



Case Study

Texas Pride Heating & Air

HVAC Company Gains Simplicity, Visibility, And Growth With Sera

The Challenge

If you're a small business owner in the home service industry, it can sometimes be hard to know where you need to focus your time. You're trying to grow the business, deal with the daily chaos of day-to-day operations, and probably still feel the pressure to serve customers yourself. But you need to step back and get a holistic understanding of your business to really unlock growth.

No one knows this better than Chaz Mills, who founded Texas Pride Heating & Air in 2019. After struggling with two previous field service management (FSM) solutions despite being tech savvy, Chaz found that what he really needed was simplicity.

Instead of simplicity Chaz was getting:

- Complicated FSM software meant for a much larger business
- Unreliable reports that were difficult to pull and interpret
- Shorted of both time and visibility into his business

"I basically stopped pulling reports. It was too much. And if you're not aware of what's going on in your business, then you're more than likely leaking somewhere."

The Solution

Chaz knew his customers needed simplicity, too. That's why his biggest incentive to move to Sera's FSM solution was the online scheduling that integrates with his website and boosts his search engine rankings. While Chaz had heard a lot about how easy Sera is to use, he was pleasantly surprised to find out it was true.

As for the simplicity Sera offered Chaz and his team, Chaz says it was a no-brainer. Simplicity was evident throughout the platform:

- The Sera Admin dashboard was instantly more accurate than Texas Pride's previous FSM software, giving him peace of mind that he could trust the data in the system
- Chaz no longer felt like he had to dedicate a team member to learning and supporting the team on the system
- When Chaz does need support, Sera's customer service is easily accessible and helpful

"They tell you in the demo how simple Sera is, but once you start working with it, you spend way less time than any of the other software I've used. If you're on the fence, give Sera a try."

The Results

After just 5 months of using Sera, Chaz now has visibility into all parts of his business – allowing him to make strategic decisions, power efficiency, and unlock growth. As Texas Pride grows, the simplicity and efficiencies will only get better. For example:

- Chaz has been able to look at his time allotment and realize that he actually needs to shrink his service area
- Memberships have grown by **67%**
- Managing dispatching is getting easier as Sera's dynamic dispatching feature puts people where they need to be, making a significant dent in the office staff's workload



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“What’s your bottom line? Do you know what a P&L is? Today’s business owners need to know where your business is making money and where you can improve it.
I wish I knew all that sooner.”

Final Thoughts

In keeping with his desire for visibility into all aspects of his business and the business insights he enjoys with Sera, Chaz says the advice he would give his younger self — or anyone just starting a business — would be to **“learn spreadsheets a lot sooner. Understand a P&L better.”**

By The Numbers

67%

Membership Growth