

Snapshot brief: HVAC company, Melbourne, FL

This is an illustrative sample. The client, "Example Air Co.", is **fictional**: a made-up independent HVAC company with 4 technicians in Melbourne, FL. It doesn't describe any real business. The **competitors, prices and AI search answers below are real public information**, each linked to its source and checked on October 17, 2026. Tags show how we checked each one: source fetched means we read the page ourselves; source via search extract means we used a search engine's copy of that page. Competitors are listed for market research only. Nothing here endorses or criticizes them.

1. Summary

- 1. **Published prices get you named by AI search.** When we asked an AI search engine what maintenance plans cost in Melbourne, every company it quoted prints a plan price on its own page (for example \$149, \$199–\$547 and \$250 a year). Companies without a published price weren't mentioned.
 - 2. **Posted hours decide who gets the emergency calls.** For a 24/7 emergency query, the AI answer named companies with explicit 24/7 pages and called out one highly rated competitor as "not a reliable 24/7 option" because it closes on Sundays.
 - 3. **Fast reply is a real gap.** One well-reviewed competitor's form promises a reply "within 24 hours". Public reviews in this market keep praising same-day callbacks and same-day fixes.
- #1 move this month:** cover after-hours calls with an AI receptionist that can book or escalate emergencies (about \$49–\$149/mo), and publish one page with your 24/7 policy and maintenance-plan price.

2. Client snapshot (fictional)

Item	Example Air Co. (illustrative)
Service area	Melbourne, Palm Bay, West Melbourne, Viera
Hours	Mon–Fri 8:00–5:00; after-hours calls go to voicemail
Booking	Phone and a contact form; no online booking

Maintenance plan	Offered, but no price on the website
Reviews	A Google profile with a strong rating but far fewer reviews than the market leaders

In a paid Snapshot this section uses your real website, hours, booking options and public review profile, and we run your homepage through our [AI citation readiness checker](#) to score it. We skipped the score here because the example business isn't real.

3. Competitor table

Competitor	Positioning (their words)	Published prices / plan	Hours & emergency	Booking	Reviews
Coast Air & Heat Melbourne	"No sales techs. No unnecessary replacements." 36+ years serving Brevard; "100% non-commissioned technicians". Wells Fargo financing. Site source fetched	Has a maintenance plans page; we didn't capture a plan price.	Site hours: M–F 7:30–5:00. A public listing also shows Sat 9–4. Listing source via search extract	Service request form ("we will get back to you within 24 hours") plus online booking. Site source fetched	Site claims 800+ Google reviews, 4.9 average. A public listing shows 4.9 from 834 ratings. Listing source via search extract
Quality Comfort Air Conditioning & Heating West Melbourne	Family-owned, serving Brevard since 2005; BBB A+ member since 2006; "flat-rate estimates with no hidden fees". Site source fetched	Service agreements offered; we didn't capture a price.	Dedicated 24-hour AC repair page: "Real 24/7 Emergency Availability". 24-hour page source via search extract	"Book Now" on the site. Site source fetched	Claims 700+ five-star Google reviews; "Voted Best of Brevard 2021 & 2024". 24-hour page source via search extract
Reynolds Air & Heat Satellite Beach	"Locally owned & operated"; VIP plan with "no overtime charges", same-day service available. Plans page source fetched	VIP Service Plan per unit: \$199 (1-year membership), \$375 (2-year), \$547 (3-year); 10% off service, parts and labor; transferable. Plans page source fetched	24/7 emergency service listed as a plan benefit. Plans page source fetched	Not captured	Not captured

Turtley Awesome Cooling & Heating Melbourne	Trane equipment, specials, Wells Fargo financing. Site source fetched	\$149/year for two check-ups, 10% off repairs, 2-year minimum. \$45/month plan for new-system buyers with 15% off repairs. Maintenance page source fetched	Not stated on the pages we read	"Book online" in the header. Site source fetched	Not captured
Space Coast Cooling & Plumbing Cocoa (serves Melbourne)	"The 24/7 Plumbing and HVAC Company"; locally owned, since 1994; HVAC and plumbing under one roof. Site source fetched	\$250 per system per year: two AC visits, 10% off service. Site source fetched Also publishes a guide explaining the plan's value. Blog source fetched	24/7 emergency service. Site source fetched	"Book Online → Available 24/7". Site source fetched	The site shows "4.7 rating" and "5.0 rating" badges without naming the platform. Site source fetched

Market price benchmark: published local plans run **\$149–\$250 a year** for two visits, with Reynolds' multi-year memberships above that. A referral network puts Melbourne annual plans at \$161–\$299 and premium plans at \$271–\$455. That figure is a third party's aggregate, not verified. [National AC Solutions](#) unverified

4. What AI search says today

We asked an AI answer engine (the one our research tools use) three questions a Melbourne homeowner might ask, on October 17, 2026. Summaries of its answers are below. In paid briefs we also run the same questions in ChatGPT and Perplexity and record which engine said what.

