

## Air Plus Scales From \$3M in Revenue to \$8M in Revenue After 36 Months

### Background:

Location: Lorton, VA

Industry: HVAC

Founded: 2001

### The Challenge:

Air Plus Heating, Cooling, Plumbing, and Electrical had a brand in the marketplace but was missing on cross selling services and organic leads from Google.

### The Solution:

Phlash Consulting implemented a retargeting campaign using their CRM, Service Titan, which created a new lead channel using their existing customer base.

### The Result:

The partnership with Phlash Consulting helped increase their revenue more than double within 36 months. The company was then able to sell to a larger conglomerate and exit the business.

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[PhlashConsulting.com](http://PhlashConsulting.com)



### Key Results:

**8 Mil \$**  
REVENUE



**5x The  
Number of  
Google  
Reviews**

**Grew new  
customers  
22% year over  
year**

