

2024 Trends for the Trades

This could be a transformative year for your home service business. If you treat these five trends like opportunities, you could unlock unprecedented growth at a time when others may be struggling.

1

HVAC and plumbing markets will continue to grow.

Customer demand is growing, but so are your competitors. To capture demand, you will need to differentiate your business.

2

Customers seek faster solutions.

Companies like Uber and DoorDash have made life more convenient for consumers. This trend will extend down into the home services industry, where consumers' use of technology and expectations grow for easy, fast services will continue to grow.

3

We're still dealing with a down economy.

Despite a growing industry, 1 in 5 HVAC companies fail each year and costs will stay high. Efficiency is essential, and getting pricing and margins right is critical.

4

New sources of competition loom large.

Between PE firms, third-party referral sites, and even some utilities entering the game, you have to win in a competitive, down market.

5

Small companies are making money by focusing on what matters.

You can calm the chaos and turn these trends into opportunities by simplifying and understanding your business, and automating routine tasks so you can focus on what matters.

Learn more about how you can take advantage of these trends and unlock unprecedented growth in our 2024 Home Services Outlook webinar.

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