



HVAC BUSINESS 101: BUILDING A MORE PROFITABLE AND SUCCESSFUL CONTRACTING COMPANY

COURSE DESCRIPTION:

Being a skilled HVAC technician doesn't prepare someone to operate a profitable HVAC company. This full-day workshop is designed to help smaller contractors master the business side of the industry, by understanding the numbers behind the business, from overhead and cash flow, to labor rates, flat-rate pricing, and profitability. You'll learn how smarter pricing and small increases in average invoice can improve results without adding more work.

Beyond the numbers, we'll help contractors identify what changes to make to reach the next level for your business. We will cover the core systems that drive a stronger HVAC business, from operations and marketing, to hiring and leadership. Attendees will leave with practical benchmarks and a clear action plan for more profitable growth.

Participants will receive:

- Printed workshop handouts.
- An Excel-based financial calculator developed by James specifically for this class.

Participants may wish to bring:

- Their company's year-to-date income statement.
- A laptop computer capable of running the Excel workbook.

TOPICS INCLUDE:

- Understand revenue, overhead, gross profit, cash flow and net profit — and how they work together
- Calculate profitable labor rates and pricing based on your true costs
- Use flat-rate pricing effectively without sacrificing margins
- Increase average invoice value and profitability ethically without simply adding more work
- Identify operational changes that can help move your business to the next level
- Strengthen marketing, hiring and employee accountability as your company grows
- Build a clear action plan for stronger, more profitable growth with the right benchmarks in place

Tuesday, October 27th 2026

8:30 AM – 4:00 PM

LOCATION

2J Supply HVAC Distributors

1456 North Keowee Street, Dayton, OH, 45404



JAMES R. LEICHTER

President & CEO, Aptora Corporation,
Mr. HVAC LLC, RA Tax and Accounting
Inc., MrHVAC.com

James R. Leichter is the rare blend of master mechanic and serial tech entrepreneur. After turning a wrench straight out of high school, he channeled that frontline know-how into founding Aptora Corporation, creators of the award-winning Total Office Manager® ERP suite and Flat Rate Plus® pricing systems used by thousands of service contractors. Through his MrHVAC.com community and EGIA faculty work, James has delivered practical, no-fluff guidance to contractors in nearly every state, pairing street-smart operations wisdom with sharp financial insight from his role at RA Tax & Accounting.

REGISTRATION FEE

\$50 / individual
registration

\$45 / registrant
if 2 or more

QUESTIONS? Contact Rob Dill | (937) 223-1017



Learn More and Register at:
MyContractorUniversity.com/2jbusiness

