

Best Virginia Heating & Cooling Transforms Online Interest into \$220K in Sales

Capture and convert leads even when their office was closed



INTRODUCTION

Best Virginia Heating & Cooling added Contractor Commerce to their website to reach modern buyers anytime. It has already generated over **\$220,000 in online sales**, including installs, electrical work, and family plan memberships.



THE CHALLENGE

Like many contractors, Best Virginia saw that traditional marketing was not enough to keep up with today's mobile-first homeowners. They wanted to:

- Offer instant and transparent pricing to reduce friction in the sales process
- Capture and convert leads even when their office was closed
- Increase recurring revenue with service plans and cross-sell opportunities



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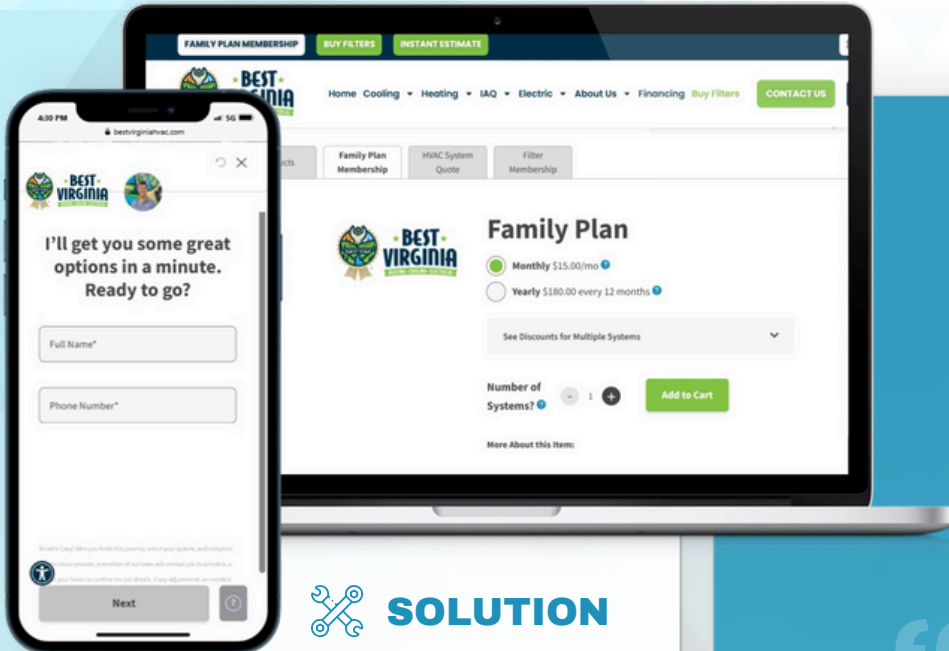
These leads aren't just good. They are excited we called. Contractor Commerce has changed how we approach selling entirely.

John Caruthers

Owner

Best Virginia Heating & Cooling

Offer instant and transparent pricing to **reduce friction in the sales process**



SOLUTION

Contractor Commerce transformed Best Virginia's website into a **24/7 sales tool**. Homeowners can now explore options and receive Good Better Best estimates instantly, without waiting for a callback or in-home visit. This upfront transparency builds trust, positions the company as **modern and responsive**, and gives the sales team a head start with every lead.

Instead of cold calls, Best Virginia reaches out with **personalized communication** based on real data. Their inside sales coordinator follows up the same day often within hours by phone, text, or email. Some leads even receive custom video messages to add a human touch and **stand out from competitors**. The result is a smoother, more confident customer experience and a sales process that **feels like a conversation, not a pitch**.

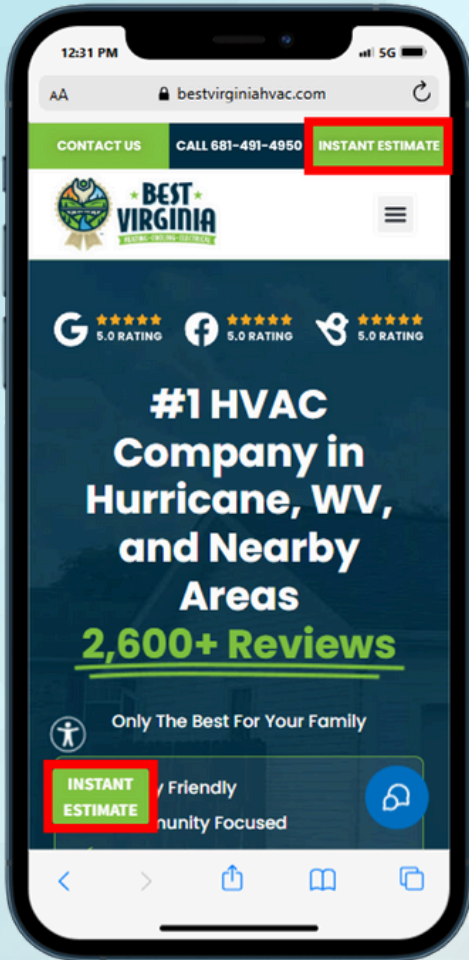


"We are not rushing people. We use the online estimate to guide the conversation, understand their needs, and build a connection."

John Caruthers

Owner
Best Virginia Heating & Cooling

Increase recurring revenue with service plans and cross-sell opportunities



Real Revenue Results:

➔ Over \$220,000 in Revenue from Leads

Best Virginia closed \$197,256 in system installs and a \$23,000 electrical upgrade through their online store proving the platform works for both everyday jobs and high-ticket projects.

➔ Recurring Revenue from Memberships

After adding their Family Plan to the store, they've already generated \$2,645 in membership sales, creating a consistent stream of service revenue.

➔ Better Leads & Higher Close Rate

With 95 percent of online leads coming from new customers and a close rate around 50 percent, Contractor Commerce delivers ready-to-buy prospects day or night.

➔ 24/7 Lead Capture While You Sleep

Homeowners often request estimates on weekends or at night. Contractor Commerce captures the lead, and Best Virginia follows up promptly the next morning.

Start Your Journey: Learn More ➔