

HVAC Flat Rate Pricing: 30+ Repair Prices + Free Template

HVAC flat rate price book with 30+ common repairs priced out. Includes markup formula, seasonal adjustments, and a free downloadable template to copy.

What Is Flat Rate Pricing for HVAC?

Flat rate pricing is a pricing model where HVAC contractors charge a fixed, predetermined price for each specific repair or service. Instead of billing customers based on how many hours the job takes plus the cost of parts, you quote one all-inclusive price before starting any work.

With flat rate pricing, every capacitor replacement costs the same whether it takes your technician 20 minutes or 45 minutes. Every blower motor repair has a set price from your price book. Customers know exactly what they will pay before you start, and your technicians know exactly what to charge.

How Flat Rate Pricing Works

The flat rate system operates on a standardized price book containing every repair your company performs:

- Diagnostic fees: A fixed charge (\$75-\$200) for the service call and diagnosis, often waived if the customer proceeds with repairs
- Repair prices: Pre-calculated prices for specific repairs that include parts, labor, overhead, and profit
- Installation pricing: Standardized pricing for equipment installations based on system type and complexity
- Add-on services: Set prices for additional services like duct cleaning, UV lights, or maintenance agreements

When your technician diagnoses a problem, they look up the repair in your price book and present the exact price to the customer. No estimating time, no calculating parts markup on the spot, and no surprises when the invoice comes.

Flat Rate vs Hourly Pricing: Pros and Cons

Understanding both pricing models helps you make the right choice for your HVAC business. Here is a detailed comparison:

Factor	Flat Rate Pricing	Hourly Pricing
Price Transparency	Customer knows exact price upf	Final price unknown until job
Efficiency Reward	Faster work means higher hourl	Faster work means less revenue
Customer Trust	High - no surprise bills	Lower - customers fear being o
Revenue Potential	20-40% higher per technician	Limited by hours in the day
Setup Complexity	Requires building a price book	Minimal setup needed
Price Consistency	Same price every time	Varies by technician speed

When Hourly Still Makes Sense

While flat rate pricing works for most HVAC work, some situations may warrant hourly billing:

- Commercial contracts: Large commercial clients often negotiate hourly rates for ongoing maintenance
- Unknown scope: Jobs where the problem is unclear until you start investigating
- Unusual equipment: Rare or custom systems not in your price book
- Time and materials quotes: When customers specifically request hourly billing

Help customers afford larger HVAC repairs

Offer financing options so customers can say yes to the right repair, not just the cheapest option.

How to Build an HVAC Flat Rate Price Book

Your price book is the foundation of flat rate pricing. Building one requires careful analysis of your costs, desired margins, and market rates. Here is the step-by-step process:

Price Book Structure Example

Category	Items to Include	Typical Price Range
Diagnostic Services	Service call, system evaluatio	\$75-\$200
Electrical Repairs	Capacitors, contactors, relays	\$150-\$450
Motor Repairs	Blower motors, condenser fans,	\$350-\$800
Refrigerant Services	Recharge, leak repair, coil cl	\$200-\$600
Major Repairs	Compressors, heat exchangers,	\$800-\$3,000
Installations	Full system, AC only, furnace	\$3,000-\$15,000+

Free HVAC Flat Rate Pricing Template

Use this starter template to build your own flat rate price book. It includes the 25 most common HVAC repairs with typical price ranges. Customize the parts cost and markup columns with your actual supplier pricing, then calculate your flat rate price using the formula above.

Sample HVAC Flat Rate Pricing Tiers

Here are typical flat rate pricing ranges for common HVAC services. Use these as benchmarks when building your price book, but adjust based on your local market, overhead costs, and positioning:

Diagnostic and Service Calls

Common Repairs

Major Repairs

Full System Installations

Installation Type	Price Range	What Is Included
Central AC Only	\$5,000 - \$12,000	Condenser, coil, lineset, elec
Furnace Only	\$3,000 - \$8,000	Furnace, venting, electrical,
Complete HVAC System	\$8,000 - \$18,000	AC, furnace, coil, thermostat,

Heat Pump System	\$6,000 - \$15,000	Heat pump, air handler or coil
Ductless Mini-Split	\$3,000 - \$8,000	Single zone with installation,

Calculating Markup and Profit Margins

Getting your markup right is critical to flat rate success. Price too low and you lose money. Price too high and you lose customers. Here is how to calculate proper markups:

Understanding the Markup Formula

The standard flat rate price formula is:

Parts Markup Guidelines

Parts Cost	Recommended Markup	Reasoning
Under \$25	4x - 5x	Small parts need higher markup
\$25 - \$100	3x - 4x	Standard markup for common rep
\$100 - \$500	2.5x - 3x	Mid-range parts like motors, v
\$500 - \$2,000	2x - 2.5x	Major components like compress
Over \$2,000	1.5x - 2x	Large equipment, installation

Calculating Your Labor Rate

Your labor rate should cover all costs associated with having a technician in the field. Here is a breakdown:

Sample Labor Rate Calculation

Cost Component	Per Hour
Technician wages and burden	\$40
Vehicle and equipment costs	\$20
Overhead allocation	\$35
Warranty reserve (5%)	\$5
Total cost per hour	\$100
Profit margin (20%)	\$25
Billable labor rate	\$125

Common HVAC Flat Rate Pricing Mistakes

Many HVAC companies struggle with flat rate pricing because of avoidable errors. Here are the most common mistakes and how to prevent them:

How to Fix These Mistakes

- Conduct a profitability audit: Review your actual job costs versus what you charged. Identify where you are losing money.
- Set pricing review calendar: Schedule annual price book reviews before busy season. Update for supplier price changes.

