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FREE KIT FOR HVAC TECHS

2026 PRICING & ESTIMATE KIT



What to charge for the most common AC and heating jobs in the US, a ready-to-fill estimate, a startup checklist and the messages that close the job.

- Price ranges for 13 common jobs
- Hourly rates: helper, tech, senior tech
- Printable estimate template
- AC sizing by square foot
- 10 rookie mistakes + client messages

HOW TO USE THIS KIT

Six tools to quote with confidence, look professional and avoid callbacks.

1 PRICE TABLE

See the typical range for each job. Start from the middle, then adjust for your area, equipment and access.

2 YOUR PRICE

Use the formula on page 3: hours x rate + parts + markup + service call. Never quote a repair before you diagnose.

3 ESTIMATE

Print the template on page 6 and fill it on site. Model, parts and warranty in writing.

4 CHECKLIST

Run the startup checklist on page 7 before you leave. Every time.

5 MISTAKES

Read the 10 mistakes on page 8. Each one costs money or a callback.

6 MESSAGES

Copy the texts on page 9 to send quotes, explain the value and sell a maintenance plan.

WHAT'S INSIDE

- 3 Hourly rates and how to calculate your price
- 4 Price table: service and repair
- 5 Price table: new systems
- 6 Estimate template (print)
- 7 Startup checklist before you leave
- 8 10 rookie mistakes
- 9 Ready-to-send client messages
- 10 Bonus: AC sizing and 6 ways to charge more

PRICE RANGES
US averages, 2026

SIZING GUIDE
BTU by square foot

READY TO USE
Print and fill

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Free kit

Reference values only; prices vary by state, equipment and job. Refrigerant work requires EPA 608; check local permits.

WHAT HVAC TECHS CHARGE

Typical US labor rates in 2026. Big cities, summer peaks and emergencies cost more.

Level	Per hour	Notes
Helper / apprentice	$25 - $45	Works under a licensed tech
HVAC technician (EPA 608)	$75 - $125	Service, repair, refrigerant work
Senior tech / contractor	$100 - $150	Installs, permits, system design
Service call / diagnostic	$75 - $200	Often credited if you do the repair
Night, weekend, emergency	1.5x - 2x	Or a flat $100 - $300 extra

HOW TO CALCULATE YOUR PRICE

HOURS x RATE + PARTS + MARKUP + SERVICE CALL

- Diagnose first, then quote. Include drive time, testing and cleanup.
- Price parts and refrigerant at your cost, then add 25-50% for sourcing, stock and warranty.
- Charge the service call once per visit, not per part.
- Round up. Clients trust a clear total more than odd cents.

EXAMPLE: capacitor + contactor on a 3-ton AC

Labor	1 h x $110	$110.00
Parts	45/5 µF capacitor + 2-pole contactor	$55.00
Markup	30% of parts	$16.50
Service call	once per visit	$95.00
TOTAL	rounded	$280.00

Illustrative example. Use the numbers of your own area and supply house.

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PRICE TABLE - SERVICE AND REPAIR

Job (installed)	Typical range	What changes the price
Diagnostic / service call	$75 - $200	Minimum fee; often credited if you do the repair
AC tune-up / maintenance	$100 - $300	Clean coils, check charge, clear the drain
Replace run capacitor	$100 - $400	Part is cheap; labor and the call drive it
Replace contactor	$150 - $400	Single or 2-pole; access to the unit
Clear condensate drain	$75 - $250	Clog, trap, float switch, pan damage
Replace thermostat	$150 - $500	Smart models and a missing C-wire cost more
Leak search + recharge	$300 - $1,000	Refrigerant type and pounds; R-22 goes much higher
Replace blower motor	$400 - $1,500	PSC or ECM motor, brand and access

HOW TO READ THE RANGES

- Low end: easy access, common part in the truck.
- Middle: the usual job. Start your quote here.
- High end: attic in summer, rare parts, after hours or a big city.
- Repair plus tune-up in one visit: charge the call once and give a small discount.

Sources: PickHVAC, Fixr, Thumbtack, HVAC contractor cost guides and supplier price lists (Oct 2026). Ranges include labor and basic parts. Varies by state.

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PRICE TABLE - NEW SYSTEMS

Job (installed)	Typical range	What changes the price
Mini-split, single zone	$2,000 - $5,500	BTU, line set length, wall and electrical
Central AC (2-3 ton), replace	$3,000 - $8,500	Average ~$5,500; SEER2 rating and coil
Heat pump system (3 ton)	$5,500 - $15,000	Average ~$9,000; ducts and electrical
Furnace + AC split system	$6,000 - $14,000	Efficiency, brand and permits
Replace ductwork	$10 - $50 / lin ft	Average ~$25; attic, crawl space or walls

WHAT RAISES OR LOWERS THE PRICE

- Tonnage and efficiency (SEER2, HSPF2).
- Brand and warranty length.
- Ductwork: reuse, repair or replace.
- Electrical: new disconnect, breaker or panel work.
- Permit, inspection and refrigerant rules in your area.
- Access: attic, roof, crane or long line set.

