

# 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:** *It is July again and another year, another selling season just like the last few. Or is it?*

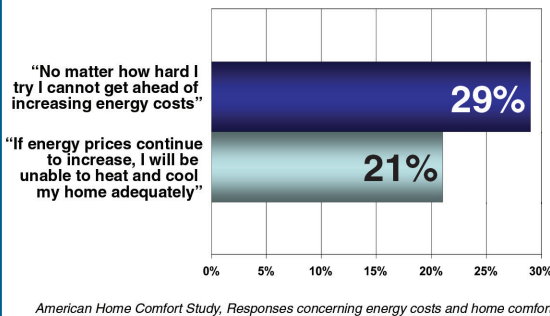
It may be, but facts are adding up that tell us we should prepare for a different type of selling season. In 2005, we had the best year in recent history and followed seven great years.

New home sales didn't begin to weaken before the end of the year, and add-on/replacements (almost 75% of all residential sales) were solid. The difference this year: fuel costs.

In many areas these costs have skyrocketed, changing the selling season. Look at what is happening to car sales. Look at the difference in SUV and economy, and Hybrid car sales. What we're seeing are


the adjustments that Americans make to maintain their standard of living, and/or to continue to stay ahead of bill collectors. Will this affect your business? It may if you're not prepared.

## Utility Costs & Homeowners Concerns about the cost of home comfort



In our 2004 *American Home Comfort* study, three in 10 homeowners said, "No matter how hard I try I cannot get ahead of increasing energy costs." Two in 10 added, "If fuel prices continue to increase I will be unable to heat and cool my home adequately."

In that same study, more than half told us their house has at least one room that isn't conditioned properly.

It's time to prepare to help customers maintain home comfort before they find they can't afford to pay the utility bills they receive. 

Garry Upton of *Decision Analyst, Inc.* shares his interpretations of their *American Home Comfort Study* of 19,000 homeowners, and probes what customers look for in HVAC contractors. To learn more about this study, or purchase it, contact Garry at [gupton@decisionanalyst.com](mailto:gupton@decisionanalyst.com).