

# 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.*

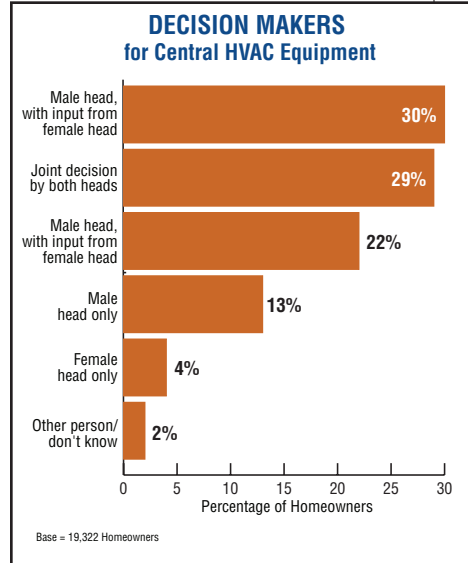
**This Month's FAQ:** *In response to the question, "who buys HVAC central equipment for their home," Upton shares his observations based on consumer comments from the American Home Comfort study.*

I've been to many trade shows, conventions and client meetings over the years, and this is one of the questions most often on contractors' minds.

It's interesting how many answers I hear, all from credible people, who really believe their answer to be correct.

So as we prepared the National Home Comfort survey, we decided to include this question, with the hopes of deriving answers that would be useful to HVAC technicians and salespeople.

The question revolved around who




would select the equipment brand, choose the dealer or contractor, negoti-

ate and approve the final price, and authorize the installation.

The answer, simply stated, is that when there are two heads of household, you should count on both having a say of some kind in the decision.

Men appear to be more important to the final decision, but leaving women out of the process in most cases simply eliminates your company from the opportunity to support and sell your product.

The graph on the left highlights the homeowners' responses. 

Garry Upton of Decision Analyst, Inc. shares his 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, contact Garry at [gupton@decisionanalyst.com](mailto:gupton@decisionanalyst.com).