



Remodelers, Contractors, Builders ...

Differentiate Your Business by Offering Customers the Ability to Customize Their Indoor Air Environment

By Jody Monaco-McGarry

Total indoor air quality is a concept that the HVAC industry has been strongly advocating. Although we have heard the term for a few years, I don't think it has been presented as simply, or as clearly as, the ability to "customize indoor air." That is really what it comes down to. The ability for a homeowner to have clean, fresh, healthy air at the temperature that feels comfortable to that unique individual(s).

With multiple people living in a home, what feels comfortable to the kids hanging out in the basement may be different from what feels comfortable to mom working in the kitchen. With a custom indoor air quality system, the air in each room can be customized.

The net benefit is that indoor air becomes something that the homeowner doesn't have to think about — the family is always comfortable, all of the time. In addition, because the indoor air quality systems approach is an energy-efficient approach, the homeowner should see economical energy bills.

So, what does that mean for the contractor, builder or remodeler?

By offering your customers an HVAC option package, you will stand out as a company that truly cares about making homeowners as comfortable and as healthy as possible in their new surroundings. You will also be viewed as

a company that stays current with the building systems that manufacturers are advertising directly to homeowners in their favorite magazines.

Imagine how impressed a homeowner would be when a salesperson asks if any of her children are asthmatic. When the answer is, "yes," the salesperson explains how the HVAC systems can be customized to help his or her child sleep more comfortably.

And imagine when that same salesperson recommends solutions for dry, cracked skin and dry winter throats, both of which can be aided with a custom indoor air quality solution. Even the family pet becomes part of the dialog, as HVAC options can help deal with the pet dander that can negatively impact the quality of indoor air.

Often we hear that homeowners who are building or remodeling would rather spend all of their option money in countertops and cabinets. However, industry experience on a national level indicates that in the replacement market, customers who are given a choice with a proper explanation will choose an upgraded system 90 percent of the time.

In fact, there have been several situations where homeowners found out about HVAC options after they closed on their house. They were unhappy when they found out there were HVAC

options they would have wanted and could have rolled into the mortgage before closing.

With energy prices sharply increasing post-Katrina, your homeowners will be faced with escalating energy bills. If ever there was a time to sell the merits of an upgraded, energy-efficient system, it is now.

In addition, with your own margins being squeezed by the escalating costs of fuel and building supplies, isn't it time to find a new revenue stream? Selling HVAC upgrades can be a profitable opportunity for your businesses.

At ABR, our contractor partners are committed to helping the success of your businesses. Working with the support of national brand leaders, like Rheem and Honeywell, we can provide the marketing and sales support and training to ensure your sales people have everything they need to start profiting from the custom solution trend.

Talk with your ABR contractor partner, or call us.

Jody Monaco-McGarry is president of ABR Wholesalers, Inc., Western New York's leader in supplying HVAC solutions for the residential and commercial markets. They are committed to enabling the success of customers by providing business solutions that unleash the potential of their individual businesses. Call Jody at 482-3601. ■