



A COMPANY BREAKDOWN • FROM PUBLIC RECORDS

A breakdown of Sample Heating & Air

Prepared Oct 15, 2026 by Lane Davis II, founder, autoants. Your business, your industry, everywhere a customer comes across you, and what we'd improve. Every fact here comes from public records, your own pages or our own checks, with its date. Nothing is a guess about your numbers.

12

places a customer comes across you, checked and dated

3 + 10

improvements, and small things you can do this week without us

\$500

for the full assessment: a bound, printed report, credited toward setup if you go ahead within 30 days

What's in this breakdown

What went into this breakdown: 2,022 city permits; 51 local websites checked on a phone; 3 questions to an AI assistant; government data from the Census Bureau, BLS and NOAA; 30 trade sources for this quarter's research; 4 public facts about your business, each with its source; 8 directories checked by hand; your Google profile read by hand; 4 nearby shops compared; your homepage checked on a phone; your email domain's public records. Every fact has its source and date on the page where it appears. No interview yet, and nothing here guesses at your numbers.

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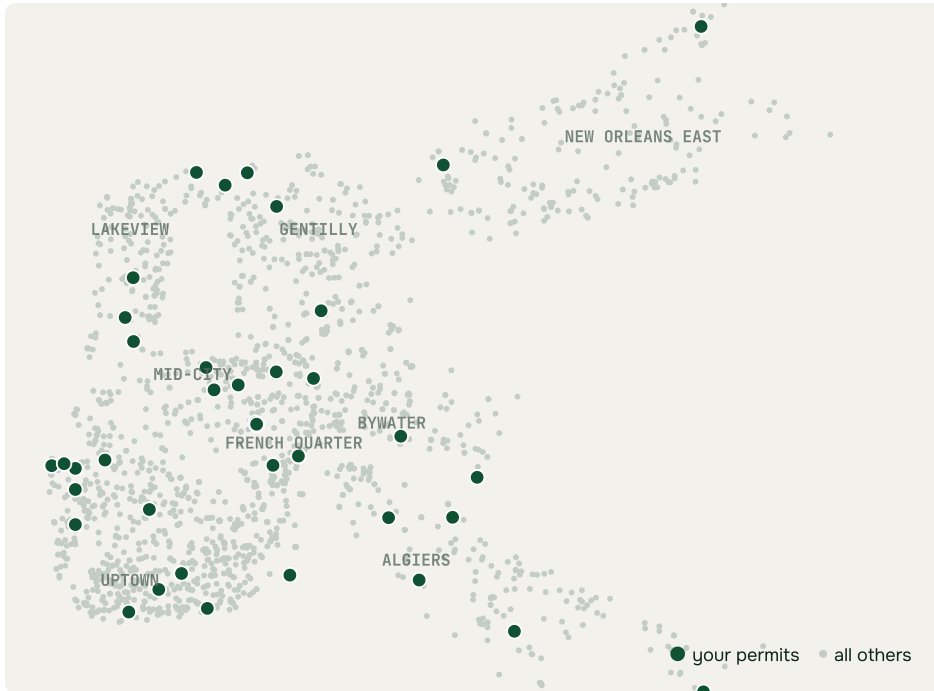
HOW TO READ IT

WORKS	we checked it and it does its job
WORTH A QUESTION	we saw something worth asking you about before calling it a problem
GAP	we checked it and it's costing you
NOT CHECKED YET	we haven't checked it, so we don't say

I put this together myself: AI does the reading, and I check what reaches the page. Public records, your own pages and our own checks, each dated where it appears. If anything here is wrong, tell me and I'll correct it. Lane Davis II

What we learned about Sample Heating & Air before we met

EXHIBIT 1 Where you pulled permits in the last 12 months, against every HVAC permit in Orleans



Example data: the green dots are borrowed at random.

