



Plumbing & HVAC SEO Releases Podcast Featuring Nexstar Network CEO Julian Scadden

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Plumbing & HVAC SEO has released a new podcast episode featuring Julian Scadden, President and CEO of Nexstar Network, focused on how plumbing, HVAC, and residential service companies can evaluate growth beyond lead volume. The episode examines how business owners can strengthen revenue performance by reviewing conversion rates, repeat customer value, customer experience, seasonal planning, and disciplined adoption of AI tools. The release provides an educational resource for contractors evaluating how operational decisions affect marketing return and long-term growth.

The discussion addresses a common challenge for established home service companies: demand for more new leads can overshadow the operational factors that determine whether those leads become booked calls, completed appointments, repeat customers, and profitable revenue. Scadden explains that contractors should understand call center conversion, dispatch effectiveness, technician conversion, average ticket, financing usage, and customer retention before assuming that additional lead volume is the primary growth lever.

In the episode, Scadden also discusses the role of repeat customers and service agreement customers in improving business stability. He cites the importance of knowing what percentage of revenue comes from repeat customers compared with new customers, and he references higher annual value from agreement customers compared with one-time service calls. The conversation connects those points to the broader need for home service companies to maintain stronger relationships with customers after the initial call or completed job.

Customer experience is another central theme of the interview. Scadden describes the service interaction as a complete experience that begins with the first phone call, continues through the in-home visit, and carries into thoughtful follow-up after the work is done. The episode positions customer care, communication, and consistency as practical drivers of retention, not separate from marketing performance. For contractors reviewing their marketing systems, that perspective reinforces the importance of measuring what happens after a lead is generated and understanding where revenue is gained or lost inside the customer journey.

The conversation also covers seasonality, especially for heating and cooling companies that experience sharper peaks and valleys. Scadden encourages contractors to plan before slow seasons arrive by reviewing service agreements, maintenance opportunities, customer outreach, off-season offers, and repeat-customer communication. He frames seasonality as a business planning issue that can be addressed through stronger systems rather than last-minute reaction. The discussion gives owners and managers a practical reminder that marketing performance is often affected by operational preparation, staffing decisions, customer communication, and the timing of retention campaigns.

AI is addressed in the episode through a practical business lens. "AI is the longest spelling of the word software," said Julian Scadden, President and CEO of Nexstar Network. "Any software integration takes an owner and an action plan." The conversation highlights the need for contractors to connect AI tools to clear strategy, defined ownership, and operational maturity instead of treating new technology as a stand-alone solution. The episode also reflects Plumbing & HVAC SEO's broader view that AI works best when it supports a structured marketing system rather than replacing the strategy behind that system.

The episode continues Plumbing & HVAC SEO's focus on helping plumbing, HVAC, and home service contractors think more strategically about marketing performance. By featuring Scadden, the agency presents a broader discussion of how lead generation, conversion, customer retention, seasonal planning, and technology adoption work together in a more complete growth system for established home service businesses. The interview is designed for operators who want to connect marketing activity to stronger business fundamentals, clearer measurement, and more consistent long-term growth.

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Plumbing & HVAC SEO

Over the past 15 years, we have had the opportunity to work with hundreds of plumbing, HVAC, electrical and other home service contractors in some of the most competitive markets in the United States and internationally.

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