
AirVersant℠

Want to Improve Your Sales and Life?



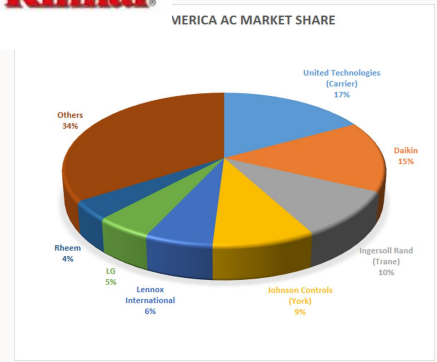
The HVAC Industry is Competitive!



- Over 107,000 Installation and Repair Companies in USA
- No Player Holds More than 5% of the market
- Few Ways to Differentiate
- A Handful have broken $100M in sales

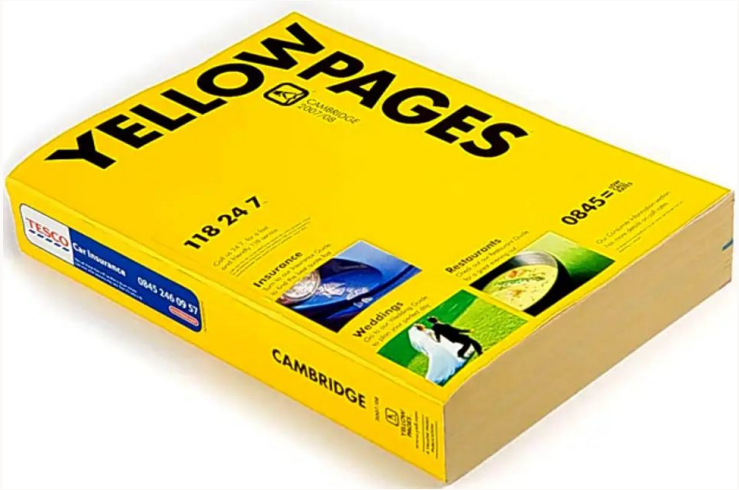
But Only a Few Manufacturer Brands





- 17% Carrier
- 15% Daikin
- 10% Trane
- 9% York/Johnson
- 6% Lennox
- 5% LG
- 4% Rheem

Getting Leads Used to Be Easy



Today it is More Complex!

Google

YAHOO!