Source: City of New Orleans open permit data, joined to parcel coordinates; dots only, no addresses



FROM PUBLIC RECORDS AND YOUR OWN PAGES

41 HVAC permits in the last 12 months, about #7 of 347 contractors in Orleans.

City of New Orleans permits (example: dots borrowed at random from real permits)

Busiest month: May 2026 (8 permits).

City of New Orleans permits (example: dots borrowed at random from real permits)

Most of your work: Uptown / Carrollton (6), CBD / Treme (5), Lakeview (5).

City of New Orleans permits (example: dots borrowed at random from real permits); area names approximate

Owner-run, family business since 2009, per your About page.

Example: your website, read 2026-10-15

4.7 stars from 212 Google reviews; Google shows you closed after 5 pm.

Example: Google profile panel, read by hand 2026-10-15

Your site sells a \$180 yearly maintenance plan.

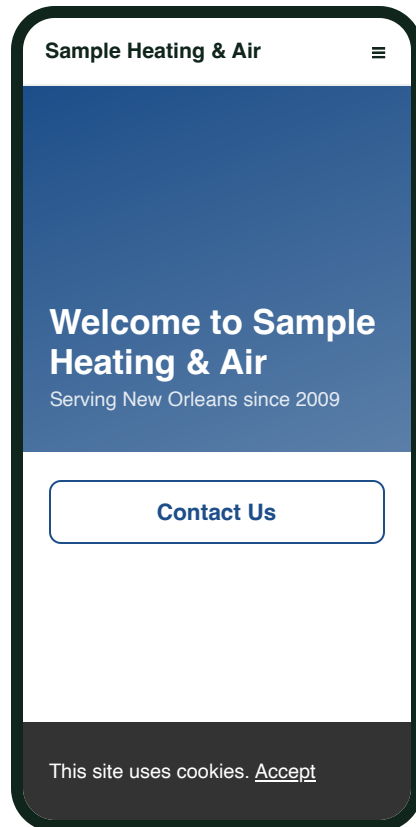
Example: your website, read 2026-10-15

Quote emails from your domain pass SPF but DMARC is set to monitor only.

Example: public DNS records, checked 2026-10-15

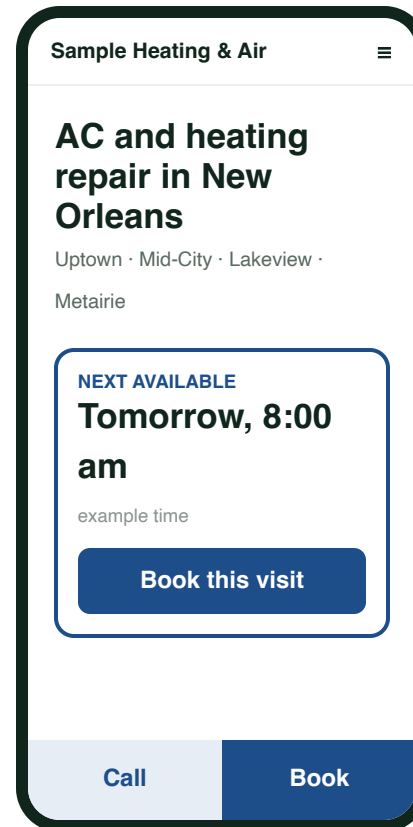
What a customer sees on your phone homepage today, and what they could see

TODAY



A welcome headline, a Contact Us button and a cookie banner over the bottom of the screen. Nothing here books a visit.

CONCEPT • NOT YOUR LIVE SITE



WHAT CHANGES

1. Your next opening and a Book button on the first screen.
2. One big Call button instead of a number hidden in the menu.
3. Call and Book stay pinned at the bottom; the cookie banner no longer covers them.

Checked on a phone 2026-10-15. The Booking Box goes live on its own as a Try one (\$500, one time) and comes with Pro; a site that needs more than its first screen is Growth's work.