Sources: PickHVAC, Fixr, Thumbtack, HVAC contractor cost guides and supplier price lists (Oct 2026). Ranges include labor and basic parts. Varies by state.

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ESTIMATE

FROM (your business)	CLIENT
Name:	Name:
Phone / email:	Phone / email:
	Job address:
	Date:
	Estimate #:

DIAGNOSIS AND WORK (unit model/serial, problem found, what will be done)

Part / equipment	Qty	Unit	Total

Labor (hours x rate)	
Service call	
Refrigerant / permit	
TOTAL	$

Start date / time to complete:

Warranty: Labor: ___ days · Parts: manufacturer

Payment: Cash · Card · Zelle · Check Deposit: ____%

Valid until:

Client approval (signature and date)

STARTUP CHECKLIST BEFORE YOU LEAVE

Run it at the end of every repair or install, with the system running.

- [ ] **Power and disconnect**
  Disconnect locked during work; voltage checked with a meter after.
- [ ] **Electrical parts**
  Capacitor within the label tolerance; contactor clean; terminals tight.
- [ ] **Refrigerant charge**
  Superheat (fixed orifice) or subcooling (TXV) per the maker's chart.
- [ ] **Temperature split**
  Supply vs return about 15-20 °F in cooling mode.
- [ ] **Airflow and filter**
  Clean filter of the right size; blower speed set.
- [ ] **Condensate**
  Drain clear, trap OK, float switch tested.
- [ ] **Outdoor unit**
  Coil clean, unit level, clear space around it.
- [ ] **Thermostat**
  Cool, heat and fan calls work; schedule set for the client.
- [ ] **EPA 608 rules**
  Refrigerant recovered, never vented; amounts noted.
- [ ] **Client walkthrough**
  Explain what was done, filter schedule, before/after photos, payment.

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10 ROOKIE MISTAKES

Each one costs you money, time or a callback.

1 Quoting over the phone

Diagnose first. Guessing kills your margin.

2 Not charging the diagnostic

Finding the problem is work. Charge the call.

3 Topping off a leak

Refrigerant without fixing the leak means a callback. Find it.

4 Mixing refrigerants

Never mix. Check the nameplate and use the right one.

5 Skipping the permit

Most replacements need a permit. No permit, no inspection.

6 Sizing by rule of thumb only

For a replacement, run a load calculation (Manual J).

7 No markup on parts

Sourcing, stock and warranty cost you. Add it.

8 No written estimate

Verbal deals turn into arguments. Always write it down.

9 Underpricing to win

Cheap jobs attract clients who haggle. Show the value.

10 No maintenance plan

Offer a yearly tune-up plan. It is recurring income.

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READY-TO-SEND MESSAGES

Copy, adjust the name and send by text or WhatsApp.

Sending the estimate

Hi [Name], here is your estimate for [job]. It includes the diagnosis, parts, labor and a full system test. Any questions, just reply here.

Explaining the value

The price covers finding the real cause, quality parts, correct refrigerant charge and a test of the whole system, so it doesn't fail again next week.

Client asks for a price

I can help. Send me a photo of the unit's label (model and serial) and the thermostat, and tell me what is happening, so I give you a real price.

Client went quiet

Hi [Name], just checking if you still want to fix your [AC/heat]. I can fit you in this week. No pressure.

Confirming the visit

Great, you're booked for [day] at [time]. Please clear access to the outdoor unit and the indoor unit or attic.

Offering a maintenance plan

All done and tested. For [$X] a year I do two tune-ups (spring and fall) and you get priority service. Want me to sign you up?

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BONUS · AC SIZING BY SQUARE FOOT

Rule of thumb for a quick quote. Climate, insulation and windows change it: confirm with a Manual J load calculation.

1 TON = 12,000 BTU/h · ~20-25 BTU PER SQ FT IN A TYPICAL HOME

Area (sq ft)	Size	Typical system
Up to 450	9,000 BTU	Mini-split, one room
450 - 550	12,000 BTU (1 ton)	Mini-split, large room
700 - 1,000	18,000 BTU (1.5 ton)	Mini-split or small central
1,000 - 1,250	24,000 BTU (2 ton)	Central or multi-zone
1,250 - 1,600	2.5 ton	Central AC or heat pump
1,600 - 2,000	3 ton	Central AC or heat pump
2,000 - 2,500	3.5 - 4 ton	Central AC or heat pump
2,500 - 3,000	4 - 5 ton	Central or two systems

6 WAYS TO CHARGE MORE

Maintenance plan
Two tune-ups a year plus priority service. Recurring income.

Smart thermostat
Easy upgrade during a visit; clients like the savings.

Better air
Higher MERV filter, purifier or humidity control.

Surge protector
Protects the compressor board. Cheap part, real value.

Hard start kit
Helps older compressors start. Offer it on aging units.

Duct sealing
Leaky ducts waste air. Measure and offer the fix.

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GOOD WORK STARTS WITH A FAIR PRICE

Diagnose first, write every estimate and test before you leave. More free guides for HVAC techs at vifalio.com.

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