

The HVAC Owner's Guide to Getting More 5-Star Reviews

The exact system that generated 50+ reviews in 90 days
(without being pushy or awkward)

Why Reviews Matter More Than Ever

Let's be real: when someone's AC dies in July, they're not flipping through the Yellow Pages. They're Googling "HVAC near me" and picking from the top results.

Here's what determines who shows up first:

1. **Number of reviews** - More reviews = more trust signals to Google
2. **Average rating** - 4.5+ stars is the sweet spot
3. **Review freshness** - Recent reviews matter more than old ones
4. **Review responses** - Responding shows you're active and care

The Math: An HVAC company with 150 reviews at 4.7 stars will almost always outrank a competitor with 20 reviews at 5.0 stars. Volume + quality wins.

The "Right Moment" Strategy

The #1 reason HVAC companies don't get reviews? **They ask at the wrong time.**

Here's when customers are most likely to leave a review:

1

Immediately after the job (within 10 minutes)

They're relieved, grateful, and still thinking about you. This is your golden window.
Conversion rate: 30-40%

2

Same day follow-up (evening text)

A quick "hope you're staying cool!" text with a review link. Conversion rate: 15-20%

3

Next day (if they haven't responded)

One final gentle nudge. After this, let it go. Conversion rate: 5-10%

Warning: Asking a week later? You'll be lucky to get 1-2%. The memory fades fast.

The Exact Scripts That Work

Script 1: The In-Person Ask (Right After the Job)

"Hey [Name], I'm really glad we could get your [AC/furnace/system] working again. Quick question - would you mind leaving us a Google review? It really helps other homeowners find us, and I'd personally appreciate it. I can text you the link right now if that's easier?"

Why it works: It's personal, explains the "why," and removes friction by offering to send the link.

Script 2: The Same-Day Text

"Hi [Name]! This is [Tech Name] from [Company]. Just wanted to make sure your [AC/heat] is running great. If you have 30 seconds, a Google review would mean the world to us: [LINK]. Thanks again for choosing us! 🙏"

Why it works: Shows you care about the outcome, makes it easy with a direct link, and the emoji adds warmth.

Script 3: The Gentle Nudge (Next Day)

"Hey [Name], hope you're enjoying that [cool air/warm house]! If you get a chance today, we'd really appreciate a quick Google review. Here's the link: [LINK]. Either way, thanks for trusting us with your home!"

Why it works: Low pressure, reminds them of the benefit they received, and the "either way" removes guilt.

Making It Stupid-Easy for Customers

Every extra click you add loses 20% of potential reviewers. Here's how to remove friction:

Get Your Direct Review Link

1. Go to your Google Business Profile
2. Click "Get more reviews"
3. Copy that link
4. Use a URL shortener (bit.ly) to make it clean

Pro tip: Create a QR code for your review link. Print it on business cards, invoices, and leave-behind materials. Some customers prefer scanning over clicking.

The Perfect Review Request Toolkit

- Short URL saved in every tech's phone
- QR code on business cards
- QR code on invoice footer
- Review link in email signature

- Text template saved in phone
- "Leave us a review!" magnet for customers

Handling Negative Reviews (Without Panic)

Bad reviews happen. How you respond matters more than the review itself.

The Response Formula

1. **Acknowledge** - "Thank you for your feedback"
2. **Apologize** - "We're sorry your experience didn't meet expectations"
3. **Take it offline** - "Please call us at [number] so we can make this right"
4. **Stay professional** - Never argue publicly, even if they're wrong

"Hi [Name], thank you for taking the time to share your experience. We're sorry to hear the service didn't meet your expectations - that's not the standard we hold ourselves to. We'd love the opportunity to make this right. Please give us a call at [phone] and ask for [manager name]. We appreciate your business and hope to resolve this for you."

Silver lining: A mix of 4 and 5-star reviews actually looks MORE authentic than perfect 5.0 ratings. Customers are skeptical of perfection.

The 50-Review Challenge: 90-Day Plan

Here's exactly how to go from wherever you are now to 50+ new reviews in 90 days:

Month 1: Foundation (Reviews 1-15)

- Set up your direct review link
- Train all techs on the in-person script
- Create text templates on all tech phones
- Goal: Ask EVERY customer, aim for 15 reviews

Month 2: Consistency (Reviews 16-35)

- Add review request to your invoice/receipt
- Start responding to ALL reviews (good and bad)
- Track which techs are getting the most reviews
- Goal: 20 more reviews, refine what's working

Month 3: Optimization (Reviews 36-50+)

- Identify your best "review getters" - what are they doing?
- Test timing: immediate vs. evening follow-up
- Consider a small "thank you" program (not for reviews - just for customers)
- Goal: 15+ more reviews, systematize the process

Important: Never offer incentives specifically for reviews - this violates Google's terms. You CAN thank customers after they leave a review, just don't promise anything beforehand.

Quick Wins Checklist

Print this out and check off as you go:

- Claim and optimize your Google Business Profile
- Get your direct review link and shorten it
- Save text templates on your phone
- Train your team on the scripts
- Respond to all existing reviews (start today!)
- Add review link to email signature
- Print QR code for invoices
- Set a team goal for the month
- Track results weekly
- Celebrate wins with your team

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