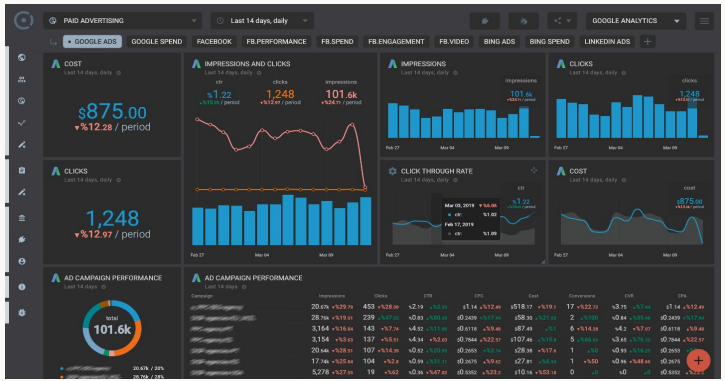
bing



You Almost Need to Be a “Rocket” Scientist



Google’s Dashboard is Like Mission Control

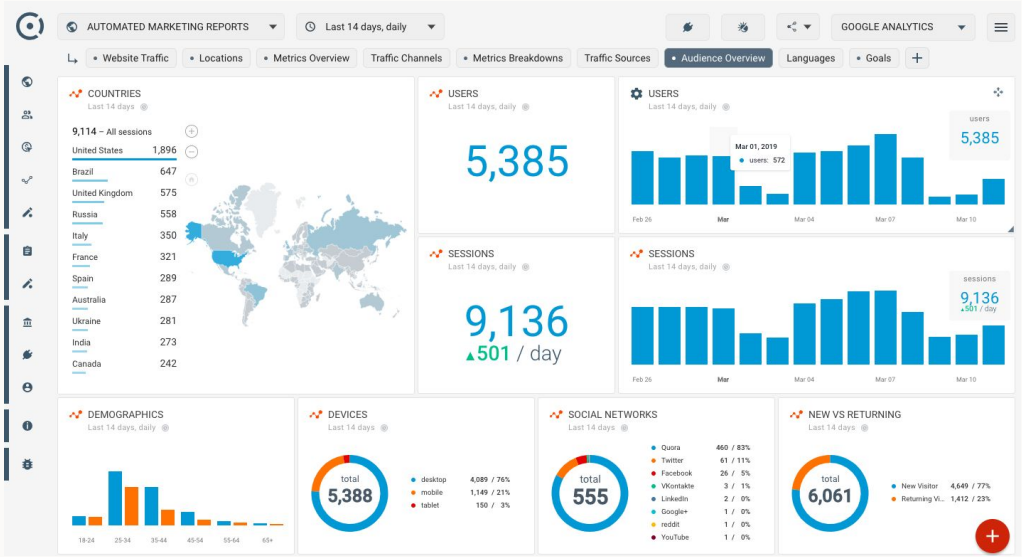


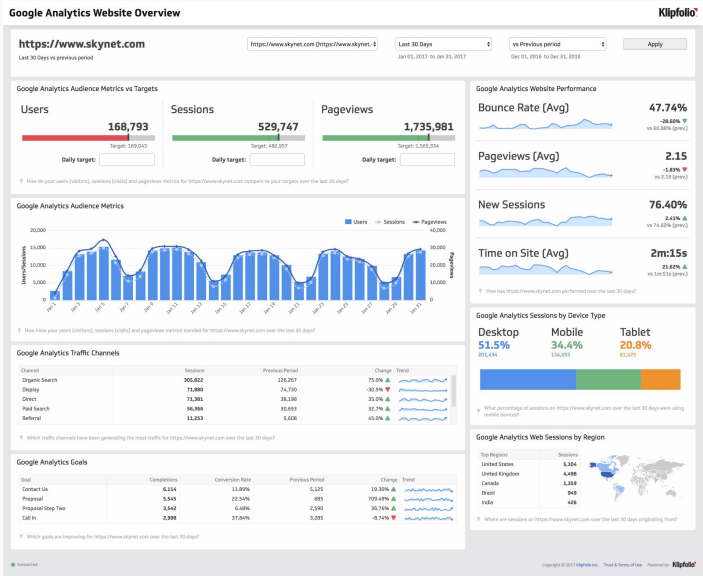
Google Ads Dashboard



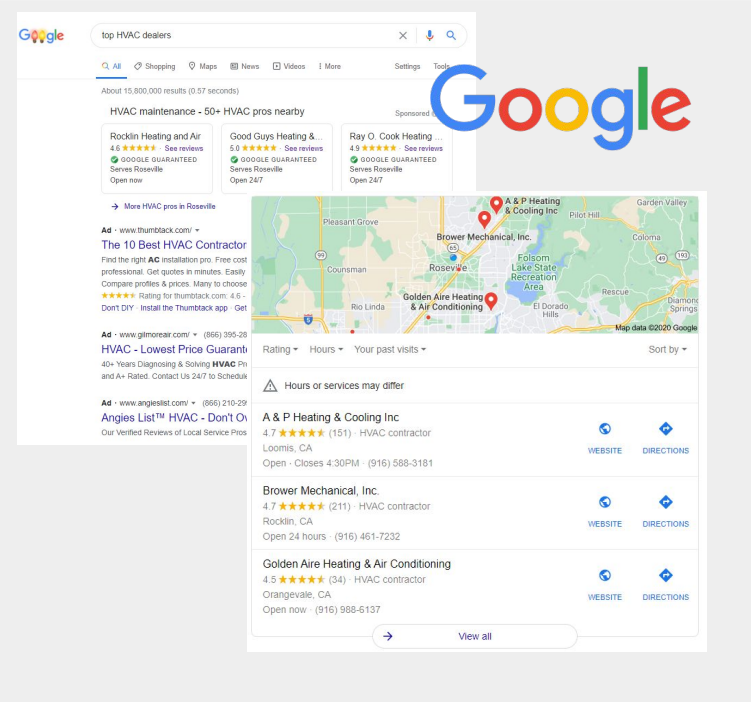
NASA Mission Control

Seriously!


AUTOMATED MARKETING REPORTS
Last 14 days, daily
GOOGLE ANALYTICS
Website Traffic
Locations
Metrics Overview
Traffic Channels
Metrics Breakdowns
Traffic Sources
Audience Overview
Languages
Goals
COUNTRIES
Last 14 days
9,114 – All sessions
United States 1,896
Brazil 647
United Kingdom 575
Russia 558
Italy 350
France 321
Spain 289
Australia 287
Ukraine 281
India 273
Canada 242
USERS
Last 14 days, daily
5,385
USERS
Last 14 days, daily
users
5,385
Mar 01, 2019
users: 572
Feb 26
Mar
Mar 04
Mar 07
Mar 10
SESSIONS
Last 14 days, daily
9,136
▲501 / day
SESSIONS
Last 14 days, daily
sessions
9,136
▲501 / day
DEMOGRAPHICS
Last 14 days, daily
18-24
25-34
35-44
45-54
