



LOCAL MARKET RESEARCH REPORT

ProFlow Plumbing & HVAC

Parsippany, NJ · Local Plumbing & HVAC
June 2026

SAMPLE REPORT · ILLUSTRATIVE DATA



OPPORTUNITY SCORE

SCORE BY ZIP		
07054		77
07005		74
07960		71
07046		68

MARKET SIZE

\$28.3M

▲ +9.8%

DEMAND TREND

Rising

▲ +22%

TOP ZIP

07054

▲ High Opportunity

Executive Summary

ProFlow Plumbing & HVAC · Parsippany, NJ



OPPORTUNITY SCORE

77/100

▲ High Opportunity

MARKET SIZE (EST.)

\$28.3M

▲ +9.8%

DEMAND TREND

Rising

▲ +22%

Key Findings

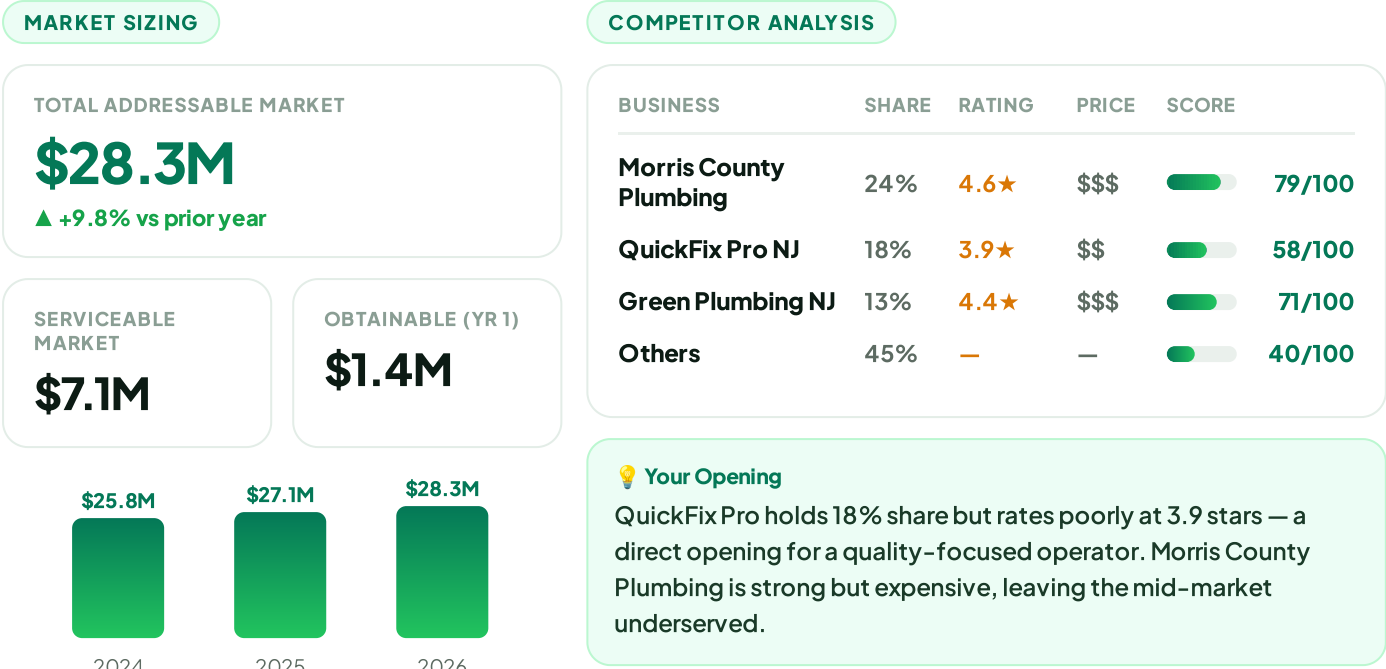
- ✓ 07054 Parsippany scores 77/100 — high homeownership (68%) drives strong repeat-service demand
- ✓ Aging housing stock (median build 1978) means consistent plumbing and HVAC maintenance demand
- ✓ QuickFix Pro's 3.9 star rating signals a service quality gap — direct opportunity to take share

Score by ZIP Code

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REPORT CONTENTS

- › Market Size & Segmentation
- › Competitor Analysis
- › Consumer Analysis
- › Market Gaps
- › 90-Day Action Plan



CUSTOMER SEGMENTS

Homeowners 35–60

52%

Seek reliability and trust, strong referral behaviour, willing to pay for quality

New Homeowners 28–40

29%

Need a trusted local provider, highly review-influenced, service-contract potential

Property Managers

19%

Volume accounts, need responsiveness and invoicing reliability

MARKET GAPS — PRIORITISED

OPPORTUNITY	IMPACT	TIMELINE
24/7 emergency service	High	Quick win
Annual HVAC tune-up package	High	Quick win
Eco-friendly green plumbing	Medium	3-month
Property manager accounts	Medium	3-month

SWOT AT A GLANCE

STRENGTHS

High homeownership and housing density in catchment
Aging housing stock guarantees demand

WEAKNESSES

Established local competitors with review base
Low online visibility starting from zero

OPPORTUNITIES

QuickFix Pro poor ratings — real share to take
Emergency service gap — no current 24/7 provider

THREATS

National franchise expansion (Service Experts etc.)
Customer price sensitivity in mid-market

90-Day Growth Action Plan

Prioritised steps to capture your local opportunity



MONTH 1

Foundation

- 1 Claim and fully optimise Google Business Profile
- 2 Set up 24/7 answering service for emergency calls
- 3 Launch Google Ads targeting plumber near me 07054

MONTH 2

Traction

- 1 Introduce annual HVAC tune-up maintenance package
- 2 Acquire first 20 reviews with follow-up workflow
- 3 Distribute door-hangers in 07054 and 07005 areas

MONTH 3

Growth

- 1 Contact 5 local property management companies
- 2 Analyse which ZIP drives calls — target harder
- 3 Launch referral reward — 25 dollar credit per referral

Ready to get started?

This report was built using live local data for Parsippany, NJ. To get a full report customised to your business, your category, and your ZIPs — visit veduta.dev or find Veduta on Fiverr.

FULL PACK

\$249

All 6 modules