- Create pricing authority rules: Define who can discount and by how much. Require manager approval for exceptions.
- Calculate true overhead: Track all business expenses and divide by billable hours to get accurate overhead per hour.
- Track warranty costs: Monitor callback rates and warranty expenses. Adjust pricing if warranty costs exceed reserves.
- Invest in training: Role-play pricing presentations. Use tablets with visual price books. Train on objection handling.

Close More Repair Jobs with Financing

When customers hesitate on price, financing lets them say yes to the right repair instead of the cheap fix.

Software Tools for HVAC Flat Rate Pricing

While you can manage flat rate pricing with spreadsheets, dedicated software makes implementation much easier. Here are the leading options for HVAC contractors:

Software	Starting Price	Best For	Key Features
ServiceTitan	\$245+/month	Large HVAC companies	Complete price book, membershi
Housecall Pro	\$49+/month	Small to mid-size HVAC	Easy price book setup, mobile
Jobber	\$49+/month	Growing HVAC businesses	Customizable pricing, scheduli
FieldEdge	Custom pricing	Established HVAC companies	Built-in price book, QuickBooks
Service Fusion	\$149+/month	Multi-trade companies	Flexible pricing, estimates, w
BuildFolio	\$39/mo (free trial)	Customer financing focus	Financing integration, AI quot

What to Look for in Pricing Software

- Pre-built HVAC price book: Starting from scratch is time-consuming. Look for software with HVAC-specific pricing templates you can customize.
- Mobile access: Technicians need to access pricing in the field on phones or tablets. Paper price books get lost and outdated.
- Good/better/best presentation: The ability to show customers multiple repair options at different price points increases average ticket.
- Customer financing integration: Built-in financing options help customers afford larger repairs without you handling payments.
- Easy updates: You should be able to update prices across your entire price book quickly when costs change.
- Reporting: Track average ticket, close rate by technician, and most common repairs to optimize pricing over time.

How to Present Flat Rate Pricing to Customers

The best price book in the world means nothing if your technicians cannot present prices professionally. Here is how to train your team on effective price presentation:

The Good-Better-Best Method

Never present just one option. Always offer three choices that let customers select based on their budget and priorities:

Presentation Best Practices

- Use visual tools: Show pricing on a tablet, not verbally. Visual presentation increases trust and comprehension.
- Explain the value: Do not just state the price. Explain what is included and why it matters.
- Lead with the recommendation: "Based on what I found, I recommend the Better option because..."
- Offer financing proactively: "We have payment plans that make this easier to manage. Would you like to see your monthly payment options?"
- Handle objections professionally: If the customer hesitates, ask what concerns them. Address the real objection.

Handling Price Objections

Objection	Response
"That's more than I expected"	"I understand. The price inclu
"I want to get another quote"	"That's your choice. Keep in m
"Can you do it cheaper?"	"This is our best price for qu
"I'll just live with it"	"I understand budgets are tigh

Seasonal Pricing Adjustments for HVAC

HVAC demand is highly seasonal. Many contractors adjust their pricing to match demand and maximize revenue throughout the year:

Peak Season Pricing (Summer/Winter)

During peak seasons when phones are ringing constantly:

- Standard pricing applies: No discounts needed when demand exceeds capacity
- Premium for same-day service: Some companies add 10-20% for emergency same-day calls
- Overtime rates: After-hours and weekend calls priced at 1.5x standard rate
- Focus on efficiency: Maximize jobs per day rather than discounting

Shoulder Season Pricing (Spring/Fall)

When demand slows but you still have capacity to fill:

- Maintenance specials: Discounted tune-ups to generate leads and maintenance agreements
- Equipment replacement promotions: Offer incentives for system replacements before the rush
- Bundle deals: Package multiple services at a slight discount
- Financing promotions: Special financing rates to close hesitant customers

Seasonal Pricing Strategy

Season	Pricing Strategy	Focus
Summer (AC Peak)	Full price, premium for same-d	Maximize revenue, manage capac
Fall (Shoulder)	Heating tune-up specials, repl	Build maintenance base, drive

Winter (Heating Peak)	Full price, emergency premiums	Maximize revenue, prioritize b
Spring (Shoulder)	AC tune-up specials, early bir	Fill schedule, prepare for sum

Frequently Asked Questions

Ready to Maximize Your HVAC Revenue?

Flat rate pricing combined with customer financing helps you close more jobs at higher prices. Get started today.

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