55-64
65+
DEVICES
Last 14 days
total
5,388
desktop 4,089 / 76%
mobile 1,149 / 21%
tablet 150 / 3%
SOCIAL NETWORKS
Last 14 days
total
555
Quora 460 / 83%
Twitter 61 / 11%
Facebook 26 / 5%
VKontakte 3 / 1%
LinkedIn 2 / 0%
Google+ 1 / 0%
reddit 1 / 0%
YouTube 1 / 0%
NEW VS RETURNING
Last 14 days
total
6,061
New Visitor 4,649 / 77%
Returning Vi... 1,412 / 23%

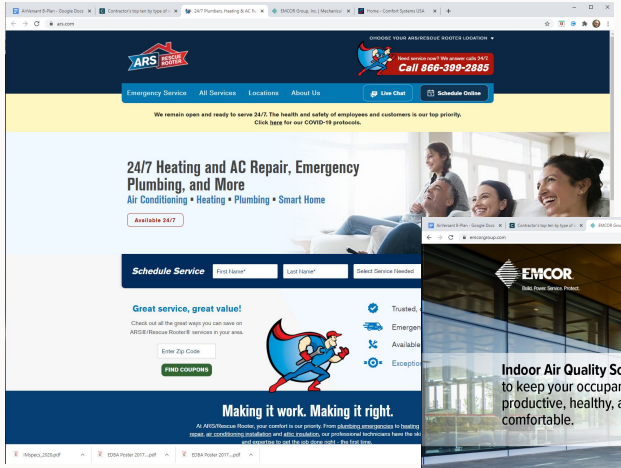

Google Analytics Website Overview
Klipfolio
https://www.skynet.com
Google Analytics Audience Metrics vs Targets
Users
168,793
Sessions
529,747
Pageviews
1,735,981
Google Analytics Audience Metrics
Google Analytics Traffic Channels
Google Analytics Goals
Google Analytics Website Performance
Bounce Rate (Avg)
47.74%
Pageviews (Avg)
2.15
New Sessions
76.40%
Time on Site (Avg)
2m:15s
Google Analytics Sessions by Device Type
Desktop
51.5%
Mobile
34.4%
Tablet
20.8%
Google Analytics Web Sessions by Region

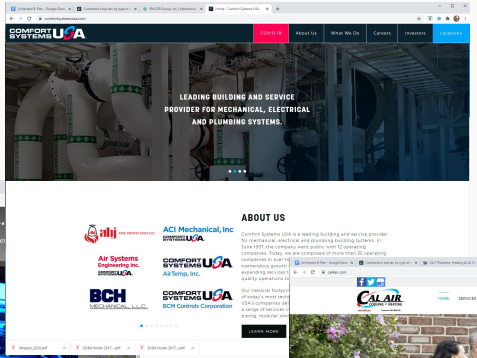
A Typical Google Search Reveals..

