



Housecall Pro

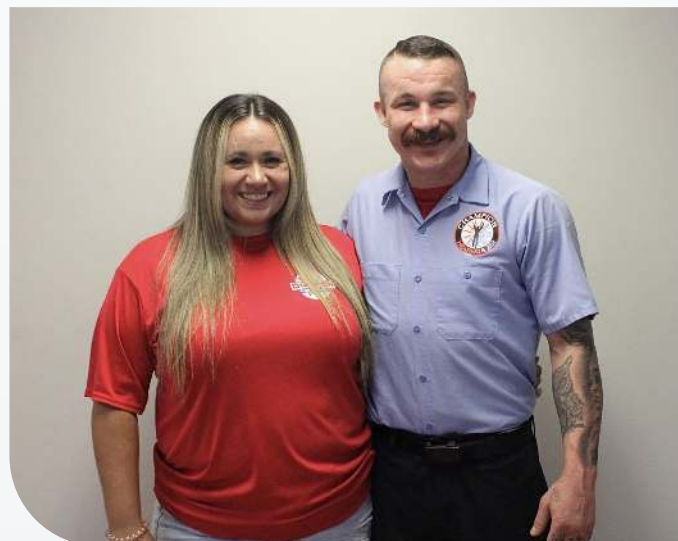
CASE STUDY

# CHAMPION HEATING & AIR LEVERAGES HOUSECALL PRO FOR SCALABLE GROWTH, SEAMLESS PROFESSIONALISM



## BACKGROUND

When Josh Marer launched **Champion Heating & Air** in 2020, he had little more than a truck, a toolbox, and a commitment to delivering a friction-free HVAC experience for residents of Dacula, Georgia. Six years later, that vision has grown into a thriving business: a team of five technicians, multiple trucks, and an expanded service lineup focused on improving indoor air quality and energy efficiency.



And Champion is still gaining momentum. Marer is nearing completion of his contractor's license, opening the door to even more services. A second location serving northern Florida is on the horizon, and revenues surpassed \$2 million last year, the highest in the company's short history.

While grit and quality workmanship have been essential, Marer credits another key factor behind Champion's rapid growth: an early investment in Housecall Pro.



## AN INTEGRATED SOFTWARE SOLUTION

Early on, Marer recognized the need for a CRM to manage customers and leads. He was juggling separate tools for scheduling and invoicing and knew a single, comprehensive field service management platform would be more efficient.

After testing ServiceTitan, Marer found the platform costly and lacking features he needed. “I was paying top dollar for a package that didn’t quite fit,” he said.

Switching to Housecall Pro proved to be a turning point. The platform was more affordable and flexible, allowing Marer to pay only for the features he needed and add new tools as his business evolved. “Housecall Pro is growing,” Marer noted. “And as it grows, I’ve enjoyed every new feature. It’s incredibly easy to scale alongside our business.”

## THE WOW EFFECT

Several Housecall Pro features have directly supported Champion’s success, including:

- Automatic follow-ups that convert more leads while reducing administrative work
- Flat-rate pricing and streamlined invoicing, eliminating paperwork in the truck or office
- Seamless integrations with QuickBooks and other essential tools

But for Marer, one of the biggest advantages is what he calls “the wow effect.” From real-time GPS tracking to instant quotes and invoices, Housecall Pro enables a level of professionalism that sets Champion apart.

“Some competitors are still using pen and paper,” Marer said. “Housecall Pro helps our technicians look sharp and truly impress homeowners.”

# MAKING LIFE EASIER

Between the back-end tasks Housecall Pro automates and the jobs it helps close, Marer says the platform more than pays for itself. He also values how responsive the company is to customer feedback. “Housecall Pro really listens,” he said. “Features I’ve asked for have shown up in later updates.”

Since adopting Housecall Pro, Champion Heating & Air has continued to grow, but the impact goes beyond revenue. “Life is easier, and running the business is far less stressful,” Marer said. “I spend less time on paperwork and more time leading my team, doing great work, and being with my family.”

By pairing skilled craftsmanship with a flexible, all-in-one software platform, Champion Heating & Air has built a foundation for sustainable growth. Housecall Pro hasn’t just helped the business scale. It’s elevated the customer experience and given Marer the freedom to focus on what matters most: time to spend with the people he loves, without worrying whether his business is running smoothly.

**Ready to scale like Champion Heating & Air?  
Start your free trial and see how you can do it with Housecall Pro.**

