



MAX SERVICE GROUP · HVAC, PLUMBING & ELECTRIC

Service leads to scale across 17 locations

CHALLENGE

A Midwest operator of HVAC, plumbing & electrical brands needed a service-minded partner to scale into new markets—with more Google reviews and a full suite that created efficiency for their team.

SOLUTION

Liftify rolled out a full-suite, turn-key implementation in under three weeks—driving reviews per location, managing high-volume communications in one platform, with holistic cross-brand reporting.

"Liftify has been instrumental in enhancing our online reputation. Their expertise in reputation management is unparalleled—a game-changer for any business seeking effective online presence management."



Corey Trojanowski
SEO Manager · MAX Service Group



BRANDS

5

LOCATIONS

17

LAUNCH

Sep 2023

DATA

ServiceTitan

\$350K

new revenue via a 600% increase in jobs booked through webchat

16,700

new calls from Google pages

46%

YoY increase in review run rate

<4 min

median response time on inbound messages

<3 wks

to first campaign live across the portfolio