RSGONZALES

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Let’s Get Started

Start My Growth Plan

THE GROWTH PROGRAM

A Marketing System Built for HVAC Companies Scaling to $1M+

The Growth Program is for HVAC companies ready to put a real marketing engine behind their growth. You've built a business on craftsmanship, referrals, and reputation. Now you're ready for the infrastructure to match: a brand that signals what makes you different, a website built to convert, and paid ads and SEO that bring leads consistently.

This is the foundation — built to get you to $1M+ and set you up for everything that comes next. Better leads. Higher-value jobs. More revenue from existing customers. A brand strong enough to support your next phase of growth.

- ✓ **More Leads:** Capture more high-value opportunities.
- ✓ **Scalable Systems:** Build a foundation for consistent growth.
- ✓ **Better Conversions:** Turn existing interest into booked jobs.
- ✓ **Zero Guesswork:** Eliminate wasted spend with tracked results.

Built for HVAC Contractors Who Think Like CEOs

A Different Kind of Marketing Partnership

We are not for contractors looking for quick fixes or hands-off marketing. But if you are serious about consistent growth, stronger systems, and competing at a higher level, we will work well together.

A Strategic Advisor for Your Growth

You take the risks. We help you make smarter marketing decisions as you grow, from ads and websites to budget planning, high-margin service focus, and competitive positioning.

Built on Accountability & Results

This is a true partnership — not a hands-off vendor relationship. You get clear visibility into what's working, what needs improvement, and how we're moving your growth forward.

An Extension of Your Team

We stay connected after onboarding with direct communication, fast updates, and proactive support. When teams stay aligned, growth happens faster and with less friction.

GROWTH PROGRAM PRICING

Your Investment in Growth

Service Fee Includes the setup and management of your program	**$26,200 annually** *Billed $2,200 monthly*
Website 48-page website, launched in first month	**FREE**

What It Takes to Grow an HVAC Business Today

Your top competitors invest 5-10% of revenue in marketing, including ads. Standing still doesn't mean staying the same. It means slowly losing visibility, leads, and market share.

The Growth Program puts you at $5,200/month all-in — the low end of competitive investment, with a complete system built to match what bigger budgets deliver.

YOUR GROWTH PROGRAM

At A Glance

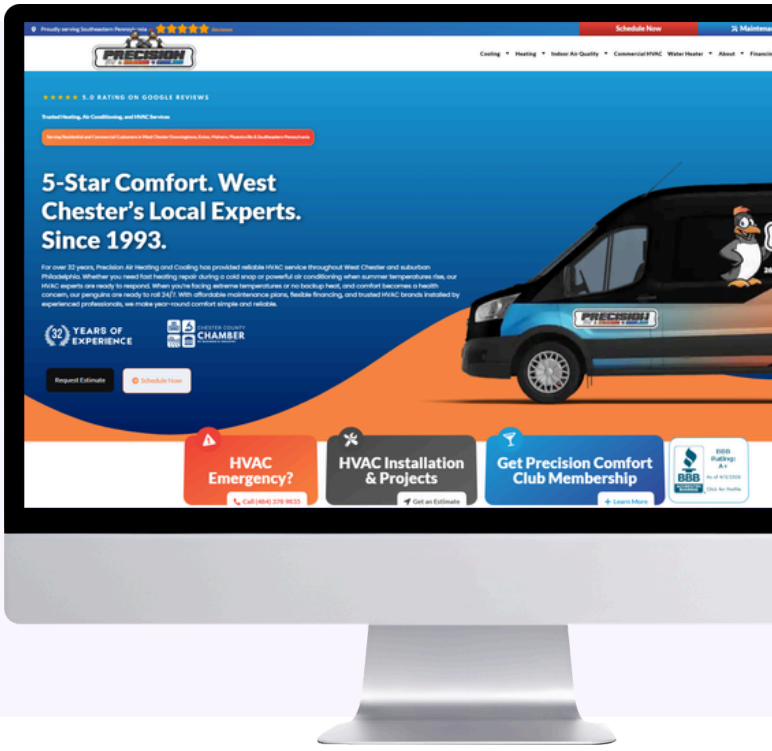
Services	What We Deliver
Website Design	Custom-designed Wordpress website launched in first 30 days.
Website Hosting & Maintenance	Cybersecurity, site speed, plug-in updates, troubleshooting and 48 hour turnaround on website updates.
Content	48 pages of website content over 12 months (blogs, service pages, etc).
SEO	Listing on 200+ directories, monthly backlinks, press releases and guest blog posts.
AI Search Optimization	Website content and structured data, backlinks and social signals positioned for ranking on ChatGPT, Gemini, Claude, etc.
Google Business Profile	Optimization of services and products, daily posts, handling suspension and verification issues.
Reputation Management	Automated review requests to grow ratings and strengthen online reputation.
Paid Ads	Google LSA, PPC, Meta & Yelp ads. Minimum $3,000 ad spend. Max $5,000 ad spend (not counting LSA).
Social Media	1 post per week on Facebook and Instagram
Email & SMS Marketing	Monthly emails and texts to gain more value from existing customer database.
Graphic Design	Unlimited design - ads, print, van wraps, social & branding.
CRM & Automation	Fully-managed email, text message, ad tracking software with automated follow-ups, missed-call texts and dedicated ad tracking local number. Data connected to your CRM.
Dedicated Account Manager	Monthly strategy sessions, weekly ad check-ins and available for same-day meetings and support.
Performance Tracking	Weekly reporting on leads, calls & ad performance. Monthly SEO and website report.

