

CLIENT SPOTLIGHT

From Overlooked to Unstoppable

How WISE Digital Partners helped one HVAC company turn a dusty business acquisition into a revenue-doubling machine for three years running.

CLIENT

Air Control Heating & Air

INDUSTRY

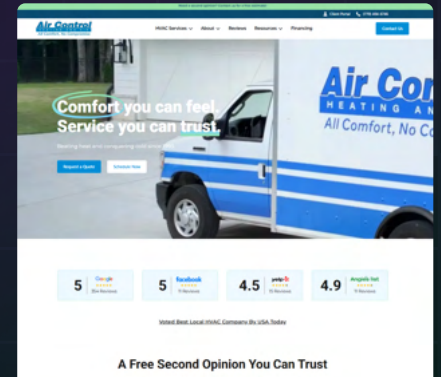
HVAC / Home Services

LOCATION

Roswell, Georgia

FOUNDED

June 1993



Baseline Revenue

<\$1M

Revenue at the start of 2023

2x

Doubled Revenue in Year 1

\$2M

33% over goal of \$1.5 million

2x

Doubled Revenue in Year 2

\$4M

33% Over Goal & Hit 6 Months Early

THE SITUATION

A smart investment without the right marketing engine

When Bill acquired Air Control Heating & Air as an investor, his plan was straightforward: buy a solid local business and generate passive income in retirement. What he found was a company with real potential, but no digital infrastructure to match it. Air Control had something the big national chains couldn't offer: honest, transparent, family-style service. They just needed a way to let the world know it.

The Business Background

Thirty years of honest work built Air Control's reputation one referral at a time across North Atlanta. When Bill acquired the business in 2020, the service record was spotless. The digital footprint was nearly invisible. The growth plan didn't exist.

The New Owner's Vision

Bill had one standard from day one: be the company the big chains can't be. Be honest. Be transparent. A team that won't sell a customer something they don't need. He just needed a partner that could deliver the same on the marketing front.

THE SOLUTION

A full-system approach: Position, Attract, Convert.

STEP 01

Position

A competitive market analysis, brand strategy, and full brand guidelines built before a single pixel was designed. We defined who Air Control is, who they serve, and how to win in a market dominated by national chains.

STEP 02

Attract

SEO, monthly content, and listings management built the long-term organic engine. Paid media was added to fuel immediate job volume while the organic foundation matured. Both channels work together, driving consistent demand.

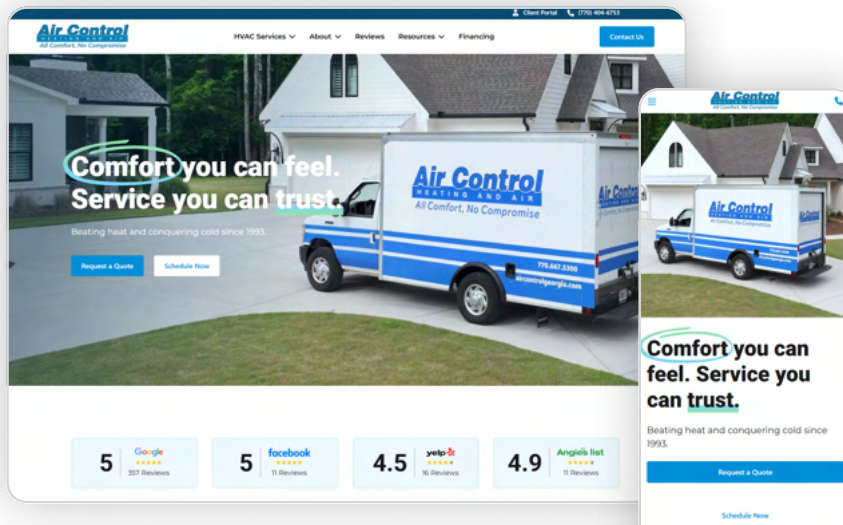
STEP 03

Convert

A custom website on NEST, built with live chat, lead tracking, and heatmap software from day one. Insights from paid media campaigns immediately informed conversion improvements across service pages, turning more of the right traffic into booked jobs.

THE WEBSITE

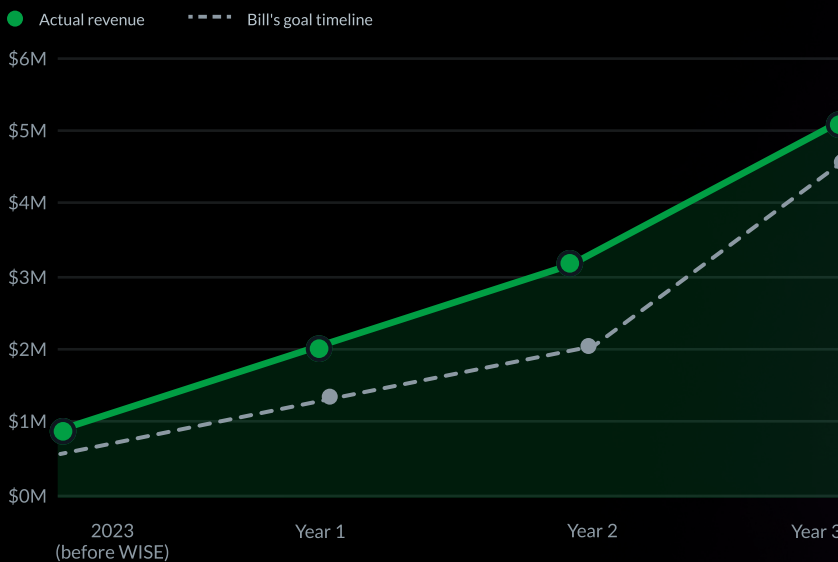
A digital presence
built to land jobs.



THE RESULTS

Bill planned for steady growth. We delivered exponential.

The owner's goal was \$3M within 2.5 years and \$5M within 4 years. WISE doubled revenue two years running, putting him a full year ahead of every milestone he set.



<\$1M

2023 baseline
Before WISE

\$2M

Year 1 actual
Goal: \$3M by yr 2.5

\$4M

Year 2 actual
New Goal: \$5M in 3

\$5M

Year 3 – in progress
On pace, 1 yr early

Air Control's 4-year goal is within reach in year three, a full year ahead of schedule.

IN THEIR WORDS



WISE Digital Partners is an outstanding digital marketing agency. The entire team — from copywriters to SEO specialists — is dedicated to delivering exceptional results. Their blog posts drive significant organic traffic and their strategic approach has positioned our brand as an industry leader. The professionalism displayed by everyone at WISE, in content creation, SEO management, and client relations, is truly commendable. I highly recommend WISE Digital Partners to any business looking to enhance its digital presence.

Liz Wyant
Operations Manager, Air Control Heating & Air

Ready to Build
Your Growth
Engine?

Air Control went from under \$1M and zero digital footprint to \$4M in revenue in just two years. See what the WISE Growth System™ can do for your business.

