

Messaging Toolkit

Tagline

Change is in the air.

- *Use on packaging, campaign headlines, tradeshow visuals, and high-level brand expressions. Keep it short, bold, and memorable.*

One-liner for contractors

We help contractors grow faster by making memberships more effective and turning every homeowner into a lifelong customer.

- *Use in contractor-facing sales decks, quick intros on calls, or anywhere we need a concise contractor-specific message.*

Short social / Intro blurb

SmartAC is the growth engine for the HVAC industry — helping contractors accelerate membership growth, strengthen homeowner relationships, and build recurring revenue.

- *Use for LinkedIn bios, social profiles, event intros, or short copy blocks where space is limited.*

Elevator pitch

SmartAC helps HVAC contractors accelerate growth by transforming how they build and scale memberships. Our turnkey platform makes it simple to convert more homeowners into members, retain them longer, and generate recurring revenue that fuels lasting business growth.

- *Use in conversations, networking, or when asked “what does SmartAC.com do?” — a natural, conversational response for employees.*

How we deliver

SmartAC brings together software, connected hardware, and the SmartAC® Membership Accelerator to help contractors accelerate membership growth.

These elements work together as a platform-in-a-box approach — giving contractors everything they need to convert more homeowners, retain them longer, and unlock recurring revenue. And because results matter, contractors can model the impact for their own business with SmartAC's ROI calculator.

- *Use when the audience needs to understand how SmartAC.com delivers results. This is especially relevant in deeper sales conversations, investor discussions, partner meetings, or marketing materials where we want to highlight the unique combination of elements that set us apart. When possible, point to the ROI calculator as the best way to validate impact with data.*

Press Release Boilerplate

SmartAC empowers HVAC service providers with smart monitoring, real-time analytics, and a seamless homeowner engagement experience designed to fuel long-term business growth. The SmartAC platform equips contractors to improve service outcomes, increase customer conversion and retention, and build scalable recurring revenue programs. By uniting connected technology with contractor-focused tools, SmartAC is elevating the future of home comfort. With SmartAC, Change is in the Air.

- *Use verbatim in press releases, media kits, investor decks, and official external communications.*