

# Frequently Asked Questions

BY GARRY UPTON

*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 June, and as the American Home Comfort Study has reported, most of your homeowners are looking for you to be an HVAC consultant while you're in their home. This year more than in any other recent years, they'll want your advice on energy use and savings as they decide what to buy.

Just as you're spending more time training your install technicians to complete the job in one call (average call back for replacement equipment is one in every three installs) to keep your fuel bill lower, your homeowner is looking to you for effective HVAC equipment energy use and cost savings.


The Department of Energy ([www.doe.gov](http://www.doe.gov)) says the leading home energy drain is from HVAC equipment. On average, more than \$4 out of every \$10 spent with the utility company directly relates to home heating and cooling.

That makes it more important than ever to arm your technicians and sales staff with energy costs and cost savings ideas and products. It also makes training them in ways to share the information with the homeowner valuable as well.

## **Arm your technicians and sales staff with cost-saving ideas and products.**

Last week I traveled to the National Hardware Show in Las Vegas, NV, where there was a clamor on the floor to get renewable energy products and devices to the homeowner. With so many companies displaying their products, it may make sense for you to explore what's out there. Most states allow homeowners an opportunity to sell back energy to their utilities (for your state see [www.secondline.org/](http://www.secondline.org/)

[netmetering/stateactivity.html](http://netmetering/stateactivity.html)). As a home energy consultant, take the time to know what your area looks like. Review viable product claims, and let your staff know your company's views. If you find renewable energy products you can recommend, consider doing so. You may find a product you can believe in, and wish to add it to your company's sales effort.

An old friend has always described me as a sales professionals' ideal target, but on leaving the Hardware Show last week, I was wondering where I could find a contractor ready to sell and install a high efficiency air conditioner with a home windmill that would effectively save 35 to 40% of the energy bills I'm expecting this summer. 

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