



# From Clicks to \$450K: Summit's **Online Store Success**

Summit Heating & Cooling Boosts Revenue with Contractor Commerce



## INTRODUCTION

Determined to reach today's mobile-first homeowners, Summit Heating & Cooling embedded Contractor Commerce's instant-estimate store on its website. In less than a year, that single move created a brand-new revenue stream worth \$450,127 and lifted overall company sales by 7.5 %.





## **THE CHALLENGE**

Traditional lead sources were becoming crowded and expensive. Summit wanted to:

- Meet younger, research-driven buyers where they already shop...online
- Create an always-on pipeline without adding phone-tag or office labor
- Win higher-value projects while protecting gross margin



Our sales team loves these leads. They're informed, ready to buy, and convert far better than anything we get from Google.

#### Brendan Williams

**General Manager** 



### **CASE STUDY**



Homeowners come in educated and ready to buy It's changed how we sell



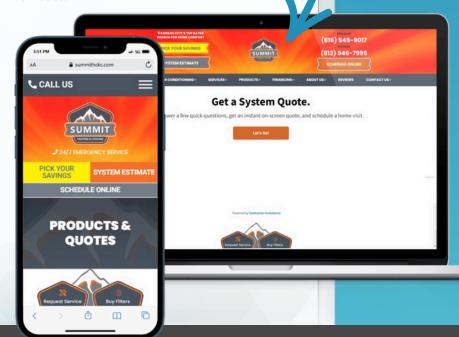
## **SOLUTION**

Contractor Commerce provided a plug-and-play online storefront that allowed Summit to offer detailed, **upfront estimates 24/7**, giving homeowners a clear understanding of their options and pricing before speaking with a salesperson. Each lead submission included key system selections and customer details, so Summit's team could spend less time qualifying and **more time closing**. The tool fit seamlessly into their existing workflow, requiring virtually no added effort from office staff

"It's easy to use and added 7.5% to my business."

#### **Brendan Williams**

General Manager Summit Heating & Cooling





#### **CASE STUDY**



Contractor Commerce runs in the background and drives real results





## Real Revenue Results:



Since launching Contractor
Commerce, Summit Heating &
Cooling has generated \$450,127 in
revenue directly from onlineestimate leads. The team has
received 259 fully scoped
opportunities, contributing to a 7.5%
increase in overall company sales.
Their close rate on these leads ranges
from 45% to 50%, and they recently
closed a \$50,000 dual-system
project through the platform.

### **These Leads Convert:**



These leads convert because they come in informed. Prospects receive a clear online estimate upfront, so there's no confusion about pricing. The sales conversation doesn't start with "How much does it cost?" it starts with "When can we schedule?"

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