



 Housecall Pro

# Housecall Pro Helps Frontier Air Conditioning Grow from Mom-and-Pop to Multi-Million-Dollar Business



## Case Study: Frontier Air Conditioning

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## Section 1

# The Challenge



When **Frontier Air Conditioning** launched in 2006, it was a quintessential family-owned HVAC installation company, founded by a Mission, Texas, couple who simply wanted the means to send their kids to college. Owner Joe Villegas leveraged his experience working on the maintenance team at a local country club to attend HVAC school, receive his certification, and launch his own company. He quit his day job, and within three days the calls started rolling in. Frontier Air Conditioning has been going strong ever since.

By 2015, the company was reliably bringing in **\$800K every year**, yet no matter how hard Joe and his team worked, they couldn't get over that hump or achieve their goal of becoming a million-dollar company. By this time, Joe's son Jay—fresh from earning both a business degree and an HVAC certification—had stepped in to handle daily operations. He realized that one of the main things holding back the company was its outdated tech stack, which forced technicians to work inefficiently even as many potential leads were being squandered.

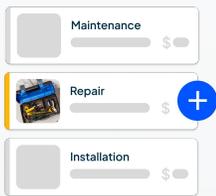
One of the most acute growth impediments was Frontier's CRM platform, which was infrequently updated with new features and failed to offer a reliable service. Jay's field technicians told him that the mobile app crashed almost daily. Jay decided to seek out a new software solution to help his team work more efficiently and to ensure they had the tools needed for scalable growth.

## Section 2

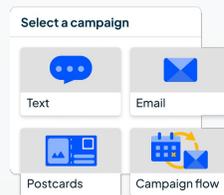
# The Solution

Jay chose **Housecall Pro** after seeing it demonstrated at an HVAC conference. He was impressed not only by the reputation of Housecall Pro but also by the scalability and the frequency of updates. Although it was right in the middle of summer—the most frantic season for air conditioning companies—Jay simply couldn't wait to ditch the old software and roll out Housecall Pro.

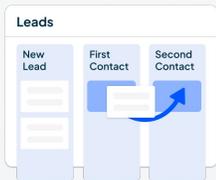
Almost overnight, the software transformed operations for Frontier Air Conditioning. Several features have been especially impactful for Jay and his team:



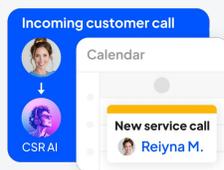
The **Price Book templates** have ensured that estimates are clear and consistent, while also being much easier for technicians to generate on the fly.



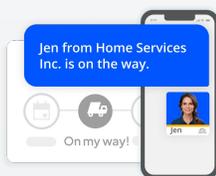
After receiving an **automated follow-up email**, one potential customer said, "I'd almost forgotten about you"—then proceeded to greenlight an install totaling \$39K.



The **Pipeline feature** has helped Frontier's team monitor open estimates and nurture any and all existing leads.



The company has also leveraged the **AI phone tool** to capture information from potential customers who call after hours, significantly reducing the number of customers who end up choosing a competitor.



The integration of **SMS and email marketing** has allowed Frontier to "always be in the customer's face," according to Jay.

Jay has been especially pleased by how often the software is updated. "Housecall Pro is moving faster than we are. It's always prepared to do what we need it to do," he says.



### Section 3

## The Results

Before switching to Housecall Pro, Frontier Air Conditioning was stuck just below \$1 million in annual revenue. Now, the company's annual revenue forecast is **\$6 million**.

Not only has Frontier seen significant revenue growth, but with a new tech infrastructure, it has been able to unveil a broader array of services, including insulation services, which have dramatically increased the average ticket value.

With Housecall Pro, Frontier is truly at the vanguard of modern field service technology. ■

Housecall Pro is moving faster than we are. It's always prepared to do what we need it to do.

**Jay V.**

**Frontier Air Conditioning**  
Owner