Customers can find you on 5 of 8 directories; the details match on 2

EXHIBIT 2 Where Sample Heating & Air shows up, and whether the details match

DIRECTORY	LISTED	NAME	ADDRESS	PHONE	
Google Business Profile	✓	✓	✓	✓	
Apple Business Connect	✗	-	-	-	
Bing Places	✓	✓	✓	✗	an old phone number
Yelp	✓	✗	✓	✓	a longer old name
Facebook	✓	✓	✓	✓	
BBB	✗	-	-	-	
Nextdoor	✗	-	-	-	
Angi	✓	✓	✗	✓	the previous address

Source: Checked by hand on each directory on 2026-10-14; matched against the details on your Google profile; example data

ACCOUNTS TO CLAIM

- **Apple Business Connect:** puts you right on Apple Maps, the default map on iPhones (15 min, free)
- **BBB:** a basic listing (10 min, free; accreditation is paid and optional)
- **Nextdoor:** neighbors recommend tradespeople there (15 min, free)

Made by you, with your business email, so you own each one from day one. We leave out TikTok, X and LinkedIn unless you'll post there: an empty profile does more harm than none.

YOUR GOOGLE PROFILE

Main category	HVAC contractor
Services listed	3
Hours match your website	no
New photos in the last 90 days	0
Reviews with a reply	4 of 31

ON THE MAP, CHECKED 2026-10-14

"AC repair near Mid-City"	#6
"heating repair Uptown"	not in the top 20

SOCIAL PROFILES

Facebook found, Instagram not found.

They help Google and AI assistants recognise one business when the details match and your website links to them. On their own they don't move your place on the map.

WHAT WE FOUND	WHAT WE DO (GROWTH)	OR DO IT YOURSELF
Details don't match on Bing Places, Yelp, Angi	We correct each one and recheck it every month.	Log in to each and copy your Google profile's details exactly.
Your website doesn't link to your Facebook	We link them from your site so search engines and AI assistants tie them to you.	Add the links to your website's footer.

Part of Growth · \$1,000 setup + \$1,500/mo for the first 3 shops; then \$1,750/mo: Google profile, listings, a page per service and town, and the AI-answer check, every month. Map position depends on Google; we measure it and report it, and nobody can promise it.

Beside the shops a customer sees next to it, Sample Heating & Air is #2 of 5 on Google reviews

EXHIBIT 3 Sample Heating & Air beside the shops a customer sees next to it

BUSINESS	RATING	GOOGLE REVIEWS	HOURS ON GOOGLE	SEEN AS
Sample Heating & Air	4.7	212	Closed after hours (opens 8 AM)	
Crescent Air (example)	4.9	593	Open 24 hours	People also search for
Bayou Comfort (example)	4.8	130	Closed after hours	local results
Levee Cooling (example)	4.6	63	Open 24 hours	same route
Magnolia Mechanical (example)	-	- not checked		People also search for

Source: Google profile panels, read by hand one at a time on Oct 15, 2026; competitors as Google showed them (“People also search for” and the local results) and nearby HVAC shops, each read the same way; nothing scraped

381

more Google reviews would pass Crescent Air (example), the next shop up

2 of 4

shops here show “open 24 hours” on Google; you show closed after hours

4.7 vs 4.9

your rating against the best one beside you

Review counts are a rough sign of how many customers a shop has served and asked, not of quality. A rating from a handful of reviews moves a lot with each new one.

Everywhere a customer comes across Sample Heating & Air: 22 touchpoints, 12 checked, 8 worth fixing or asking about

1 • BEFORE THEY CALL

Google search and the map

GAP

last Google post May 2, 2026, over 90 days ago; “AC repair near Mid-City”: #6 on the map; “heating repair Uptown”: not in the top 20; 4.7 stars from 212 reviews; closed after hours (opens 8 am). Oct 15, 2026

AI assistants (asked Claude, web search on)

GAP

Not named in any of 3 answers to New Orleans HVAC questions. Oct 5, 2026

The same phone number everywhere

WORTH A QUESTION

(504) 555-0100 on Google profile, website; (504) 555-0177 on Yelp. If these are tracking numbers, fine; if not, which one should customers call? Oct 15, 2026