BUILD A SCALABLE BRAND

Your Website & Brand

Your website is the foundation of your marketing—and your most important sales tool. That's why a new website is required and included 100% free of charge. As part of your program, you get **unlimited graphic design support**—so you're never held back by needing new materials or updates.

- Custom-designed Wordpress website **launched in first 30 days**
- At least **8 pages** of content included for the initial launch
- **48 pages over 12 months** (service pages, location pages, blogs and pricing pages)
- Secure hosting on our platform with **fast load speeds**
- Ongoing **maintenance**, including updates, cybersecurity, and troubleshooting



Brand Building through Graphic Design

We position your company as a professional, trustworthy and recognizable brand across every touchpoint in your local market.

Print Materials
business cards, flyers, van wraps, yard signs



Digital Design
ads, landing pages, CTAs, Social Media



Brand Guidelines
consistent colors, fonts, and visual styles



Logo Design
redesign or updates and refinement to your logo



GET ORGANIC LEADS

Search Engine Optimization (SEO)

SEO is the most powerful way to generate consistent, high-quality leads at a lower cost over time. While it takes patience and consistent execution, it compounds—turning your website into a long-term growth engine that reduces your reliance on paid ads.

Expertise-Driven Content

We create high-value blogs & case studies that target the services and locations your customers search for most.

Google Business & Reviews

We optimize your Google presence to dominate local "near me" searches and turn visibility into booked jobs.

Authoritative Backlinks

We build high-quality links to boost your site's credibility and rank you higher on Google.

Technical SEO & AI

We ensure your site is fast, healthy, and optimized for both Google and emerging AI search platforms.

Social Media & Trust

We maintain your social presence to build credibility and validate your reputation during the customer's research.

What This Looks Like in Practice

SEO Activity	What We Deliver
Content Creation	48+ SEO pages over 12 months (services, locations, blogs)
Google Business Profile	Full optimization + **7 posts per week** + review generation system
Local Listings	200+ directory listings with consistent NAP data
Backlink Building	Monthly authority backlinks (guest posts, PR, placements)
Technical SEO	Ongoing site optimization (speed, structure, indexing, schema)
AI Search Optimization	Get discovered on ChatGPT, Gemini, Claude + future search platforms
Social Media Posting	1 post per week on Facebook and Instagram

ACCELERATE GROWTH

Paid Ads

The fastest way to generate consistent, high-quality HVAC leads.

We select and optimize the right ad platforms based on your goals, budget and market. We typically start with Google Local Services Ads and one other platform. The goal is to produce high-quality and profitable leads fast. As your budget grows, we layer in a third or fourth channel.

