

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.

My new construction work has tanked, and the builders I've worked with are all feeling the pain. I can't install fewer pieces of equipment for less money on each install, and that is one of the requests they make. What would you suggest?

This may be a good time to meet with your builders and help them develop new ways to differentiate themselves with HVAC systems.


For many builders, the HVAC system has been one of the last things on their minds. They've worked hard at selling and trading customers up into more expensive kitchen counters, floors, carpet, and so on, and continue to skimp on the most essential part of the home's comfort components, the

heating and/or cooling system.

Builders don't see the "sizzle" going in, and many don't see the "burn" on the part of their dissatisfied customers after the purchase.

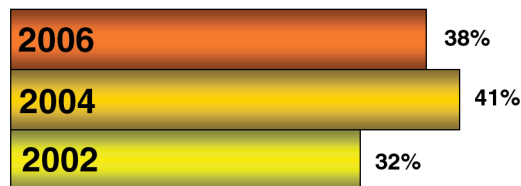
The American Home Comfort Study again confirms that more new homes are built with rooms that are too hot and too cold, and poor air

distribution remains the number one reason for a callback to the new home. Other reasons include poor product placement, poor air delivery design, and materials used to build the system, because of the limited money some builders are willing to spend.

I've touched on this fact in an earlier article, but the new numbers are in, and the timing appears right, as builders are scrambling for answers and new work. 

HVAC Contractor Callbacks

New Construction



New homeowners who hired a contractor:
2006 Base = 753, 2004 Base = 593, 2002 Base = 415

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