Yelp, Facebook, BBB and other listings

GAP

Not listed on Apple Business Connect, BBB, Nextdoor; Details don't match on Bing Places, Yelp, Angi Oct 14, 2026

Social profiles

WORKS

Your Google profile links Facebook. Oct 15, 2026

Trucks and vans

WORKS

Name, phone and website on both vans we saw, readable from across the street. Oct 15, 2026

Yard signs and door hangers

NOT CHECKED YET

Referrals and Nextdoor

NOT CHECKED YET

2 • WHEN THEY REACH OUT

Your website's first phone screen

GAP

A welcome photo and Contact Us; the first Book link is about 6 screens down on a phone. Oct 14, 2026

Booking online

NOT CHECKED YET

A call during business hours

NOT CHECKED YET

A call after hours

WORTH A QUESTION

Google shows closed after hours (opens 8 AM). Who gets the 9 pm no-cool call? Oct 15, 2026

The voicemail greeting

GAP

A carrier default greeting: no business name, no hours. Oct 15, 2026

A text back after a missed call

NOT CHECKED YET

A reply to a web form or text

NOT CHECKED YET

3 • AFTER THE JOB

Email from your own domain

WORKS

example.com: mail runs on your own domain; SPF and DMARC set. DMARC is set to monitor only (p=none), which is a choice, not a fault. Oct 15, 2026

Plan members and reminders

WORKS

Your site sells a \$180 yearly maintenance plan. Whether due reminders go out isn't checked yet. Oct 15, 2026

Replies to reviews

GAP

Reviews with a reply: 4 of 31. Oct 14, 2026

Asking for a review

NOT CHECKED YET

Following up a quote

NOT CHECKED YET

The invoice and quote email

NOT CHECKED YET

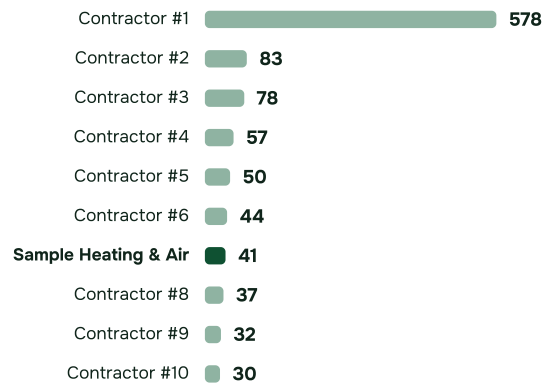
Your number on the equipment

NOT CHECKED YET

Each status comes from a public record, our own check on the date shown, or what we saw in person. “Not checked yet” means exactly that: we don't guess. The 15-minute look fills in the rest.

Ten contractors pulled 50% of Orleans HVAC permits in the last 12 months; you're #7

EXHIBIT 4 HVAC permits by contractor, Orleans Parish, 2025-10-01 to 2026-09-30



Permits are a proxy for installs and replacements, not repairs. Other contractors are shown by rank: the city records the license holder, not the company. Your row is example data.

Source: City of New Orleans open data, "Permits - BLDS" (data.nola.gov dataset 72f9-bi28), <https://data.nola.gov/resource/72f9-bi28.json>, permits issued 2025-10-01 to 2026-09-30

CAN A CUSTOMER BOOK YOU FROM A PHONE?

19 of 51

local HVAC sites can't be booked from the first phone screen.

- 22 Book button on the first screen
- 4 Button plus a time promise
- 6 Booking below the first screen **YOU**
- 13 No way to book online
- 6 Unclear or didn't load

Source: autoants first-screen check of 51 New Orleans-area HVAC websites, 2026-10-12 · your marker is example data

WHO AI ASSISTANTS RECOMMEND

Natal's Air Conditioning, Plumbing & Electrical, Stuart Services were named most; you weren't named.

