

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: *In a previous article, you mentioned that homeowners who purchased a "central comfort system" were still looking for "more home comfort." I've tried to get my sales staff and installers to mention indoor comfort products, without much success. What am I doing wrong, or what's still missing in the data?*

The chart you're thinking of reported that eight in 10 homeowners still want improvements in their home comfort system, whether they've just bought an expensive new system, or part of one, or have not seen you in ages. It was true in 2004 and, as of the latest study, it's still true.

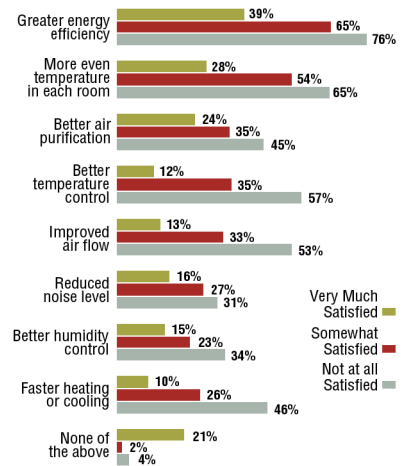
We all might have missed something concerning the homeowner and home comfort. Possibly the most inappropriate time to bring up overall home comfort is during a repair

or replacement visit. Technicians, regardless of what you instruct them to do, will spend little time in a service call helping the homeowner understand ways they can make the home more comfortable; there is simply too much work and too little time to get everything done. And, the homeowner anticipates a large, unplanned expense, and wants to think about comfort issues at another time.

A "consultive" business model (visiting your customers more often than just during an emergency) might be the answer. The following chart illustrates that many homeowners want answers to basic comfort issues your business can solve. 

Garry Upton of Decision Analyst, Inc. shares his interpretations of the Decision Analyst American Home

Q: What would you like to see improved about the central heating and/or air conditioning system in your primary residence?



Base = 27,278 homeowners who rated their satisfaction with their comfort system.

Comfort Study of 19,000 homeowners, and probes into what customers look for in HVAC contractors. To learn more about this study, or to purchase it, contact Garry at gupton@decisionanalyst.com.

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