

DOCUMENT #24

The Blueprint System™ - Industry Analysis Series

Industry-Specific Playbooks

Exact blueprints for 12 high-profit service industries

HVAC Services Playbook

Industry Overview

- **Average EBITDA:** 12-18%
- **Typical Multiple:** 3-5x EBITDA
- **Revenue per truck:** \$400-600k
- **Sweet spot size:** \$2-5M revenue

Key Performance Metrics

Metric	Poor	Average	Excellent
Service agreement %	<20%	30-40%	>50%
Gross margin	<45%	50-55%	>60%
Average ticket	<\$300	\$400-500	>\$600

Callback rate

>5%

2-3%

<1%

Growth Acceleration Tactics

1. **Service Agreement Push:** Convert 50% of repair customers
2. **Shoulder Season Strategy:** Indoor air quality, duct cleaning
3. **Commercial Mix:** Target 30-40% commercial
4. **Energy Efficiency Rebates:** Partner with utilities
5. **24/7 Emergency Premium:** 2x rates after hours

Acquisition Pro Tip: Buy in March-April when sellers are exhausted from winter emergency season and before summer rush. Valuations drop 10-15%.

Plumbing Services Playbook

Industry Specifics

- **Recurring revenue potential:** Lower than HVAC
- **Emergency premium:** Highest in trades
- **Average job value:** \$350-450
- **License requirements:** Master plumber critical

Revenue Stream

% of
RevenueGross
Margin

Growth Strategy

Emergency repair	40-50%	65-70%	SEO/PPC dominance
Remodel/renovation	25-30%	45-50%	Contractor partnerships
Service contracts	10-15%	70-75%	Annual inspection program
Water heaters	15-20%	40-45%	Financing offers

⚠ Plumbing Red Flags

- No master plumber on staff (deal killer)
- High workers comp mod rate (>1.3)
- Old galvanized pipe specialist (dying market)
- No emergency service offering

Commercial Cleaning Playbook

The Recurring Revenue Machine

- **Contract retention:** 85-90% annual
- **Gross margins:** 25-35% (labor intensive)
- **Revenue per employee:** \$35-45k
- **Payment terms:** Net 30-60 typical

Value Creation Opportunities

1. **Route Density:** Cluster contracts geographically
2. **Daytime Cleaning:** Premium pricing, better labor
3. **Specialty Services:** Medical, data centers, clean rooms
4. **Supply Buying Power:** Join buying co-op
5. **Technology:** Time tracking, quality apps

Key Insight: Buy competitors and keep only profitable contracts

Landscaping Services Playbook

Seasonal Management Critical

Season	Revenue %	Service Mix	Margin
Spring	35%	Cleanup, mulch, planting	45%
Summer	40%	Mowing, maintenance	35%
Fall	20%	Cleanup, aeration	40%
Winter	5%	Snow (region dependent)	50%

Profit Maximization Strategies

- **Upsell Path:** Mow → Fertilize → Full service
- **Route Efficiency:** No drive time >10 minutes
- **Equipment Strategy:** Lease mowers, buy trucks
- **Labor Solution:** H-2B visa program

- **Winter Revenue:** Holiday lighting installation

Pest Control Playbook

The Perfect Boring Business

- **Recurring revenue:** 80-90%
- **Customer lifetime:** 7-10 years
- **Gross margins:** 50-60%
- **Route density key:** 100+ stops per tech daily

Acquisition Sweet Spot: \$750k-2M revenue at 4-5x EBITDA

Service Type	Initial Sale	Monthly Recurring	Margin
General pest	\$150-250	\$35-50	65%
Termite	\$800-1500	\$30-40	70%
Mosquito	\$0	\$70-90	60%
Wildlife	\$300-800	\$0	45%

Painting Services Playbook

Project-Based Challenges

- No recurring revenue model

- Weather dependent scheduling
- Labor shortage acute
- Material costs volatile

Profit Optimization

- **Commercial focus:** Larger jobs, repeat clients
- **Cabinet refinishing:** High margin specialty
- **Property management:** Steady work source
- **Warranty program:** Annual touch-ups

Electrical Services Playbook

High Barrier, High Reward

- **License moat:** Master electrician required
- **Average ticket:** \$500-800
- **Emergency rates:** 2-3x normal
- **Commercial mix ideal:** 60/40

Growth Vectors

1. **EV Charger Installation:** New revenue stream
2. **Smart Home Integration:** High margin add-on
3. **Generator Sales/Service:** Recurring maintenance
4. **Energy Audits:** Lead generation tool
5. **Service Agreements:** Annual panel inspections

IT Services (MSP) Playbook

The Recurring Revenue King

- **MRR percentage:** 70-85%
- **Gross margins:** 40-50%
- **Revenue per employee:** \$150-200k
- **Typical multiples:** 4-6x EBITDA

Service Tier	Per User/Month	Margin	Retention
Basic monitoring	\$50-75	70%	85%
Full managed	\$100-150	50%	90%
All inclusive	\$150-250	45%	95%

Auto Repair Playbook

Industry Disruption Risks

- EV transition reducing service needs
- Dealer warranty requirements
- Parts availability challenges
- Tech shortage acute

Defensive Strategies

- **Fleet focus:** Contracts with local businesses
- **Specialty niche:** European, diesel, hybrid
- **Tire sales:** Higher margin add-on
- **Subscription model:** Unlimited oil changes

Property Management Playbook

Fee-Based Stability

- **Management fees:** 8-10% of rent
- **Leasing fees:** 50-100% first month
- **Maintenance markup:** 10-20%
- **Typical margins:** 15-25% EBITDA

Scale Play: Buy and combine for efficiency

Home Services Roll-Up Playbook

Multi-Service Strategy

Combine complementary services under one brand:

- HVAC + Plumbing + Electrical = Full mechanical
- Landscaping + Pest + Pool = Outdoor services
- Cleaning + Handyman + Organizing = Home care

Roll-Up Math

Buy 3 companies at 3x = \$3M invested

Combined EBITDA with synergies = \$1.5M

Sell at 5x platform multiple = \$7.5M

Return: 150% in 3 years

Quick Reference: Industry Comparison

Industry	Recurring %	Margins	Multiple	Best Month to Buy
HVAC	30-50%	15-20%	3-5x	March-April
Plumbing	10-20%	15-20%	3-4x	February
Pest Control	80-90%	20-30%	4-6x	November
Landscaping	60-70%	10-15%	2.5-3.5x	October
IT Services	70-85%	15-25%	4-6x	January
Commercial Clean	95%	8-12%	2.5-3.5x	December

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