Source: The New Orleans AI Recommendation Index · October 2026 (autoants, draft edition data content/ai-index/2026-10/data.json), asked 2026-10-05

Three improvements for Sample Heating & Air, and what does the work

1 NEVER MISS A JOB

WHAT WE FOUND

- A welcome photo and Contact Us; the first Book link is about 6 screens down on a phone. *our phone check, Oct 14, 2026*

THE FIX, AND WHAT DOES THE WORK

Booking Box. Your next opening and a Book button on the first phone screen, going into the scheduler or form you already use.

Try one: \$500 to go live, one time, for the first 3 shops (then \$750); or included in Pro (\$1,500 setup + \$2,500/mo for the first 3 shops; then \$3,000/mo)

WHAT CHANGES

Your customer sees when you can come and books from the first screen, without hunting for a link. You get booked requests instead of a contact form to call back.

WHAT YOU APPROVE

The rule that sets the next opening, and the wording. FULL or OPEN by text when the week fills.

2 GET FOUND

WHAT WE FOUND

- (504) 555-0100 on Google profile, website; (504) 555-0177 on Yelp. If those are tracking numbers on purpose, fine; if not, customers see different numbers in different places. *Google profile and listings read by hand, Oct 15, 2026*
- Last Google post May 2, 2026, over 90 days ago; “AC repair near Mid-City”: #6 on the map; “heating repair Uptown”: not in the top 20. *Google profile read by hand, Oct 15, 2026*

THE FIX, AND WHAT DOES THE WORK

Google profile and listings. Your Google profile, listings, a page per service and town, and a monthly check of what AI assistants say about you.

Included in Growth (\$1,000 setup + \$1,500/mo for the first 3 shops; then \$1,750/mo)

WHAT CHANGES

Your customer finds the same name, number and hours everywhere they look, Google or an AI assistant. You get one monthly report: where you showed up, what changed, what we fixed.

WHAT YOU APPROVE

Every listing change and every page before it goes up.

3 GET THE NEXT JOB

WHAT WE FOUND

- Your site sells a \$180 yearly maintenance plan. *example: your website*

THE FIX, AND WHAT DOES THE WORK

Reminders Ant. Appointment reminders, and reminders to past customers when the service is due again.

Try one: \$500 to go live, one time; or included in the Office Manager (\$750 setup + \$500/mo). Founding prices for the first 3 shops; then \$750 on its own, or \$1,500 setup + \$750/mo

WHAT CHANGES

Your customer hears from you when their tune-up or plan visit is due, and picks a time by replying. You fill slow weeks with plan visits from your own customer list.

WHAT YOU APPROVE

The wording and who's on the list.

Picked from what we found on the pages before, biggest first. Prices are our published founding prices, and each names the plan it comes in: one assistant on its own is \$500 to go live, one time; everything bigger is a monthly plan. Nothing goes live without your OK, and the assessment is where we put your own numbers on each one.

Small things Sample Heating & Air can do this week, no matter how small

1 Pick the true hours and use them on every page and on Google

WE FOUND Your contact page lists two different weekday hours: 8–5 in the footer, 8–6 on the contact page

15 min · Free

2 Log in to Yelp for Business and put your main number on the listing

WE FOUND Yelp shows an old phone number: (504) 555-0177 on Yelp

10 min · Free

3 Post one recent job photo with a sentence to your Google profile

WE FOUND Last Google post May 2, 2026, over 90 days ago.

5 min · Free

4 Make sure your website says, in plain words, every service you do and every area you cover

WE FOUND Not named in any of 3 answers to New Orleans HVAC questions.

An afternoon · Free

5 If you already pay for Claude, Claude for Small Business is included: use it to draft review replies, quote emails and job ads for you to approve

A TOOL Writing the same kinds of messages from scratch every week; you approve before anything sends.

15 min · Included if you already pay for Claude

6 Put a service sticker with your number and the date on every unit you touch

FOR EVERY SHOP When that system acts up, the number on the unit is the first one the owner sees.

Seconds a unit · A roll of printed stickers

7 Set your holiday hours on Google before Thanksgiving

FOR EVERY SHOP A customer searching on the holiday sees whether you're open instead of guessing.

