

Frequently Asked Questions

BY GARRY UPTON

Over the course of 2007, this space has identified 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 almost Christmas, and business continues to be soft. What other insights can I use from research that will help my company this winter?


Weather and the economy both continue to influence the industry more than they should. This time, it could be a combination of the two that holds business down. The Decision Analyst Economic Index continues to record economic stress, especially for the lower end of the economic pecking order (average consumers). While there remain some bright spots in the economy as a whole (commercial business perhaps), your residential client has even decided that they will spend less (significantly fewer gifts for children) this Christmas season. Higher gasoline prices for homeowners commuting long distances

Decision Analyst's U.S. Economic Index dropped three points in October, a continuation of a year-long downtrend.

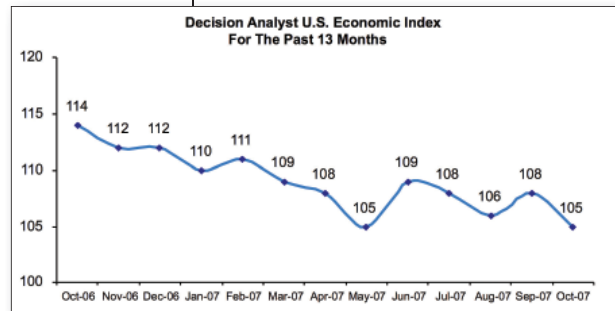
from suburbs to the office, rising food costs related to the competition of ethanol production with food, and higher energy costs for the home frame a difficult picture for your residential client and your residential business.

This appears to be a time when stronger selling of efficient products is essential, as well as products and programs that help your customer buy those products. Added training toward that end would appear to be important.

The American Home Comfort study continues to report homeowner requests for higher efficient products. As you know, the reality of first cost dampens

their resolve when it comes time to buy. It's important to note that even those who have purchased new central equipment in the past two years request more energy efficiency as a top need. More efficient products are especially important to those on fixed incomes or lower incomes, because of the escalation of energy costs in their homes. 

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



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