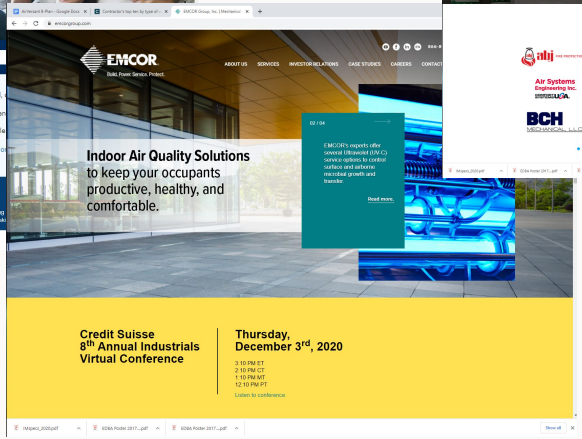


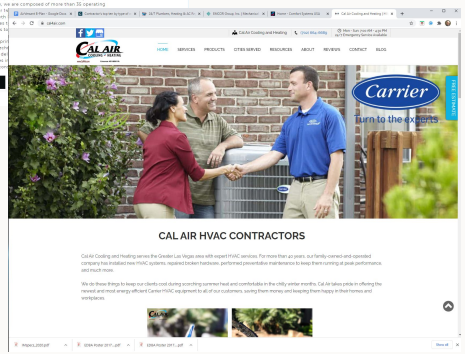
- 50+ HVAC Pros Nearby
- 3 Guaranteed Google Listings with reviews
- 3+ Paid Ads
- Dozens of Local Listings

Big Players Have Stellar Websites & Marketing









Live Operators, Chat, Great Vans & Uniformed Techs





Meanwhile... You are Crawling Around Some Vent





Basically...Unless Things Change Your F*cked!



David Meet Goliath



Forget the Sling Shot... Bring in the Big Guns!



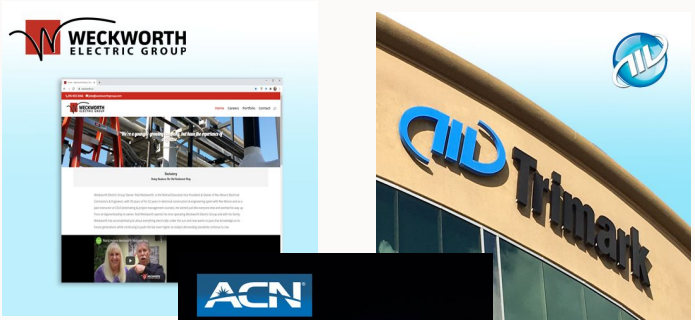


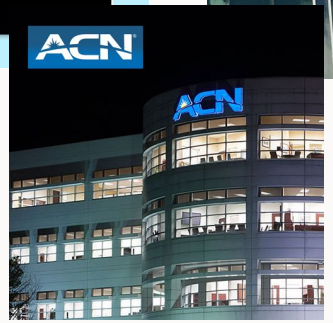
Specialists in “First” Impressions & Marketing





With Real-World Results





- Helped a Contractor (mentor) go from Zero to Over $100 M in Sales
- Helped a Controls company go from Zero to $20M+
- New Logo Helped a Telecom company Increase Revenue 10X to $750 Million
- Have Served Over 1500 Clients with More $3.7 Billion in Total Sales