5 min · Free

WE FOUND 9 MORE

- Different phone numbers on Google, your website and other listings
- Google shows closed after hours (opens 8 AM)
- A carrier default greeting
- Reviews with a reply
- Not listed on Apple Business Connect, BBB, Nextdoor
- Details don't match on Bing Places, Yelp, Angi
- Your website doesn't link to your Facebook
- Only 3 services listed on Google
- Review replies

Each one, with how to fix it, is in the assessment. Anything that was costing you right now, like email landing in spam, is already above.

4 of these come from what we found about Sample Heating & Air; the ones marked “for every shop” are habits we suggest to every business, not findings about yours, and a “tool” is something you can switch on yourself (no links, and we earn nothing from it). None of them needs us.

Government work: a revenue source

Sample Heating & Air may not be using yet

\$1.34M

federal contract money for HVAC contractors in the five New Orleans-area parishes, FY2026 (the code is shared with plumbers)

\$1.82M

spent on HVAC maintenance and repair, counted by what was bought, not who sold it; some contracts are in both figures

12 · \$21k

new federal contracts signed that year, and the middle-sized one

95%

of that money went to small businesses

10

public HVAC jobs posted by New Orleans-area agencies in the last 12 months that we could see (a floor: several boards need a login)

1 · SMALL JOBS, BOUGHT BY QUOTE

Smaller jobs skip the formal bid: Louisiana public works under \$260,000 aren't advertised, state agencies buy up to \$30,000 without competition and take three quotes up to \$60,000 (labor and materials included), and a fixed-fee maintenance contract isn't public works at all.

In FY2026, 7 of the 12 new federal HVAC contracts here were under \$25,000.

2 · MAINTENANCE CONTRACTS THAT COME BACK

Chiller replacements, set aside for small local firms City of New Orleans. Three chiller bids opened July 22, 2026 drew 3 bidders each; low bids \$28,200, \$48,400 and \$56,760 (city bid tabs, ITB 4713-4715).

District HVAC maintenance contract, 1 year plus three renewals NOLA Public Schools. RFP 26-0044 (Nov 2025); the district's forecast lists about 10 HVAC, chiller and roof replacements, and 70+ charter operators buy on their own.

Air-handler maintenance contract VA New Orleans medical center. \$1.17M contract 36C25622P1007 runs to Jan 31, 2027, so a re-bid is likely; it was set aside for service-disabled-veteran-owned firms.

3 · SUB TO THE COMPANIES WINNING IT

RJY Group LLC \$679k in FY2026

Trane U.S. Inc. \$418k in FY2026

Coactint LLC \$342k in FY2026

Building Control Systems, L.L.C. \$141k in FY2026

The largest federal HVAC contractors here last year. Whether one needs a local sub is a question to ask them; every federal award is public, so the list is free to work.

Biggest federal buyers here: Veterans Affairs, Defense, Interior. State, parish, city and school work is posted bid by bid, with no public total.

Not counted in this report's totals. Government work is upside you'd have to chase and win; none of it is in the monthly value or the package we recommend.

Sources: USAspending.gov API (spending_by_category, spending_by_award), contracts A-D, place of performance in Orleans, Jefferson, St. Tammany, St. Bernard, Plaquemines parishes, NAICS 238220, federal FY2026, queried 2026-10-15; La. R.S. 38:2212(A)(1), (C)(1), (U); Executive Order JML 25-104 under R.S. 39:1596; Office of Facility Planning and Control (limit \$260,000 from January 2026). Obligations in the year include money added to older contracts; new-award sizes are each contract's total obligated so far, so open-ended contracts may grow. NAICS 238220 is the contractor's own code; HVAC work coded under general building or facilities support isn't counted, so this is a floor, not the whole market. Information for a conversation, not legal advice. autoants isn't affiliated with any government agency, and registering to bid is free.

