

Frequently Asked Questions

BY GARRY UPTON

Over the course of 2007, this space will identify opportunities within customers' homes that you may not have observed in the past. The opportunities are based on a recent homeowner survey conducted by Decision Analyst, Inc.


This Month's FAQ: *American homeowners are aging. They want more comfort in their home, but the current process of emergency purchasing during your seasonally long work days keeps the "home comfort" purchase at the time of the fix a limited option. What's the best way to add-on, to meet homeowners' desire for service and comfort?*

Eight in 10 people who have not had recent HVAC system purchases desire more from their central systems. Unfortunately, 8 in 10 who have just had you in their home and paid thousands of dollars for a new central system component also want more. Half still definitely want greater energy efficiencies. Three

in 10 want better air purification, one-fourth want better air flow in the home, one fourth want better temperature control, two in 10 want better humidity control, and the list goes on.

Many homeowners are adjusting thermostats up in the summer and down in the winter. Many are adding insulation, and even more added energy efficient windows to their homes (12% of all homeowner owned homes).

Homeowners are buying portable solutions, such as window/portable air conditioners, spot humidifiers and dehumidifiers, and air filtration devices.

Central IAQ isn't as mainstream, but it is becoming a tremendous reason for you to call on your customer. 

Many things outside of your control affect the selling process:

- Weather
- Life cycles
- New construction
- Home remodeling
- A decent economy

Therefore, you must change the way you relate to your customers.

While many in the HVAC community wait for these elements to affect the consumer, your competition for their "comfort dollar" has moved ahead in the race for their attention and purchase.

Garry Upton of Decision Analyst, Inc. shares his interpretations of its American Home Comfort Study of 19,000 homeowners, and probes what customers look for in HVAC contractors. To learn more about this study, or purchase it, contact Garry at gupton@decisionanalyst.com.