

# HVAC Maintenance Pricing: Service Tiers + Free Template

HVAC maintenance pricing guide: service call rates, tune-up pricing, and 3-tier maintenance agreements (bronze/silver/gold). Free pricing template PDF.

## HVAC Maintenance Service Pricing

These are national average prices for common HVAC maintenance services. Your market, equipment complexity, and whether the customer has an agreement will shift these numbers.

Service	Price Range	Avg Duration	Gross Margin
AC Tune-Up	\$75 - \$150	45-60 min	45-60%
Furnace Tune-Up	\$80 - \$150	45-60 min	45-60%
Heat Pump Tune-Up	\$100 - \$200	60-75 min	40-55%
Full System Check (AC + Furnac	\$150 - \$300	90-120 min	45-55%
Duct Inspection	\$100 - \$250	60-90 min	50-65%
Filter Replacement (on-site)	\$30 - \$75	15-20 min	60-75%

## What Affects Maintenance Pricing

- Market and region: A tune-up in Manhattan costs more than one in rural Texas. Know your local rate environment.
- Equipment age and complexity: A 25-year-old unit with R-22 refrigerant takes longer to inspect and has higher risk of issues discovered during maintenance.
- Commercial vs residential: Commercial maintenance involves more equipment, longer visits, and typically commands 30-50% higher pricing.
- Agreement vs one-off: One-off maintenance calls should be priced 15-25% higher than agreement visits. The agreement discount is the incentive to sign up.

## HVAC Tune-Up Pricing by Service Type

### AC Tune-Up (\$75-\$150)

A standard AC tune-up includes: thermostat calibration, electrical connection inspection, condensate drain cleaning, refrigerant level check, compressor and fan motor evaluation, air filter inspection/replacement, and coil cleaning. Price at the higher end if you include a detailed written report with photos.

### Furnace Tune-Up (\$80-\$150)

A furnace tune-up includes: heat exchanger inspection for cracks, burner cleaning and adjustment, ignition system check, gas pressure measurement, safety control testing, filter replacement, and CO detection test. The CO safety check alone justifies the price for most homeowners.

## Heat Pump Tune-Up (\$100-\$200)

Heat pump maintenance covers both heating and cooling components: reversing valve operation, defrost cycle test, supplemental heat check, plus all standard AC tune-up items. The dual-mode inspection takes longer, which justifies the premium price.

## Full System Check (\$150-\$300)

The premium service: complete inspection of all heating and cooling equipment, ductwork visual inspection, thermostat programming review, energy efficiency assessment, and a written report with maintenance recommendations. This is your best upsell opportunity and the most profitable maintenance service.

## Maintenance Agreement Tiers

The three-tier model works because it gives customers a choice while anchoring the middle tier as the best value. Most customers choose the middle option. For a copy-paste agreement template, see our HVAC service agreement template.

*Name Your Tiers Use branded names instead of generic bronze/silver/gold. Examples: "Comfort Club," "Priority Care Plan," "Total Protect." Branded names create ownership and are harder to comparison-shop against competitors.*

## Seasonal Pricing Strategy

HVAC maintenance has natural demand cycles. Smart pricing follows these cycles rather than fighting them.

Month	Focus	Pricing Strategy	Marketing Action
Jan-Feb	Slow season	Early bird AC tune-up discount	Email past customers with spri
Mar-Apr	Spring shoulder	10-15% off first-year agreemen	Agreement sign-up campaign, do
May-Jun	AC peak ramp	Full price -- demand is risi	Remind agreement members to sc
Jul-Aug	Peak AC season	Full price + emergency premium	Focus on repair/replacement, n
Sep-Oct	Fall shoulder	10-15% off furnace tune-ups	Heating prep campaign, renew e
Nov-Dec	Heating peak	Full price + emergency premium	Focus on repair/replacement, n

Key rule: Never discount during peak season. When your phone is ringing off the hook in July, every discounted tune-up displaces a full-price emergency call. Save promotions for shoulder seasons when technicians would otherwise be idle.

## Retention Pricing and Renewals

Acquiring a new maintenance agreement customer costs 5-7x more than retaining an existing one. Your renewal strategy matters as much as your sign-up strategy.

- Auto-renewal: Default all agreements to auto-renew with 30-day advance notice. This alone improves retention by 15-20% compared to requiring active renewal.
- Renewal discount: Offer 5-10% off for multi-year commitments. A customer who signs a 2-year agreement at 5% off is worth more than one who might not renew.
- Lapsed customer win-back: Email customers whose agreements expired in the last 90 days with a "welcome

- back" offer (waive diagnostic fee on next service call, or 10% off re-enrollment). Track win-back rate monthly.
- Price increase cadence: Raise agreement prices 3-5% annually. Communicate the increase 60 days in advance with a clear reason (insurance costs, fuel prices, inflation). Customers accept modest annual increases; surprise jumps cause cancellations.

*Track Your Renewal Rate Healthy programs run 80-90% retention annually. Below 75% means customers don't see enough value -- either your tune-ups are too basic, your discounts are too small, or your communication is too infrequent. Above 90% means your pricing might be too low.*

## Upselling from Maintenance to Replacement

Maintenance agreements are not just revenue -- they are the top of your equipment replacement pipeline. A technician who visits a home twice a year has a relationship the homeowner trusts. That trust converts to equipment sales when the time comes.

The maintenance-to-replacement pipeline:

- Technician completes maintenance and notes equipment age, condition, and efficiency decline
- Written report includes equipment assessment with remaining lifespan estimate
- When system reaches 12-15 years or efficiency drops 20%+, technician educates the homeowner on replacement options
- Offer a "loyalty discount" on replacement for agreement members (5-10% or waive installation labor)
- Agreement customers convert to replacements at 15-25% within 5 years

*Never Hard-Sell During Maintenance The maintenance visit builds trust. If you turn every tune-up into a replacement pitch, customers cancel their agreement. Position yourself as an advisor: "Your system is running fine today, but at 14 years old, I want you to be aware of what to watch for." Let the written report do the selling.*

## Building Your Maintenance Price Book

Follow these steps to create a maintenance price book specific to your market and cost structure. For the full pricing methodology, see our HVAC flat rate pricing guide.

- Calculate your cost per visit: Technician burdened hourly rate × average visit duration + vehicle cost + average material/filter cost. A typical residential tune-up costs the company \$55-\$85.
- Add overhead allocation: Divide monthly overhead by monthly maintenance visits. At 15 visits/month with \$8,000 overhead, that is \$533/visit overhead. More realistically, allocate 15-20% of the visit price to overhead.
- Set your margin target: Most maintenance work targets 40-60% gross margin. A \$75 cost visit priced at \$150 yields 50% gross margin.
- Structure your tiers: Bronze = cost + margin on 1 visit. Silver = cost + margin on 2 visits + value of waived diagnostic. Gold = Silver + extras (duct inspection, filters, IAQ). See our markup chart for help with the math.
- Create customer-facing materials: One-page sell sheet comparing the three tiers. Include the dollar value of

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each benefit (e.g., "Waived \$89 diagnostic fee = Silver pays for itself in one repair call").

## Frequently Asked Questions

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