

The After-Hours Text-Back Script Pack for HVAC

12 ready-to-send texts for the calls you miss after hours. Emergency or can-wait, safety first, and booked by morning. Free. Takes 60 seconds to set up.

What you get

- **12 copy-paste after-hours texts** written for HVAC: emergency vs. can-wait, safety lines, late-night quiet hours, on-call or next-morning booking, pricing questions, and follow-ups.
- **The 60-Second Phone Setup Card:** where to paste them on iPhone, Android, Google Business Profile, or your phone system.
- **The Missed-Call Math Sheet:** one line to price your own leak.
- **Per-trade issue every Tuesday:** one AI play, under 5 minutes to read.

How to use: Swap every [bracket] for your details. Set #1 as your after-hours auto-reply today. Save the rest as quick replies. Only offer on-call if someone actually answers it. Texts tagged **AUTO** are automated or promotional and carry "Reply STOP to opt out."

Texting compliance (not legal advice): Texting someone back after they called you is generally treated differently from cold marketing, but rules still apply. Identify your business, keep it about their request, honor STOP right away, and get clear consent before any promotional texts. Texts marked AUTO carry "Reply STOP to opt out." One-to-one replies in a conversation the customer started don't need it, but adding it never hurts. Avoid texting between 9 pm and 8 am local time unless the customer asked for help, and check your state's rules. Business texting from a 10-digit number usually needs A2P 10DLC registration with your provider. When in doubt, ask your attorney.

The 12 after-hours texts: HVAC

1. After-hours auto-reply: emergency or can it wait? **AUTO**

Fires on any missed call after close

[Business] here. Shop's closed, but I read these. No heat in freezing weather, or no AC with someone at risk inside? Text HEAT or COOL and the on-call tech gets it. Anything else, I'll book you first thing tomorrow. Reply STOP to opt out.

2. Gas / CO safety line

Customer mentions gas smell, a CO alarm, or headaches

Stop. Gas smell or CO alarm means get everyone out now, then call 911 or the gas company from outside. Don't flip switches or run the furnace. Text me once you're out and safe and we'll handle the fix after they clear it.

3. Triage questions (they texted HEAT or COOL)

Before you roll a truck

Got it. Three quick ones so I bring the right parts: 1) Furnace, heat pump or boiler? 2) Is it running and blowing the wrong temp, or not starting at all? 3) Address? A photo of the unit's label helps.

4. Quick check before the truck rolls

Can save them an after-hours call

Before I head out, check two things: thermostat set to HEAT/COOL with fresh batteries, and the furnace or outdoor unit breaker isn't tripped. If that fixes it, you're good. If not, reply and I'm on the way.

5. On-call booked, after-hours rate up front

Confirming the emergency visit

You're on. [Name] is headed your way, about [ETA]. Heads up: after-hours visits are [\$X trip/diagnostic]. [Name] will give you the repair price before touching anything. You can say no.

6. Can-wait: first slot tomorrow

Not urgent, book the morning

Sounds like it can make it till morning. I've got [time window] tomorrow. Reply 1 to grab it, or tell me what works. Space heater tip: keep it 3 ft from anything that burns.

7. Late-night quiet-hours auto-reply **AUTO**

Missed calls after 9 pm (non-emergency)

[Business] got your call. It's late, so we won't text again until 8 am unless you tell us it's an emergency. Text HEAT or COOL if you're without heat or AC tonight and someone's at risk. Reply STOP to opt out.

8. Pricing question

"How much to fix my AC/furnace?"

Straight answer: I can't price a repair blind and won't guess. The diagnostic is [\$X] ([after-hours \$Y]). The tech finds the problem and gives you the exact price before any work. No surprise bill.

9. Tech tied up on another emergency

On-call is already out

Our on-call guy is on another no-heat call right now. You're next in line. Rough ETA [time]. If it gets worse or anyone's at risk, text me right away.

10. Morning follow-up to an overnight caller **AUTO**

First thing next day

Morning, this is [Name] at [Business]. You called last night about your [heat/AC]. Still need us? I've got [time window] open today. Reply 1 to book. Reply STOP to opt out.

11. One follow-up if they go quiet **AUTO**

Same day, once only

[Name] at [Business] again. Didn't want your [heat/AC] call to slip through. If you got it handled, no problem. If not, reply and I'll fit you in. Reply STOP to opt out.

12. Weekend / holiday auto-reply **AUTO**

Closed days

[Business] is closed for [the weekend/holiday], but the on-call tech covers no-heat and no-AC emergencies. Text HEAT or COOL. Everything else gets a call [day] morning. Reply STOP to opt out.

The 60-Second Phone Setup Card

- iPhone (personal or small shop).** iOS can't auto-text missed calls on its own. Save texts #1, #7 and #12 as Text Replacements (Settings → General → Keyboard → Text Replacement) so you can fire them in two taps. For true auto-reply, use your carrier's business line app or a VoIP/texting app.
- Android.** Some phones and carrier apps have missed-call auto-reply built in; look under Phone → Settings → Quick responses or the carrier's business app. If yours doesn't, save the texts as quick replies, or use a VoIP/texting app with missed-call text-back.
- Google Business Profile.** Turn on chat/messaging if it's offered for your profile and set the welcome message to text #1 (minus the STOP line). Set your real hours so after-hours callers see them.
- Field service software or VoIP line.** Most phone systems and FSM tools (ServiceTitan, Housecall Pro, Jobber, etc.) have a missed-call auto-text or after-hours rule. Paste #1 for after-hours, #7 for late night and #12 for weekends.
- Test it (60 seconds).** Call your business number from another phone, let it ring out, check the text arrives, reply, and reply STOP to make sure the opt-out works.

The Missed-Call Math Sheet

- The line:** Missed-call cost per week = missed calls per week × share that would have booked × your average ticket.
- Example with made-up numbers: 3 missed calls × 1 in 3 books × \$[your ticket] = 1 job × \$[your ticket] lost per week. Multiply by 52 for a year. Plug in your own numbers; don't use ours.

Missed calls per week	_____
Share that would have booked (e.g., 1 in 3)	_____
Your average ticket	\$_____
= Lost per week	\$_____
× 52 = Lost per year	\$_____

Want the rest of the system?
The Missed-Call-to-Money AI Kit for HVAC Shops adds 60 trade-specific AI prompts and 47 scripts and templates (more text-backs, review requests and replies, membership scripts, hiring ads), plus step-by-step SOPs. **\$39 launch price (going to \$49), 30-day money-back guarantee.** [See the kit at homeservicesi.com/kit/ →](https://homeservicesi.com/kit/)