

FAQ

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Over the course of 2008, 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.

It's time for contractors to prepare for early clean-and-checks, and complete them before the busy season begins. Distributors and manufacturers are closing in on early selling programs and spiffs.

We know that you're already focusing on IAQ, efficiencies, homeowner loyalty, and other ways to grow your business, while serving your community and your customer. This would appear to be a good time to listen to customers' complaints about noise. It's likely that your community has many homeowner-decision makers wishing for an HVAC system that's quieter than their current system. Add it to your company focus, and you can be the answer to their quest.

Our earlier American Home Comfort Study research didn't distinguish between noise complaints about the outdoor unit and the sounds that occur inside the home. Our latest study does.


- One of every five homes that you pass daily produces HVAC fan noise inside the home, that interferes with something as simple as watching TV; and, 21.6% of all homeowners stated that the noise coming out of the vent forces them to turn up the TV or radio each time the system cycles on.

- 11.5% stated that the inside noise was/is so loud that you have to speak up when the system comes on, in person or on the phone.

- Outside HVAC system noise interferes with the quality of life outside the home for 10.6% homeowners. Homeowner/decision makers report that the system is so noisy when the system turns on outside, that it interferes with backyard entertaining.

These aren't system failure complaints, but very real annoyances for your customers. At a time when more Americans are thinking of staying in their current home and spending money fixing and renovating, the ability to eliminate excessive noise may be a welcome expense for such homeowners.

Whether serious enough to warrant HVAC system replacement, sound-proofing in working systems, or simply a key requirement when replacing a failing old unit, it appears to be worth exploration.

Noise remains an important focus for your technicians and sales staff anywhere in the U.S. Indoor noise focus is especially important in the West South Central, Pacific, East North Central and Mid Atlantic regions. Exterior noise is most annoying to homeowners living in the East South Central. 

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