Google LSA *Google PPC* *Meta Ads* *Yelp Ads*

***The $3k Rule:** We require a **$3,000/mo minimum ad spend**. Lower budgets starve the algorithm of the data it needs to find your best customers, leading to lower quality leads and wasted ROI.*

Tracking & CRM Integration

Stop guessing which ads work. We provide 100% transparency through:

CRM Sync
Real-time call tracking and lead attribution.

ROI Focus
Clear visibility into Cost Per Lead and booked jobs.

Living Optimization
Continuous, data-driven refinement based on revenue, not clicks.

The RSG Advantage: Why We Win

Most HVAC companies drain budgets on "set it and forget it" campaigns. With $10M+ in HVAC ad spend managed, we prevent waste by:

We listen to your calls to **audit** lead quality and sales performance.

We **sync** booked-job data back into campaigns to target high-value buyers.

We build landing pages to **boost** conversions and lower lead costs.

We provide weekly expert **insights** into what is converting and why.

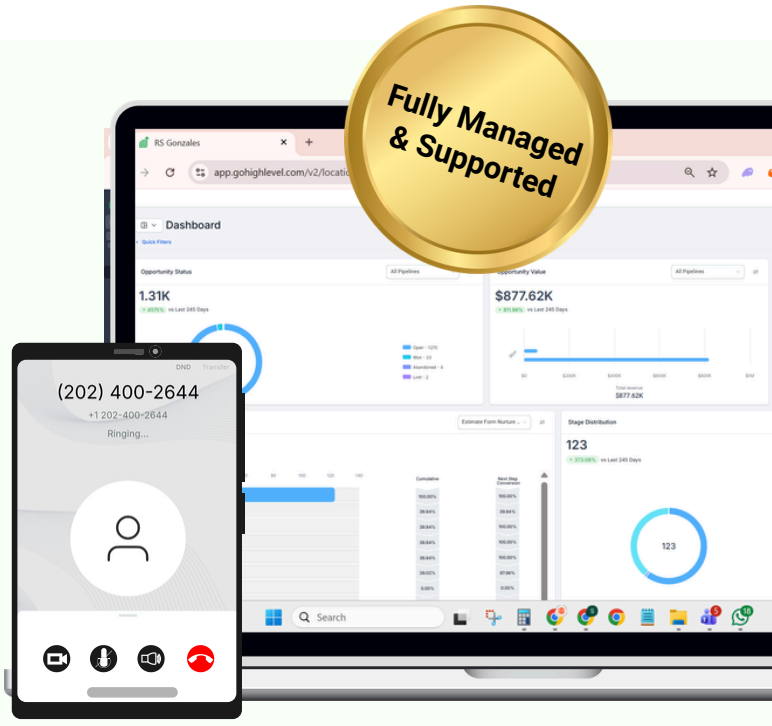
CAPTURE, CLOSE AND MAXIMIZE EVERY LEAD

CRM, Automation & Lead Management System

We don't just generate leads—we help you capture, track, and convert every opportunity.

As part of your program, you get access to LeadConnector, a powerful HVAC CRM and marketing platform that centralizes your sales, marketing, and customer communication in one system.

- **Organizes every lead** in one place from first contact to closed job.
- **Automates follow-ups** via text, email, and missed-call responses.
- **Engages every prospect** so no revenue opportunity is lost.
- **Tracks entire pipeline** to show exactly where every job stands.
- **Generates reviews** automatically to strengthen your online reputation.
- **Drives repeat business** through automated marketing.



Syncs seamlessly with your existing CRM or functions as an all-in-one system.

Housecall Pro · JOBBER · Podium · ServiceTitan · FieldEdge

The goal: *no missed leads, faster follow-up, higher close rates, and more revenue from the customers you already have*

YOUR FIRST 30 DAYS

What to Expect in Your First 30 Days

Early Wins. Clear Milestones. Zero Guesswork

You deserve a marketing agency that gets you results and leads in the first month. Our proven 30-day roadmap delivers early momentum and transparency—to bring you peace of mind and confidence in your investment.

Day 1

Strategy Kickoff

We conduct a deep-dive onboarding session to build your data-driven growth strategy and set the project foundation.

Day 2

Infrastructure Setup

Your onboarding manager walks you through granting secure access to your website and Google profiles so we can move quickly without technical delays.

