

Masters of HVAC Marketing to Host Second Private Equity-Focused Webinar for HVAC Contractors

October 20, 2025

SAINT PAUL, MN - October 20, 2025 -
Masters of HVAC Marketing has announced the second installment in its Private Equity Series. The upcoming webinar, titled How To Stand Out In Your Market, is scheduled to take place on Thursday, October 23, 2025, at 12:00 p.m. CT. The session will bring together HVAC industry experts to discuss how independent contractors can differentiate their businesses amid increasing consolidation within the sector. Interested HVAC contractors can register at https://mastersofhvacmarketing.com.

The series was created in response to the growing influence of private equity firms in the HVAC industry. According to the event organizers, this development has made it more challenging for family-owned and locally operated contractors to compete on brand presence, search visibility, and customer trust.

Michelle LaFrance, founder of the Ductless Directory and host of Masters of HVAC Marketing, will moderate the session. The panel will include contributions from Dan Antonelli, president of KickCharge Creative; Doug Wyatt, founder of Synergy Learning Systems; Chris Lee, founder and CEO of Next Level Pros; and Tom Casey, HVAC Hall of Fame member and industry coach. Each speaker is expected to provide practical insights based on their experience in branding, leadership, team building, and marketing strategy.

?The industry is changing, the Google search is changing, and how consumers search for contractors has already changed,? said LaFrance. ?I created the Masters of HVAC Marketing forum as a way to help contractors effectively compete and adapt to the changing dynamics happening in the industry.?

The October 23 webinar will focus on a range of strategies aimed at helping contractors stand out in a crowded market. Topics will include search engine visibility, trust-building tactics, and leadership approaches that create a consistent customer experience. The event is intended to serve as a source of education and market insight, drawing on real-world case studies and professional expertise.

?There is so much good news for the family-owned contractor,? added LaFrance. ?The fun begins when we start showing them how to play a smarter game. It?s very exciting when I show them how they can take command of their market and score multiple results within the Google AI Overview.?

Masters of HVAC Marketing launched the Private Equity Series earlier this year to address what organizers describe as a lack of resources dedicated to helping smaller contractors respond to the operational and marketing strategies used by PE-backed competitors. The first session, which focused on understanding private equity?s impact on local markets, drew interest from HVAC professionals across the country.

?The idea for a series came from seeing that this challenge wasn?t being addressed,? said LaFrance. ?I also realized I needed to bring in experts with proven strategies who could inspire and empower contractors to take action.?

The How To Stand Out In Your Market webinar is part of the ongoing Masters of HVAC Marketing series, which aims to provide business owners with actionable insights and tactical guidance. Past sessions have covered digital marketing, consumer behavior, and industry trends. This latest installment continues the platform?s mission to serve as a forum for education and professional development.

About Masters of HVAC Marketing

Masters of HVAC Marketing is an educational platform created to help HVAC business owners access industry insights and proven strategies for growth. Founded by Michelle LaFrance, creator of the Ductless Directory, the program features expert-led discussions focused on marketing, operations, and leadership. Its content is designed to help contractors respond to evolving industry conditions and build long-term resilience in a competitive landscape.

###

For more information about Masters of HVAC Marketing, contact the company here:Masters of HVAC

MarketingMichelle LaFrance(833) 568-9474michelle@heysmartypants.comSaint Paul, MN 55125


```
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "@id": "https://mastersofhvacmarketing.com/#identity",
  "name": "Masters of HVAC Marketing",
  "url": "https://mastersofhvacmarketing.com/",
  "telephone": "+1-833-568-9474",
  "address": {
    "@type": "PostalAddress",
    "addressLocality": "Saint Paul",
    "addressRegion": "MN",
    "postalCode": "55125",
    "addressCountry": "US"
  },
  "areaServed": [
    "US",
    "CA"
  ],
  "sameAs": [
    "https://pressadvantage.com/organization/masters-of-hvac-marketing",
    "https://ductlessdirectory.com",
    "https://www.youtube.com/@ductlessdirectory",
    "https://www.youtube.com/@theductlessguy",
    "https://theductlessguy.now.site/home",
    "https://www.facebook.com/DuctlessDirectory",
    "https://www.linkedin.com/in/michellelafrance"
  ],
  "hasPart": {
    "@type": "WebPage",
    "@id": "https://pressadvantage.com/organization/masters-of-hvac-marketing#media-room",
    "url": "https://pressadvantage.com/organization/masters-of-hvac-marketing",
    "name": "Masters of HVAC Marketing Media Room",
    "isPartOf": {
      "@id": "https://mastersofhvacmarketing.com/#identity"
    }
```

}
}

Masters of HVAC Marketing

Masters of HVAC Marketing is an education series by Michelle LaFrance, founder of the Ductless Directory and ?The Duchess of Ductless,? helping HVAC business owners gain the tools, knowledge, and confidence to win in a changing marketplace.

Website: https://mastersofhvacmarketing.com/

Email: michelle@heysmartypants.com

Phone: (833) 568-9474