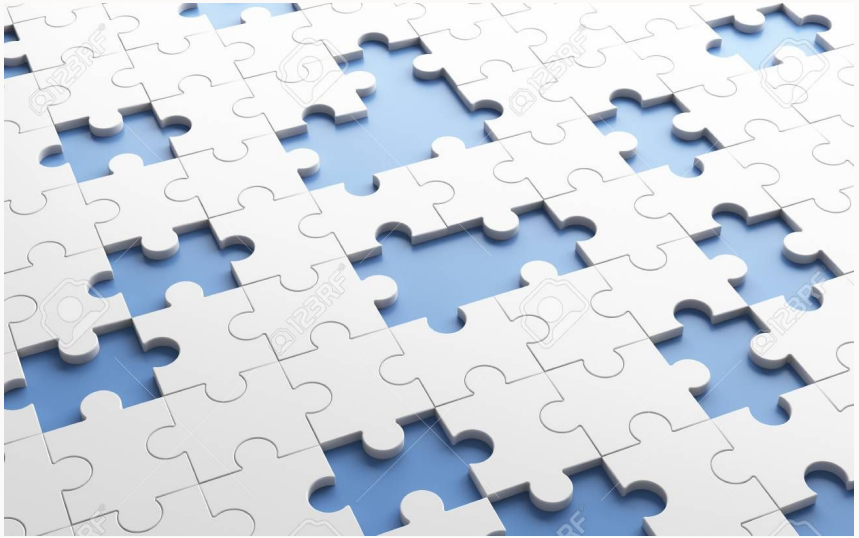
AirVersant

The Secret: 360 Brand Marketing & Lead Generation



- Generate Leads
- Convert Leads into Sales
- Generate Even More Sales with Repeat & Referral

Most Small Businesses Have Significant Gaps



We Fill in the Missing Pieces



Branding

Make a great first and lasting impressions with prospects and customers.



Printed Materials

Facilitate personal and word of mouth



Internet

Having a quality website and internet presence is required in today' s world.



Lead Flow

Leads are the lifeblood of any small business. And generating them is both and art and science.



Lead Capture

Capturing, qualifying and following up on leads quickly is critical!

Franchise-Like Benefits but...Without the Price



Meet Our Next $100 Million Dollar Brand!



And You Can be a Part of It!

Meet the Team that will Work for You!



