

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: *Our industry has long been hostage to weather as well as to excellent products with a long life.*

Why should better comfort product and good installations, prevent us from seeing homeowners more often? With "Clean & Checks," they don't. But there's another reason for "comfort sales and service": Indoor Air Quality (IAQ).

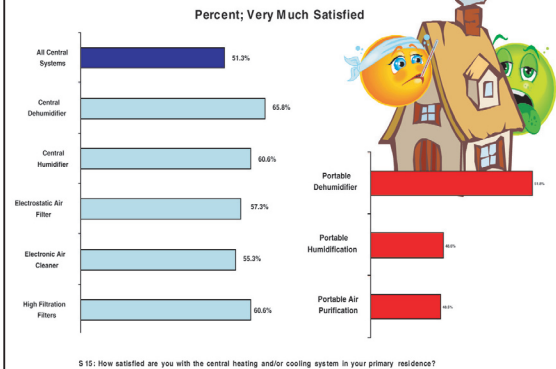
Americans, ages six to 59 years, have a 50/50 chance of having allergic reactions to at least one of 10 common substances. Fifty million Americans already have allergies, with 20 million suffering from asthma. In fact, allergies cost the healthcare system \$18 billion annually. In 2002, rhinitis was responsible for 14 million visits to physicians. According to Mike Tringale, direc-

tor of communications for the Asthma and Allergy Foundation of America, "Allergy and asthma control begins at home."

If you're already supporting your customers with central IAQ, you're winning on two fronts: (a) you help create a positive perception of their home's central air system and (b) you help control allergens in their homes.

Significant numbers of homeowners look to their HVAC contractor as a consultant for their home comfort systems. If you're not offering customers IAQ solutions, you may be leaving business on the table. For those who do, you've likely discovered that providing IAQ solutions can extend your selling season, gain customer loyalty, and improve your bottom line. 

Homeowners With Central IAQ Products Are Significantly More Satisfied With Their Central System, Than Homeowners With Portable IAQ Products



Garry Upton of Decision Analyst, Inc. shares his interpretations of its 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.