



# HVAC Price List // 2026 Field Sheet

National benchmark ranges for residential HVAC service and installs. Pencil your rate into the blank column, adjust for your region with the rates on page 2, and keep this sheet in the truck.

**Reading the ranges:** low end = accessible equipment, standard parts, off-season, low cost of living. High end = attic or rooftop units, peak season, coastal metro, or established-business rates. Labor only - parts, equipment and permits extra.

## ■ SERVICE AND MAINTENANCE

|                           |                      |    |
|---------------------------|----------------------|----|
| Service call / diagnostic | <b>\$75 - \$200</b>  | \$ |
| AC tune-up / maintenance  | <b>\$80 - \$200</b>  | \$ |
| Coil cleaning             | <b>\$200 - \$500</b> | \$ |
| Smart thermostat install  | <b>\$200 - \$500</b> | \$ |

## ■ COMMON REPAIRS

|                          |                        |    |
|--------------------------|------------------------|----|
| Capacitor replacement    | <b>\$150 - \$400</b>   | \$ |
| Contacteur replacement   | <b>\$150 - \$400</b>   | \$ |
| Condenser fan motor      | <b>\$300 - \$700</b>   | \$ |
| Blower motor replacement | <b>\$400 - \$1,500</b> | \$ |
| Refrigerant recharge     | <b>\$200 - \$700</b>   | \$ |

## ■ INSTALLS AND REPLACEMENTS

|                                |                           |    |
|--------------------------------|---------------------------|----|
| Central AC install (~3 ton)    | <b>\$4,500 - \$8,000</b>  | \$ |
| Furnace install                | <b>\$3,000 - \$6,500</b>  | \$ |
| Heat pump install              | <b>\$5,000 - \$12,000</b> | \$ |
| Ductless mini-split (per head) | <b>\$3,000 - \$6,000</b>  | \$ |
| Full system replacement        | <b>\$7,000 - \$15,000</b> | \$ |

## ■ MAINTENANCE PLANS AND MARKUP

|                                  |                      |    |
|----------------------------------|----------------------|----|
| Maintenance agreement (per year) | <b>\$150 - \$350</b> | \$ |
| Parts markup                     | <b>30 - 100%</b>     | \$ |

## ■ HOURLY RATES

|                      |                           |    |
|----------------------|---------------------------|----|
| Solo / self-employed | <b>\$70 - \$130 / hr</b>  | \$ |
| Established business | <b>\$110 - \$185 / hr</b> | \$ |



## Set your rate. **Protect your margin.**

### SOLO / SELF-EMPLOYED

**\$70 - \$130 / hr**

Low overhead, you keep what you bill. Sell the maintenance agreement on every service call.

### ESTABLISHED BUSINESS

**\$110 - \$185 / hr**

Insurance, a stocked van, and warranty risk justify the premium. Full markup on parts.

### JUST STARTING OUT

**\$70 - \$90 / hr**

Once licensed and EPA certified. Raise as you build reviews - never undercut peak-season or emergency work.

### ■ REGIONAL HOURLY RATES - APPLY TO EVERY JOB ON PAGE 1

|                                                       |                           |
|-------------------------------------------------------|---------------------------|
| Coastal metros (SF, NYC, Seattle, Boston, LA)         | <b>\$130 - \$200 / hr</b> |
| Mid-size markets (Denver, Austin, Atlanta, Charlotte) | <b>\$95 - \$145 / hr</b>  |
| Smaller cities and rural areas                        | <b>\$70 - \$110 / hr</b>  |

### The pricing formula

**Job price = (hours x your rate) + (parts x 1.3 to 2.0) + service call**

- **Service call fee:** \$75 - \$200. Say on the quote whether it is credited toward the repair.
- **Parts markup:** 30 - 100 percent - a 30 percent markup is only a 23 percent margin, and the gap widens as costs rise.
- **Maintenance agreements:** \$150 - \$350 per year. Recurring revenue that also fills the off-season.
- **Peak season and emergencies:** speed and competence are the whole sale - price at the top of the range.

### What to say when you send the quote

"Thanks for having me out today. Attached is your estimate - it covers everything we walked through. The price holds for 30 days, and I can start as early as next week. Tap Accept on the estimate, or reply here with any questions, and I'll get you on the schedule."

- **Send the same day.** The first professional quote in the customer's inbox wins more jobs than the cheapest one.
- **Follow up on day 3.** Most jobs are lost to silence, not to a competitor. One friendly nudge recovers many of them.

### Quoting by hand? This sheet plus AI = estimates in 60 seconds.

Speak the job and Fast Estimate Maker builds a branded quote with your prices, gets it signed, and follows up automatically. Free to start.

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