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AI upside review · prepared for the buyer
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Bayou Air & Heat: AI upside review

Residential HVAC service and replacement · Metairie, LA · 12 trucks · prepared for [Buyer] before close · data as of [date]

The short version. On the figures in the data room, the office side of this business leaves an estimated **$96,000 to $180,000 a year of profit** on the table, against owner cash flow of about $320,000. Most of it is in three places: calls that go unanswered after hours, replacement quotes nobody follows up, and prices that haven't moved since 2023. None of it needs new trucks or new techs. At the 3x multiple in the letter of intent, that range is worth roughly $290,000 to $540,000 of value on resale, before any credit for more recurring revenue.

The upsides, sized

#	Upside	What we found	Profit a year (estimate)	Confidence
1	Answer every call	6 of 10 after-hours test calls went to voicemail; the phone log shows 18% of inbound calls unanswered	$24,000–36,000	High
2	Follow up every replacement quote	310 quotes last year, 28% closed, no follow-up after the visit	$21,000–52,000	Medium
3	Grow maintenance plans	640 members out of about 9,800 past customers; no renewal reminders	$16,000–32,000	Medium
4	Review prices	Service rates last changed in 2023; about 6% under the nearest competitors' posted rates	$35,000–60,000	Medium
	Total, before the 100-day plan's cost		**$96,000–180,000**	

Not added to the total: the owner spends about 22 hours a week on phones, dispatch and quotes (§5), and the company's Google and AI-answer presence trails its competitors (§6, a separate estimate of about $12,000–24,000 a year). Both matter to the price a future buyer pays.

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1 · Answer every call

Found: we called the business landline 10 times after 5 pm and on a Saturday over two weeks; 6 went to voicemail and none got a text back. The data room's phone log agrees: 864 of about 4,800 inbound calls last year went unanswered.

> 864 unanswered × 35% that were new-job requests (from a sample of 60 voicemails) = 302 lost requests · an AI front desk answering and booking 40–60% of them at the company's 55% booking rate = 66–100 extra jobs · at the $385 average service ticket and 50% margin, plus the 5% of service calls that turn into a $9,500 replacement at 35% margin = **$24,000–36,000 a year**.

Fix: AI Front Desk on the existing number: answers, says it's an AI, books into the dispatch board, and texts the on-call tech for true emergencies. Live in the first 30 days of the plan.

2 · Follow up every replacement quote

Found: 310 replacement quotes last year, 87 closed (28%). The field-service software shows no follow-up after the visit on 74% of the open quotes.

> A three-touch follow-up (same day, day 3, day 10, by text and email from the company's own number) lifting the close rate 2–5 points = 6–16 more replacements · at $9,500 and 35% margin = **$21,000–52,000 a year**. The low end is the safer number.

3 · Grow maintenance plans

Found: 640 plan members paying $180 a year. About 9,800 past customers have no plan, and lapsed members get no renewal reminder.

> 150–300 new members in 12 months from reminders, a plan offer at every service visit and a past-customer mailing · $27,000–54,000 a year of plan revenue at about 60% margin after the two tune-up visits = **$16,000–32,000 a year**, and every member is recurring revenue a future buyer pays more for.

4 · Review prices

Found: service and diagnostic rates unchanged since 2023; the nearest five competitors' posted rates average about 6% higher.

> A 3–5% increase on about $1.4 million of service revenue, less an allowance for losing 1–1.5% of volume = **$35,000–60,000 a year**. New customers first; existing plan members keep their rate for a year. Done after the techs are settled, never in the first 30 days.

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5 · The owner's hours

The owner reports about 22 hours a week on answering calls, dispatch and writing quotes. With the front desk, quote follow-up and a dispatch view, we'd expect that to fall to about 8. That's either the owner's time freed for sales and hiring, or an office hire (about $52,000 a year) the company doesn't need to make. Not counted in the total above.

6 · How customers find the company

Measured with numbers you can check, never rank positions (rankings change search to search and can't be promised).

Measure	Bayou Air & Heat	Nearest 3 competitors
Calls from the Google profile, last 12 months (data room)	1,140	not public
Profile fields complete (15+ services, service descriptions, full description, photos, attributes)	2 of 5	4–5 of 5
Google reviews; new in the last 90 days	210; 9	600+; 40+
Named in AI answers (5 customer questions, ChatGPT and Gemini, one run each, [date])	2 of 5	3–5 of 5
Service and town pages on the website	4	15–40

Estimate, not a promise: if completing the profile, closing part of the review gap and adding service-and-town pages lifts profile calls 10–20%, that's 114–228 more calls · at the company's 55% booking rate and the $385 ticket at 50% margin = about **$12,000–24,000 a year**. Not added to the headline total, because search results can't be promised.

Why it matters to you as the owner after this one: the Google profile, the reviews, the domain and the company's presence in AI answers transfer with the business when it's sold again. **Fix:** Get Found, inside the 100-day plan, or on its own ($750 a month plus $500 setup).

The 100-day plan

Days	What happens	What you see
1–30	Keep the techs, meet the team, change nothing in the field. AI Front Desk live on the main number; the dashboard set up.	Every call answered; weekly call and booking counts
31–60	Quote follow-up and plan reminders turned on; Google profile and service pages rebuilt.	Quote close rate; new plan members
61–100	Price review with the owner or GM (new customers first); past-customer plan mailing; first monthly results report.	Profit change against this review's baseline

Cost: for a company this size, $1,250 a month plus $1,250 setup, month to month after the first 90 days (about $16,250 in year one), against the $96,000–180,000 estimate.

How these numbers were made

- Test calls went to the business landline only. Nothing was sent to the company's customers or staff.
- Company figures (phone log, quotes, plan members, prices, owner hours) come from the data room, under the NDA.
- Competitors' rates and Google figures are from their public pages, dated.
- Every rate and conversion assumption is shown above so you or your lender can change it. Ranges, not promises.

Bayou Air & Heat is a made-up company; every figure is invented to show the format. Estimates are estimates, never promises. Business consulting, not legal advice. autoants · PO Box 172, Arabi, LA 70032