

Chas Roberts Turns One Online Quote into \$100,000+ in Sales

One online quote turned into multiple installs and a water heater



INTRODUCTION

After launching a Contractor Commerce online store, **Chas Roberts** saw immediate results. A homeowner requested a basic system for a rental property through the website. That simple online quote expanded into installations on three of the homeowner's seven systems at his primary residence plus a water heater replacement. **One lead generated well over six figures in revenue.**



THE CHALLENGE

Chas Roberts, one of Arizona's most established HVAC providers, needed a modern way to serve mobile-first homeowners while keeping the sales process efficient and transparent. They wanted to:

- ➔ Provide upfront pricing without a time-consuming home visit
- ➔ Capture and convert leads around the clock, including nights and weekends
- ➔ Use quick online quotes as a gateway to larger projects



“One lead turned into multiple systems. That first quote for a rental led to seven additional units and a water heater.”

Noah Senter

Sales Manager
Chas Roberts Air Conditioning, Inc.



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



SOLUTION

Chas Roberts uses their online store to display real-time pricing for HVAC systems and water heaters. Homeowners can browse options, compare good-better-best packages, and **request a quote in just a few clicks**. The team follows up quickly by phone, text, or email to confirm details and schedule the job.

Key Benefits:

- Real-time **system pricing** available 24/7
- Fast, personal follow-up that **builds trust**
- Online leads are qualified, informed, and **ready to buy**

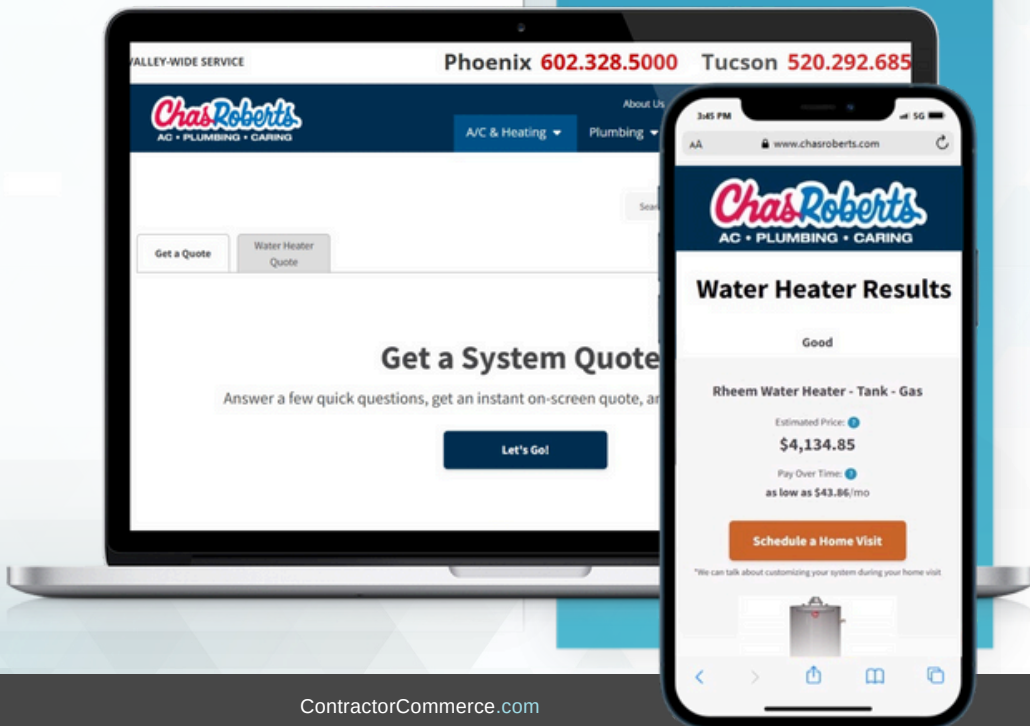


“This platform helps us turn interest into action without wasting time on cold leads.”

Noah Senter

Sales Manager

Chas Roberts Air Conditioning, Inc.



Capture and convert leads around the clock, including nights and weekends



Real Revenue Results:

➔ **One quote turned into over \$100,000 in sales**

A customer requested pricing for a rental property. That single lead led to multiple installs and a water heater at the homeowner's main residence.

➔ **80% close rate from online quotes**

Chas Roberts is closing 8 out of 10 homeowners who submit an online quote request. These are qualified leads ready to move forward.

➔ **Leads come in day & night w/out a phone call**

Homeowners get real pricing online in just a few clicks. The sales team follows up quickly and turns interest into booked jobs.

➔ **Opportunity beyond the original request**

The homeowner came in looking for one system. The transparency and ease of quoting led them to trust Chas Roberts with their entire property.



Start Your Journey: Learn More ➔