Day 3 - 7

Foundational Launch

We activate your initial ad campaigns, optimize your Google Business Profile, and deploy your lead tracking systems.

Day 8 - 25

Build & Refine

We develop your new website and SEO content while building out your CRM automation and follow-up workflows.

Day 25 - 30

Launch & Traction

We publish your conversion-focused website and refine your active ad campaigns to maximize lead quality and momentum.

By Day 30, You'll Have:

- ✓ A fully launched, conversion-focused website
- ✓ Ads running and generating leads
- ✓ CRM and automation system fully set up
- ✓ Tracking and reporting in place
- ✓ Clear visibility into lead quality and performance

REAL RESULTS

for HVAC Companies Like Yours

CaseStudies

Buckeye Comfort Solutions (New Business Launch)

Mentor, Ohio

Buckeye launched with no website, no reviews, and no online presence. Within 90 days, they generated 136 leads, earned a 5.0-star rating with 45 reviews, and ranked at the top of local search across their service area.

136 Leads (90 Days)

45 Reviews (5.0★)

Top Local Rankings

Nero's Heating & Air (Scaling to Market Leader)

Maryland

Nero's went from inconsistent lead flow and third-party dependence to a scalable growth system. In 6 months, they generated 728 calls, added $700K in revenue, and earned a major interview on local TV.

728 Calls

$700K+ Revenue

725% Traffic Growth

This Isn't Luck. It's a System.

The same fundamentals are applied every time - strategy, execution, and consistency.



ORG NYC
Allison Flanders

They've truly delivered on everything we needed. We've seen a clear increase in both the number and quality of leads. Most importantly, the team is responsive, professional, and genuinely invested in our success. They've had our back through every stage of growth.



Su'Coy Heating & AC
Derrick Conyers

They're reliable, proactive, and consistently deliver results that align with our goals. They don't just execute, they provide strategic insight that keeps us ahead. It's rare to find a team that treats your business like their own.

A 12-MONTH PARTNERSHIP, FRONT-LOADED FOR YOUR GROWTH

Why we ask for 12 months — and why we don't sign with everyone

Most agencies use the 12-month contract to lock you in. We use it to go all-in.

We're not just a vendor — we're a strategic growth partner. We're selective because we go all-in on every partnership. Great businesses aren't built overnight, but through systems, refined processes, growing reputations, and smarter data over time.

What 12 Months Lets Us Do for You

- **No setup or onboarding fees** — most agencies charge $2,000 to $10,000 just to start
- **A custom website launched in your first 30 days** — yours after 12 months, or buy out anytime for $4,500
- **The 30-Day Fast Track** — strategy, website, ads, and CRM all live and producing leads by Day 30
- **Locked pricing for the full 12 months** — no surprise increases

In the first 90 days, we compress what most agencies stretch over six months.

The Long Game

The other 11 months are where compounding work happens. We refine your sales process, help you sell more maintenance contracts, and unlock value from existing customers. We optimize your data to guide smart investments and build a lasting brand.

We're Selective, Too

If you change marketing partners every three months — or fire your agency the first time a month gets hard — we're not your fit. But if you're serious about creating something that lasts, we'll work extremely well together.

30 DAY MONEY-BACK GUARANTEE

If after your first 30 days you decide it's not the right fit, we refund your full first-month payment. **Processed within two business days.** No questions.

12 MONTHS TOGETHER. 30 DAYS TO DECIDE. THE RISK IS ON US.

WHAT HAPPENS NEXT

1. Sign Your Agreement

Secure your spot and lock in your growth program.

2. Add Your Payment Method

Enter your payment details securely in our portal.

✓ *100% secure and encrypted* ✓ *You won't be charged until your onboarding begins*

✓ *Your first month is pro-rated based on the date of your onboarding*

3.Schedule Your Onboarding

We coordinate a time that works for you. We offer early morning onboarding (from 7am ET) and flexible scheduling (anytime til 5pm ET) for busy contractors.

✓ *Typically scheduled within 1–2 business days*

✓ *Meet your team and kick off your growth plan*

What Happens After That?



Your onboarding begins immediately

Ads and systems begin launching within days

Your website is built and launched within 30 days

More Leads. A Better Website. Real Growth.

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