

WEEKLY KPI SCORECARD

HVAC KPI Scorecard

The 8 numbers every HVAC owner should track weekly — with formulas, healthy ranges, and why each one matters.

THE 8 WEEKLY KPIS

<p>1 Revenue per Technician per Day</p> <p>HEALTHY RANGE</p> <p>Daily revenue ÷ active techs</p> <p>\$1,800 – \$3,200</p> <p>The fastest read on whether your dispatch board is producing or just busy.</p>	<p>5 Booked Call Conversion</p> <p>HEALTHY RANGE</p> <p>Booked calls ÷ inbound leads</p> <p>Above 75%</p> <p>Below this, your CSR is the real bottleneck — not your techs.</p>
<p>2 First-Time Fix Rate</p> <p>HEALTHY RANGE</p> <p>Jobs resolved on first visit ÷ total dispatches</p> <p>Above 80%</p> <p>Drives customer retention and slashes labor cost per ticket.</p>	<p>6 Gross Margin by Service Line</p> <p>HEALTHY RANGE</p> <p>(Revenue - direct costs) ÷ revenue per line</p> <p>50 – 65%</p> <p>Reveals which service lines fund the company and which silently drain it.</p>
<p>3 Average Ticket Size</p> <p>HEALTHY RANGE</p> <p>Revenue ÷ completed tickets</p> <p>\$450 – \$900</p> <p>The single biggest profit lever — a \$50 lift here flows almost fully to gross margin.</p>	<p>7 Technician Billable Hour %</p> <p>HEALTHY RANGE</p> <p>Billable hrs ÷ total clocked hrs</p> <p>Above 65%</p> <p>The single largest lever on labor profitability.</p>
<p>4 Membership Plan Attach Rate</p> <p>HEALTHY RANGE</p> <p>New plans sold ÷ qualifying calls</p> <p>Above 25%</p> <p>Recurring revenue stabilizes the seasonal swing and pre-funds next spring.</p>	<p>8 Days to Cash</p> <p>HEALTHY RANGE</p> <p>Days from work-complete to cash-in-bank</p> <p>Under 14 days</p> <p>Determines whether you self-fund or rely on a credit line to make payroll.</p>

Want help building this into a live dashboard? We embed as your fractional CFO and put these numbers in front of you every week.

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