

# 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:** *I've weathered my company's fuel cost crisis, and found ways to build the new costs into my pricing. Now, how do I handle the downturn in new housing in my city, and very low pricing by competitors?*

The year is ending on a difficult note for many in the building community. All will struggle to find a place for survival, if not success. Some in the new construction business will not understand the costs involved in finding and working in the replacement community, and will begin under-selling your personal needs for success.

Established customer care/service/replacement companies will find added competition. Companies may offer pricing so low that they will place both

of your businesses in jeopardy. Those of you in the service business know it's always best to have repeat customers, those who know you and believe in you. Relationships with your customers are hard to forge, but they are an important ingredient for your success and your customer's piece of mind.

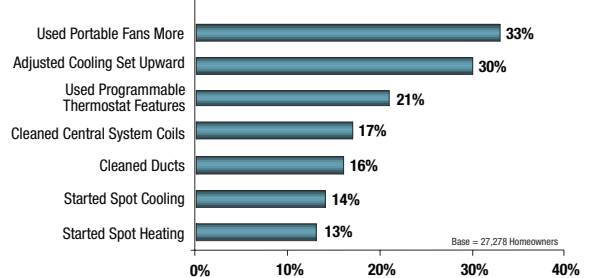
The year 2006 is also ending on a difficult note for many of your customers. Many are doing things that they feel they must economically, and many are looking for home IAQ solutions. Today's chart from the 2006 "American Home

Comfort" study deals with energy prices and your homeowner's personal economy.

How will you incorporate what your customer is doing into your next sales and/or service call? **B**

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](mailto:gupton@decisionanalyst.com).

Which of the following things, if any, have you done to increase the energy efficiency of your primary residence in the past 24 months?



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