

# Frequently Asked Questions

BY GARRY UPTON

*Over the course of 2006, 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:** *It's March again, and even the service calls are drying up. What can I do to make my business less seasonal?*

Do you really know your customers?

Do your technicians and installing crews write down what they observe when in their homes?

Have you kept a list of things your customers want – sometime down the road? In the heat of the season there isn't always time to do more than "fix" the broken unit.

With April 15 on the

approach, this is the perfect time to get with your homeowners wanting to improve their home comfort.

In the latest "American Home Survey" taken among over 19,000

homeowners, a total of eight in 10 said they would like their central heating and cooling systems improved in some way.

According to the survey, the chart below highlights what respondents said they were interested in having done.

With money possibly coming back from the IRS, this could be one of the best times to act on helping your client with their home comfort.

Garry Upton of Decision Analyst, Inc. shares his insights and interpretations of a study of 19,000 homeowners, and probes what they look for in HVAC contractors. To learn more about this study, or purchase it, you can contact Garry at [gupton@decisionanalyst.com](mailto:gupton@decisionanalyst.com).