Question	Who it named	What it used
"best HVAC company Melbourne FL AC repair"	Weather Engineers, Coast Air & Heat, Service Experts	Review ratings and counts (e.g. 4.9 from 1,157 ratings), BBB A+, daily hours, and 24/7 availability for urgent repair
"Melbourne Florida air conditioning company maintenance plan price per year"	Turtley Awesome (\$149), Space Coast Cooling (\$250), Reynolds (\$199 / \$375 / \$547), plus Climate Experts (\$168–\$228) and a third-party price range	Prices printed on each company's own plan page
"Brevard County HVAC contractor reviews Palm Bay Melbourne 24/7 emergency AC service"	Quality Comfort, Next Generation Air & Heat, Platt's Air	Explicit 24/7 pages. It said Coast Air & Heat "is closed Sundays, so it is not a reliable 24/7 option" despite its strong reviews.

Why it matters: AI answers reward pages that state facts plainly: a price, a review count, "24/7". This matches published research that adding statistics improves AI visibility (see our [GEO playbook](#)). A company with great service but no price and no after-hours policy on its site gets left out of two of these three answers. (*Our analysis.*)

5. Customer voice

Themes from recent public reviews of Brevard County HVAC companies shown in a public places listing [listing](#) source via search extract:

- **Same-day fixes win praise:** "fixed the issue the same day"; "came out for a quote the day we called".
- **Honesty and fair pricing:** "didn't rip me off like the other companies have done"; "very reasonably priced".
- **People remember the technician or owner by name:** many reviews name the tech who came out ("Tom", "Jim"). Personal follow-up gets mentioned too.
- **Fast callbacks, even on weekends:** one reviewer left a website message on the weekend and got a call back on Sunday to book.

These quotes are about other local companies and show what customers here value. A paid brief mines your own reviews and your competitors' reviews.

6. AI opportunities, ranked

#	Opportunity	Tool options & published cost	Setup effort	Why for this business
1	After-hours AI receptionist that answers, books routine jobs, and escalates no-cool emergencies to the on-call tech	Rosie from \$49/mo (250 min; booking and live transfer on the \$149 plan), Goodcall from \$79/mo, Smith.ai free for 25 calls then \$3/call. Prices as checked Oct 15, 2026. price comparison source via search extract If you already run ServiceTitan, test its native voice agent first (our HVAC guide).	Low: 1–2 days	Closes the gap with 24/7 competitors that AI answers name for emergencies
2	Publish your plan price, 24/7 policy and review count on one clear page	\$0 (your website). Benchmark: \$149–\$250 a year for two visits locally (table above).	Low: 1 day	The fastest way to show up in "how much" and "24/7" AI answers
3	Instant reply to web forms and missed calls (text within a minute with a booking link)	Make Core from \$9/mo billed annually for 10,000 credits Make pricing summary source via search extract (Make pricing page source fetched), plus an SMS provider (cost varies, not checked)	Medium: 2–3 days	Beats "we'll get back to you within 24 hours"

4	AI-drafted review replies plus a review request after every job	Dedicated review-reply tools listed from about \$9–\$29/mo. tool roundup unverified	Low: 1 day	Review count is one of the signals AI answers quote
5	Maintenance-plan renewal and reminder automation	Make (same plan as #3) plus your existing email or SMS	Medium: 2 days	Plans are recurring revenue, and competitors sell 2-year minimums and multi-year memberships

Rough math for #1, using assumptions to replace with your own numbers: if 10 after-hours calls a month go to voicemail today, 30% would have become jobs, and a typical repair ticket is \$350, that's about **\$1,050 a month** in recovered work against a \$49–\$149 tool. These numbers are illustrative assumptions, not market data. Run your own in our [AI agent ROI calculator](#).

7. Sources & method

- Competitor websites, read directly on 2026-10-17: [Coast Air & Heat](#), [Quality Comfort](#), [Reynolds Air & Heat plans](#), [Turtley Awesome maintenance](#), [Space Coast Cooling](#), [Space Coast Cooling plan guide](#).
- Read via a search engine's copy: [Quality Comfort 24-hour page](#); public places listings for [Melbourne](#) and [Brevard 24/7](#) (ratings, hours, reviews).
- Tool prices: [AI receptionist comparison \(Oct 15, 2026\)](#), [Make pricing](#), [review-reply roundup](#) (unverified).
- AI search answers: one AI answer engine, 3 questions, 2026-10-17. Answers can change from day to day.
- Not verified: review counts that companies state about themselves, the third-party price aggregate, and the review-tool prices.