Alex von Allmen

Kellogg School of Management

VANDERBILT UNIVERSITY



Michael Zarifes

STANFORD UNIVERSITY

ArtCenter

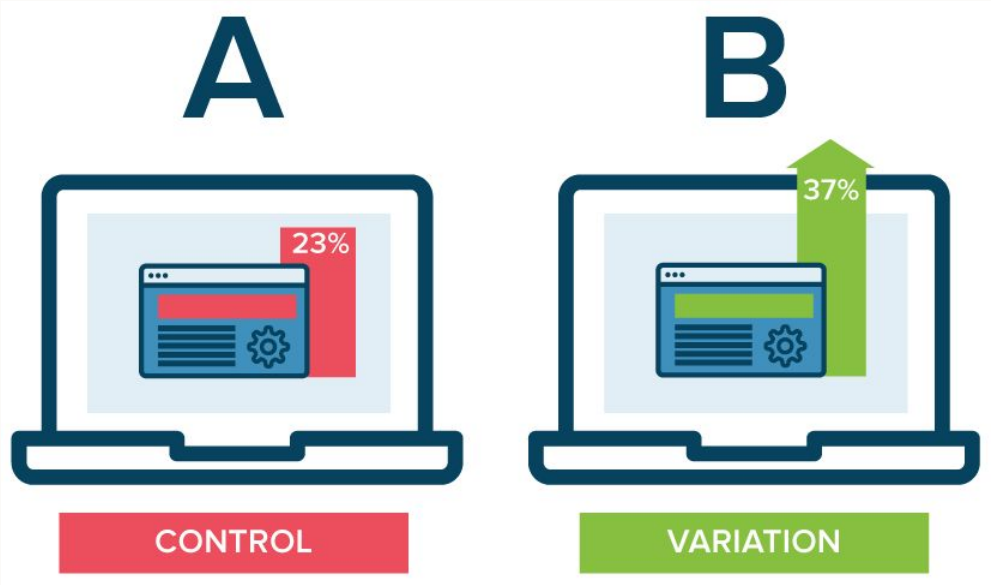


Fred Lowenstein

FRAMINGHAM STATE UNIVERSITY 1839

AirVersant

We Learn What Works...and Do More of That



Reality - Most Customers Can’t Evaluate Your Technical Skills!



That’s Why First Impressions Matter!



Team Uniforms



Vehicle Signage

Our Core Offering Gets You Started Right!

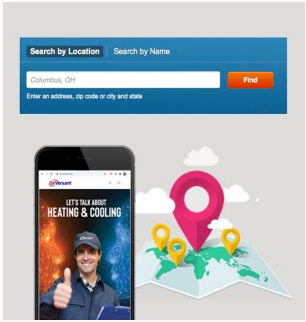
And on the Map… Literally!



License Brand/Domain



Digital Art



Pro Website



G-Suite



Google Maps

Then Accelerates Lead Generation and Capture!



Google Ads Management



Direct Mail Leads



Live Answer/Chat



Calendar Appts Book Business

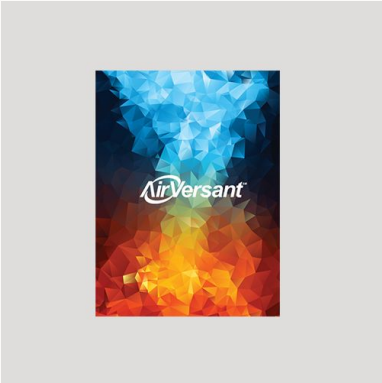
Increasing Credibility will Improve Sales Closing Rates!



Website with Articles



Stationery & Business Cards



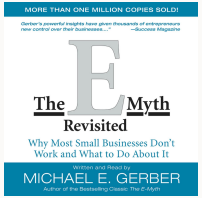
Proposal Systems



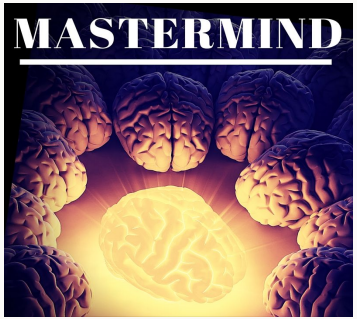
Product Sheets & Flyers

Professional Development is Part of Your Process!





Including... Learning from Each Other!



FORUM

upnotes℠
TAKING YOU TO THE NEXT LEVEL

Franchise Owners Might Expect to Pay $6000 Per Month:

- $40 K Franchise Fee
- 7% Royalty License
- 2% Advertising Fee

About $6000 per month for a typical $600 K per year business

Our Core Offering Gets You on the Map...Literally:

$499

Per Month



AirVersant

How Can We Offer Such Great Value?



Expect Extras to Be Reasonably Priced:

Lead Gen & Capture Tools

- Google Ads Management
- Direct Mail Campaigns
- Genie Live Answer
- Genie Live Chat
- Genie Calendar
- Genie Trouble Ticket

Other Marketing Tools

- Uniforms
- Vehicle Signage
- Advanced Website Design
- Proposal Systems
- Product Flyers
- Additional Consulting

We Believe the Pigs get Fat and Hogs Get Slaughtered

Exclusive GeoArea Listings & Service



- We will only represent one company per geographic area (typically a county or township)
- These are Lifetime memberships with guaranteed Lifetime pricing

AirVersant

Your Next Step...



1.800.564.6522

- Available Geographies
- Plans & Pricing
- Conversion Options