

# Five Reasons Why **TRUST** Matters When Hiring an HVAC Business

Better Business Briefings

## Key Insights When Considering an HVAC Business

- 1 **100%** complaint resolution rate for BBB Accredited HVAC businesses
- 2 HVAC ranks **2nd highest** in the number of BBB Accredited Businesses
- 3 **+1.7M** consumers researched HVAC businesses at BBB.org in 2020
- 4 **14%** increase in the number of inquiries year-over-year
- 5 Customers spend more than **\$500** on average for each HVAC service



## What Traits Customers Like Most



Friendliness of employees



Communication with  
customers



Skill and knowledge of  
the project



How quickly the project  
is completed

## Hiring Checklist

- Find and research businesses first at BBB.org
- Check licensing and obtain several quotes for major projects
- Check references and read BBB Customer Reviews
- Get everything in writing including brand names and warranties

*"The BBB helps your business stand out. By standing by the BBB standards it shows that you care about your customers."- BBB Accredited HVAC business, CO*