

# How Air Nerds Turned After-Hours Website Traffic Into a \$15K Sale

Turning late-night HVAC shoppers into **actual paying customers**



## INTRODUCTION

Homeowners are shopping online at all hours, so Air Nerds added Contractor Commerce's online estimate tool to meet them where they are. It worked. **One late-night inquiry** became a \$15,000 HVAC sale, closed entirely through email and phone without an onsite visit.



## THE CHALLENGE

Like many HVAC contractors, Air Nerds faced a changing sales landscape.

- Homeowners were researching and comparing options online, often late at night
- Traditional in-home sales presentations were not always winning trust
- Price shopping was happening with or without contractor participation
- Valuable opportunities were being missed outside office hours

Air Nerds wanted to capture these modern buyers while still maintaining the ability to educate customers and explain value rather than relying solely on price.



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

**James Martin**

Owner | Air Nerds

## Air Nerds captures a modern HVAC shopper online

**SOLUTION**

Air Nerds added Contractor Commerce's online system estimate to give homeowners a **clear starting point** when shopping online. The platform allowed customers to submit system requests on their own time, creating a qualified lead that could be followed up through email and phone.

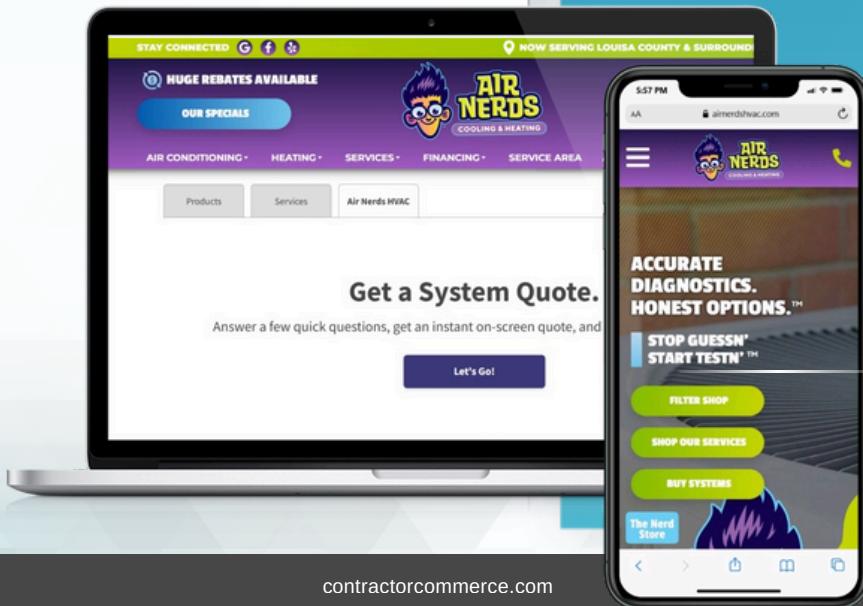
Rather than replacing the sales conversation, Contractor Commerce supported it. **A homeowner shopped online after hours**, rejected another contractor's proposal, and reached out. Air Nerds followed up by phone and email, provided clarity, and closed the sale.

**The result was a fully sold system without an onsite sales visit.**

“With Contractor Commerce's online system estimate, homeowners now have a clear first step when researching HVAC systems online..”

**James Martin**

Owner | Air Nerds



This creates a more **guided shopping experience** for homeowners

 **IMPACT****Business Impact & Results:****→ \$15,000 System Sale Closed Remotely**

A late-night online shopper converted into a high-value HVAC sale through Contractor Commerce.

**→ After-Hours Lead Capture**

Air Nerds generated system leads even when the office was closed.

**→ More Educated Buyers**

Leads arrived informed, making follow-up conversations more productive.

**→ Sales Without Onsite Visits**

Email and phone communication replaced unnecessary in-home sales calls.

**KEY TAKEAWAY**

Even contractors who are not ready to fully post prices online can benefit from Contractor Commerce. By capturing high-intent shoppers at the moment they are researching, day or night, contractors stay in control of the sales conversation while expanding their reach and revenue.