Your numbers: five minutes, together, on the free 15-minute look

What an hour of your time is worth

\$ _____

Hours a week you spend on

Calls

Quoting

Follow-up

Scheduling

Paperwork

Calls missed in a normal week

How many of those are new customers

Average job

\$ _____

Quotes sent a month

How many of those close

Past customers you'd like to hear from again

Is this a \$2,000 problem or a \$200,000 one?

\$2,000

\$20,000

\$200,000

In your words: what it costs you when a job slips.

What happens to these numbers

They become the inputs to the \$500 assessment: a 45-minute interview from first call to getting paid, a written report on what to fix first and what to leave alone, and a 30-minute walkthrough. Every dollar in the report comes from the numbers on this page. Credited toward setup if you continue within 30 days.

Best guesses are fine. This sheet stays with you unless you hand it over.

Filled in with

Date

Sample Heating & Air, a year from now, with autoants

	TODAY, FROM WHAT WE FOUND	A YEAR FROM NOW
The first phone screen	A welcome photo and Contact Us; the first Book link is about 6 screens down on a phone.	1 The next opening and a Book button, from a rule you set.
How customers find you	(504) 555-0100 on Google profile, website; (504) 555-0177 on Yelp. If those are tracking numbers on purpose, fine; if not, customers see different numbers in different places.	2 The same name, hours and the number you choose everywhere, checked every month.
Plan members and tune-ups	Your site sells a \$180 yearly maintenance plan.	3 A reminder when each visit is due; they pick a time by replying.

Every line on the right is one of the improvements on the previous page, by number. We don't put a dollar figure on your business from public records; the assessment does that with your own numbers, and we measure the same numbers again at 30 and 90 days.

HOW YOU'D KNOW IT WORKED

Before we start	Day 30	Day 90
we write down today's numbers together: missed calls, how fast a reply goes out, reviews, bookings.	the same numbers, read the same way, next to the starting line.	again; you decide what's next, or stop. Plans go month to month after 90 days.

WHAT STAYS YOURS

Your prices, your customers, your wording and every decision. Any assistant that talks to a customer says it's an AI, and nothing goes out in your name until you've approved it.

WHO DOES IT

Lane Davis II

Founder, autoants, here in New Orleans. I put this breakdown together myself (AI does the reading; I check what reaches the page), I build every assistant myself, and you deal with me in person, not a call center or an offshore team.

THE NEXT STEP

1. **A free 15-minute look** at last week's calls and how a job moves through your shop. Nothing to buy.
2. **Then, if it's worth it, the \$500 assessment:** a 45-minute interview from first call to getting paid, a written report on what to fix first and what to leave alone, and a 30-minute walkthrough. Credited toward setup if you continue within 30 days.

hello@autoants.com · autoants.com



WHAT THE FULL ASSESSMENT ADDS

A 45-minute interview from first call to getting paid, a written report on what to fix first and what to leave alone, and a 30-minute walkthrough.

It ends on one recommendation: try one assistant (\$500 to go live, one time), or the monthly plan your own numbers can carry. Every price is at autoants.com/prices.

The Leak Map

how a job moves through your shop, and where it breaks

The one fix

with its cost, its value and its payback, from your numbers

A bound report

yours to keep, logged with its own report number



Book it now

\$500, credited toward setup if you continue.

Scan to pay by card. Go ahead within 30 days and it comes off your setup; if you'd rather do it yourself, the plan is yours.

book.stripe.com/7sY3cv7xafqE2QFbSVaIM00

We're doing the same homework for New Orleans plumbers, electricians and roofers this quarter. The trade reports are free at autoants.com/research.

WHO YOU'D DEAL WITH

Lane Davis II

Founder, autoants. I build every assistant myself, here in Louisiana. No call center.

While you're out running jobs, I'm testing the newest AI tools and reading what's changing in your trade. The useful ones reach you before most shops hear about them, and the hype never does.

hello@autoants.com · [LANE'S CELL]

Know a plumber or electrician who'd want this? Tell me who you trust and I'll do the same homework for them.



Permits Pulled

Free, once a month: what New Orleans permits say about where the HVAC work is.