring to lead coordination to dispatching, the earlier businesses can prepare, typically the more successful their summers will be.



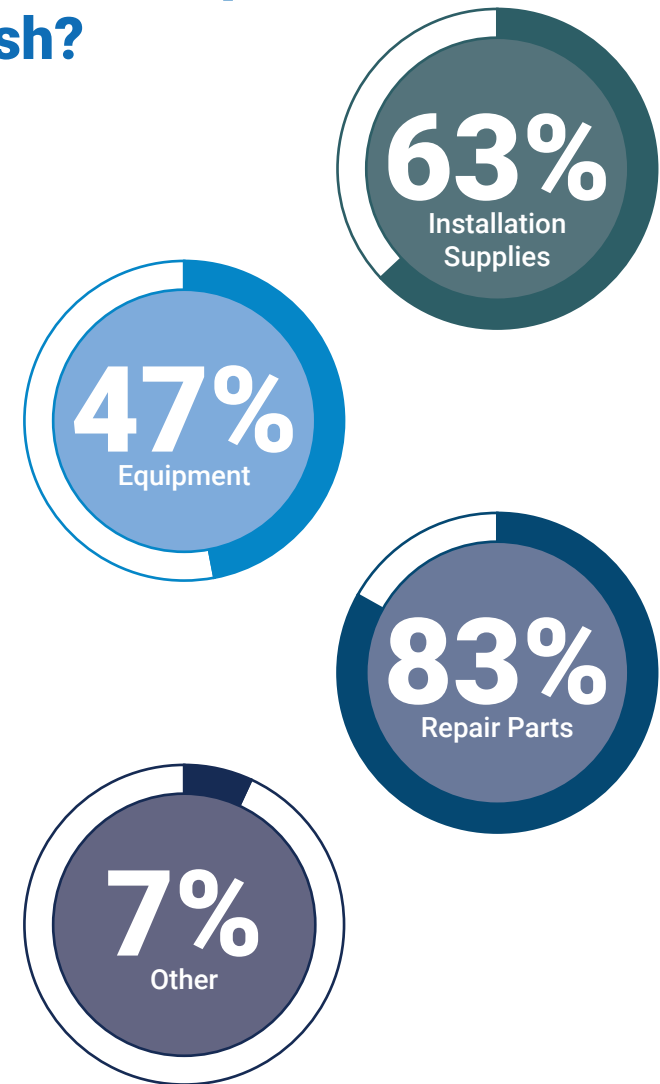
“Marketing, logistics, warehouse, HR/hiring, and CSRs all focus on planning, ordering, hiring, booking to get ahead of busy season in an effort to stay on task and be as profitable as possible during summer busy season. We try to be proactive as opposed to reactive.”

– HVAC Contractor from Illinois



What Items Do You Stockpile to Prepare for the Demand Service Rush?

With demand at an all-time high and lingering supply chain issues, the last thing contractors want is to run out of supplies during the peak season. Of the contractors who took our survey, **83%** said they stock up on repair parts and **63%** said they fortify their installation supplies in preparation of the summer busy season. It is a good idea to do an inventory of your supplies and materials beforehand, while also looking at last year's numbers and current trends to know exactly what to stockpile in anticipation of summer.



“We like to have a surplus of our standard equipment installation materials and a full supply of portable cooling units for customers waiting on equipment installations.”

– HVAC Contractor from Virginia



How Much Do You Increase Hiring During the Summer?

The massive increase in leads from demand service calls (in response to another question from this survey, 30% of contractors reported a 51-100% increase) can become a serious burden on a company's employees. Although **67%** of contractors who took our survey said they don't hire seasonally, it can be a necessity for smaller companies that don't have enough staff employed year-round. Examine your staff early and see if they are prepared for the rush. If you find a need to add employees to support your busy season operations, hiring and training should be done during the spring to make sure new hires are prepared for what's to come.



“First step of preparing is making sure owners and employees are mentally ready for a long, hot summer! Our service customers get check-ups, and trucks are serviced, well-stocked and ready to go at the end of March.”

– HVAC Contractor from Arizona

How Do You Qualify Your Leads Differently During the Summer?

Even though your phones might be ringing nonstop during a summer heat wave, it is not a good business decision to try to run every lead. Qualifying – or prioritizing – leads during the summer can help you maximize profits and skip over time-consuming, low-ticket jobs. Of the contractors who took our survey, **77%** said they prioritize no-cool scenarios, which have the potential to be high-ticket replacement jobs. Another **72%** said they prioritize going to calls for their service agreement customers. It is important to have systems in place before you get into the peak season that will help your people identify which calls are most important and which calls can wait until the shoulder season.



“We provide extra training to our office staff to make sure they are only dispatching quality calls to cut down on jobs that we haven’t classified as high-priority. This helps us meet our summer revenue goals.”

– HVAC Contractor from California



How Have the Lingering Effects of the Pandemic Changed The Way You Prepare for the Summer Busy Season?

"We keep a closer eye on which parts are available and which parts are on backorder."

"We make sure to stock masks, sanitizer and Clorox wipes for customers that still have COVID-19 concerns."

"We now check stock before every sale to make sure we don't commit to something we can't get and hold up the job."

"We now order common materials when available, and in large quantities, instead of ordering after we run out."

"We've stockpiled multi-stage equipment because we sell more throughout the summer and we had problems getting these the past couple years."

"We do more hiring and training year-round so we don't have to scramble to hire for the summer rush."