

Masters of HVAC Marketing Announces New Episode Helping Independent Contractors Compete with Private Equity Firms

November 18, 2025

SAINT PAUL, MN - November 18, 2025 -
Masters of HVAC Marketing has announced the release of its third episode in a series designed to help family-owned and independently operated HVAC contractors compete effectively against larger private equity-backed companies. The episode, focusing on creating winning workplace cultures, brings together leading industry experts to share strategies that preserve the values and strengths of independent contractors.

The Masters of HVAC Marketing platform, founded by Michelle LaFrance aka The Duchess of Ductless, addresses critical challenges facing independent contractors as private equity firms continue acquiring HVAC companies across the nation. The latest episode is hosted by Michelle LaFrance, moderated by Kyle Gargaro, ACHR News Editorial Director, and has insights from Tom Casey of the HVAC Hall of Fame, Kevin Hill, training director at CEO Warrior, and Carly of Handyside Heating, who represents the contractor perspective.

"There came a time when I realized I could no longer be a bystander," said Michelle LaFrance, Founder of

the Ductless Directory and creator of the Masters of HVAC Marketing. "I have a program that will help contractors compete regardless of how large their competitor is. The industry as a whole has relied on building bigger websites and bigger SEO budgets when in fact, bigger is not better."

LaFrance identified three major factors currently impacting family-owned contractors. The influx of private equity companies has fundamentally altered the competitive landscape. Additionally, changes in Google search algorithms mean that relying solely on traditional websites no longer generates sufficient leads. Consumer search behavior has also evolved, with YouTube now serving as the second-largest search engine, yet most contractors continue depending exclusively on website traffic.

In this episode, LaFrance, a certfied BANKCODE trainer introduces the BANKCODE methodology, a system for understanding personality types and the values that drive human behavior and buying decisions. This approach helps contractors build organizational cultures where employees thrive while maintaining the personal touch that distinguishes independent operations from corporate-owned competitors.

"Creating a winning culture can become their superpower," explained LaFrance. "I'll introduce the BANKCODE methodology and show how business owners can learn how to identify the hidden values that drive a person's behavior and also buying decisions. Unlocking this key will help contractors create a culture where people thrive."

The episode addresses a common concern among industry professionals: when HVAC contractors are purchased by larger companies, the original culture often disappears, replaced by metrics-focused operations that prioritize revenue goals over customer relationships and employee satisfaction. The expert panel provides actionable strategies for maintaining strong company cultures that attract and retain both employees and customers.

Masters of HVAC Marketing developed this series in response to accelerating consolidation in the HVAC industry. The platform provides free virtual events and educational resources specifically tailored for independent contractors seeking to maintain their competitive edge. Previous episodes in the series have covered market positioning and differentiation strategies.

The company specializes in helping HVAC contractors adapt to modern marketing challenges through comprehensive training programs and industry-specific expertise. The platform brings together HVAC industry leaders who openly share knowledge and proven strategies for business growth and sustainability in an increasingly consolidated marketplace.

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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


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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.

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