Housecall Pro

CASE STUDY

From side hustle to a $1M+ business

How DeLong and Sons HVAC built a name for themselves with Housecall Pro

HCP CUSTOMER SINCE	TEAM SIZE	LOCATION
2022	10+	SHOEMAKERSVILLE, PA



01 THE CHALLENGE

Building without a system

Justin DeLong spent 15 years working for other HVAC companies before he and his wife, Amber, decided to build something of their own.

He'd faced the same headaches many business owners face—scheduling, job profitability, managing a crew. But someone else was making the calls, and someone else's values were setting the tone.

> ***"He decided that if he was gonna have those headaches, he might as well have those headaches owning his own business instead of working for somebody else and not getting a say in the core values of a company."***
>
> Amber DeLong · Co-Owner, DeLong and Sons HVAC

It didn't start as a leap. It started small. Justin picked up work in the evenings and on weekends through word of mouth, using pen and paper to track it all.

After a few months, Justin and Amber decided the flexibility and control of running their own shop was worth the risk. He'd handle the technical side, and she'd handle the office side. But they knew the paper tracking they used for weekend jobs wouldn't work as they grew.



02 THE SOLUTION

Leveling up with Housecall Pro

Shortly before going full-time, the DeLongs sat down with a former coworker of Justin's who'd already made the jump into business ownership. He walked them through the software he used to keep everything running: Housecall Pro.

After seeing how the platform worked and how affordable it was for a small business like theirs, Amber and Justin signed up. Reflecting on that decision, Amber says, "It wasn't a second guess that we started with Housecall Pro."

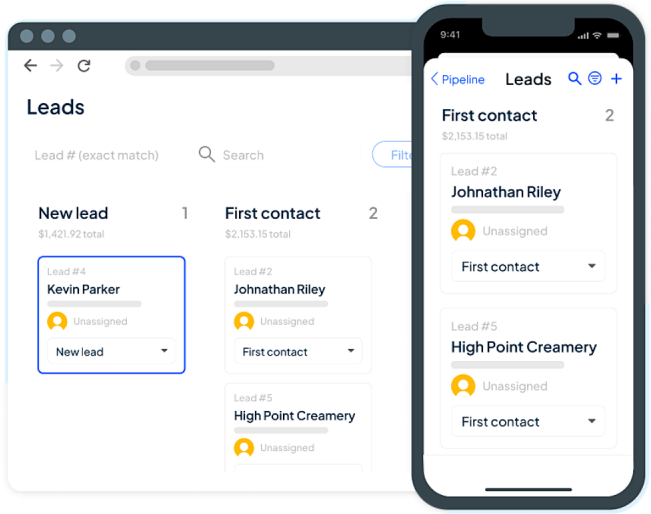
As they've built their business from the ground up, Housecall Pro has helped them keep every estimate moving, organize job and customer information, and earn hundreds of 5-star reviews.

Key features DeLong and Sons HVAC relies on:

Pipeline

Leads and estimates represent real revenue for any HVAC business, but keeping up with them all can be challenging. With Pipeline, Amber and her team can quickly see the status of every lead, estimate, and job from one dashboard, while automated follow-ups help ensure opportunities don't fall through the cracks.

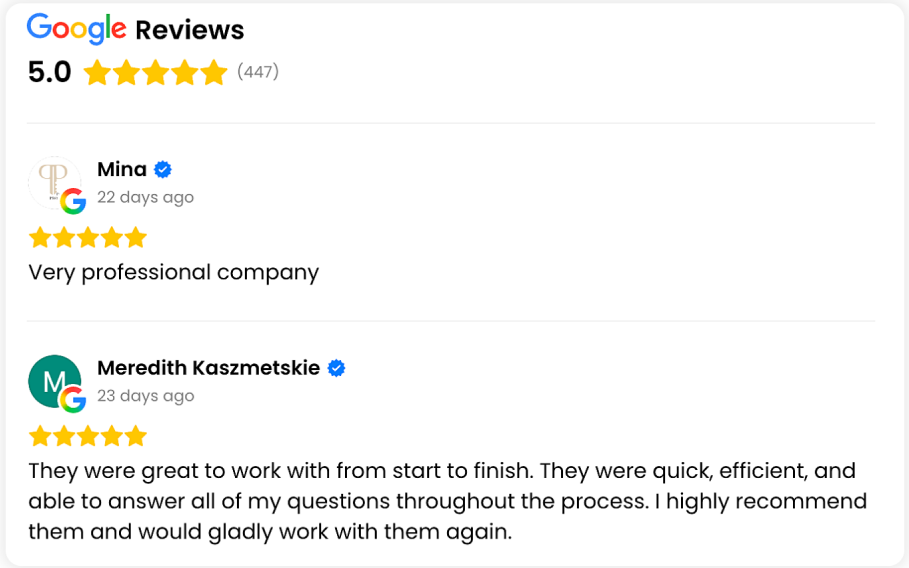
> ***"Pipeline takes the headache of having to follow up on estimates completely off my plate... it has completely eliminated my need for follow-up on almost anything."***
>
> Amber DeLong · Co-Owner, DeLong and Sons HVAC

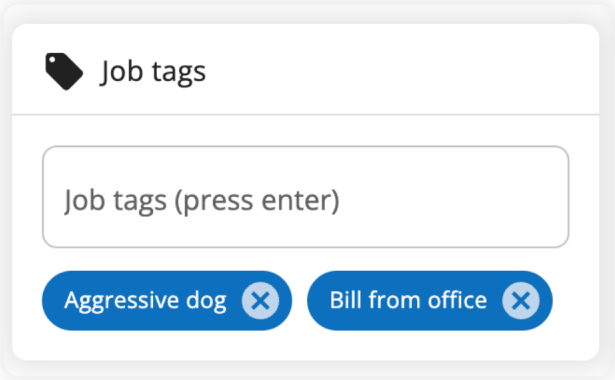


Automated reviews

At the end of every appointment, Housecall Pro automatically sends a review request, so no technician has to remember to ask. The result: DeLong and Sons has earned 400+ reviews—more than some companies in their area that have been around for 50+ years.

This has become a real driver of new business. According to Amber, customers regularly share that the company's strong reputation is the reason they called. **"They tell me that they saw my Google reviews online, and because we had so many good reviews, that's why they chose us over somebody else."**





Job tags

With 12 people working across the field and office, centralized job and customer information is essential for the DeLong and Sons team. Every job is tagged by system type (i.e., oil, gas, electric), service contract tier, and situational flags like "Aggressive dog" or "Bill from office," so everyone has the details they need before they pick up the phone or head to an appointment.

03 THE RESULTS

From weekend jobs to an established business

In a few short years, DeLong and Sons HVAC has grown from a part-time side hustle to a thriving business, earning more than $1 million in revenue. They've expanded from a husband-and-wife duo to a team of 12, and the hundreds of 5-star reviews speak for themselves.

Beyond the numbers, DeLong and Sons has built its reputation the way a lot of small-town businesses do: person to person. Their tagline is "Let our family take care of your family," and it shows up in more than marketing copy.

They've donated a heating system to a family in need, work closely with a local nonprofit, and support youth sports teams in the community, all of which, Amber says, "is organic advertising" in a town where word of mouth still carries more weight than any billboard.



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