Bleedwise HVAC Industry Benchmark

Synthetic cross-customer aggregate — replaced by anonymized production aggregates when available.

Period: Trailing 12 months ending Jul 2026
Cohort size (n): 72 anonymized HVAC contractors
Data status: Synthetic seed (clearly labeled on web page)
Source: Bleedwise anonymized aggregate population

HEADLINE METRICS (cross-cohort medians)

Median gross margin 36.0%
Median labor burden 31.0%
Avg. overtime share 8.4%
Avg. callback rate 4.2%

DISTRIBUTION — Gross margin distribution

<20% 4 shops (5.6%)
20–25% 9 shops (12.5%)
25–30% 14 shops (19.4%)
30–35% 17 shops (23.6%)
35–40% 16 shops (22.2%)
40%+ 12 shops (16.7%)

DISTRIBUTION — Overtime share of paid hours

<5% 18 shops (25.0%)
5–8% 22 shops (30.6%)
8–12% 17 shops (23.6%)
12–16% 9 shops (12.5%)
16%+ 6 shops (8.3%)

COMMENTARY

1. Median gross margin sits at 36%.
Half the cohort sits inside the 30–40% band; the long tail below 25% is the population the diagnostic is built for. Service-mix and pricing leak explain most of that under-25% tail.

2. Labor burden holds at 31% of revenue.
31% is consistent with the default per-shop banding in our diagnostic — tightly-managed crews sit closer to 27%, while shops with chronic routing drag push toward the 35% ceiling.

3. Overtime and callbacks move together.
Median overtime share (8.4%) and callback rate (4.2%) are small numbers with outsized margin impact — every extra callback point roughly costs the shop one overtime point the following week.